Using LinkedIn Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Develop a campaign plan to position yourself as a trusted advisor. This campaign should include 3 primary components:

A. Top of Mind Campaign via Status Updates

B. Personal Messaging Campaign (Position Yourself as a Trusted Resource)

C. Zero Moment of Truth (Strategy for Going for the Phone Call)

1. Create prospect profile (Who do you want to attract?).
2. Develop content plan (See 14, 15, 17 and 18 below).
3. Review your existing LinkedIn presence and profile.
4. Optimize your LinkedIn profile.
5. Create scripts for messaging.
6. campaign tracking.
7. Identify & join relevant groups.
8. Initial prospect database build (Connection Requests Sent to Targeted Prospects).

5 Steps for approaching this:

1. Step 1, the foundation. These are the things that you need to put in place FIRST. Without them, the rest of the system will be far less effective.

For more details see attachment: “LinkedIn Detail, The Foundation”

1. Step 2, the process for quickly establishing your leadership platform. It’s this platform that’s going to supercharge everything else you do, and it might take you only an hour or two to get up and running.

For more details see attachment: “LinkedIn Detail, The Process”

1. Step 3, building your database of prospects. This involves identifying your ideal clients and bringing them into your funnel, in a number of ways, both systematic and free.

For more details see attachment: “LinkedIn Detail, Building Your Database”

1. Step 4, your messaging campaign. This is where the results start POURING in. Instead of sitting back and waiting, this proactive approach insures that you’ll be generating appointments when you want them.

For more details see attachment: “LinkedIn Detail, Your Messaging Machine”

1. Step 5, combine the systems you’ve built in Steps 1-4 with email strategies that generate even more appointments. It’s funny how so many people get married to one platform. With our system, you’ll be leveraging not JUST Facebook. Not JUST LinkedIn. You won’t be a one trick pony. You’ll be integrating the best of both Facebook and LinkedIn, based on where your target market can best be reached. Then you’ll combine them with email to get results that most other people only dream about.

For more details see attachment: “LinkedIn Detail, Email Strategies”

1. As long as you are willing to commit to 30-60 minutes a day, 5 days per week, you will get some remarkable results.

In your Linked Posts and emails do the following to create engagement between you and your prospects and establish your authority and credibility:

1. For all those who viewed your posts and engage by clicking on a video, free report, etc. follow up directly to them with the following wording:

“I am working with Gary Wilson and am a Certified Investor Agent. I thought of you during the course work and believe you may find this interesting. Have you ever wanted to (pick which is most appropriate for your prospect):

Flip a house and earn a big paycheck!

Own rentals earning you passive income for life!

Make money in Real Estate without needing money or even owning property!”

And either of the following links so they can download the mini e-book(s) that are appropriate for what they want to invest in:

* 1. Flipping For Profits Without The Risk
     1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
  2. Rental Profits Without The pain
     1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
  3. Wholesaling So Everybody Wins
     1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling/>

1. Subscribe to the My Investment Services Youtube channel. Then choose the subject that is best for your nurturing prospect – Flipping, buying rentals, wholesaling. There is a Playlist for each of these. Do not send the entire playlist at once. Rather send one video from the playlist per day. The playlists are provided below in “a.”, “b.” and “c.” After you have sent them nurturing prospect all the videos in the playlist, one per day, then send them the corresponding follow up video identified in the “i.” tab after each of “a.”, “b.” and “c.”

a. For Flipping use this playlist. Send one video per day from the following playlist:

<https://www.youtube.com/playlist?list=PLbWuZnXj4OHkWBmtTk4tTYN4JMF5aLS9z>

i. Then send this video to them: <https://www.youtube.com/watch?v=h3rrHZ0ZGjY&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=4&t=0s>

b. For Rentals use this playlist. Send one video per day from the following playlist:

<https://www.youtube.com/playlist?list=PLbWuZnXj4OHlGRrFs1jhl_enrdSDesjFB>

i. Then send this video to them: <https://www.youtube.com/watch?v=06RsrZyYY7Y&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=5>

c. For Wholesaling use this playlist. Send one video per day from the following playlist:

<https://www.youtube.com/watch?v=yl2iD-pnlso&list=PLbWuZnXj4OHmWltaHENqN_VqiJRBkiAsz>

i. Then send this video to them: <https://www.youtube.com/watch?v=SH4odRWdi4U&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=2>

1. After you have built rapport and established the relationship ALWAYS make an offer (CTA) like a free search of properties.
2. Interview everyone who asks you to help them invest.
3. Qualify everyone you have interviewed. You want to make sure they have cash and credit. See modules 5 (Flipping) and 6 (Rentals) of your “Investor Agent” training program for instructions on how to work with them.
4. Ask them to email you with a recap of your conversation.
5. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! The letter campaign. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. If they are not ready, willing and able yet you can set them up on the booklet campaign so that you can nurture the relationship further until they are ready.
7. Now you have a client and you and they can begin to profit.
8. TAKE ACTION NOW!

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