

Twitter Thread by Jeremy - The Profit Legend

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This is part 2 of the greatest LinkedIn thread ever written

I used these tips to make \$22K my agency's first month - 100% from LinkedIn

Retweet and I'll send you my next guide free (I just DMed everyone the last one)

Without further adieu, let's make you a LinkedIn Legend:

Outbound - AKA my pride & joy

For small to mid-sized businesses, outbound is king.

You want to win over followers of your competitor?

Sure, you could comment under their posts...

Or just scrape their followers then send like 1500 connection requests per month to them

Reasons to focus on outbound first:

You don't need to know what they want.

You can make 4 guesses, split test 4 messages, go directly to the customer & have those conversations to see what caught their interest

It's like spearfishing vs regular fishing

Let me elaborate:

If you're fishing regularly, you need to know what bait to use (content)

What will interest your audience?

What if you have no idea what food (content) the fish (audience) consumes?

Outbound is like diving into the water and chucking a spear directly at the fish lol

Then once you've speared some fish, you can look in its belly and see what it eats

I.E. you talk to prospects, learn their interests, which tells you what content to post

Outreach automation though? That's like trawling a massive net through the entire lake

Cheat codes ■

What is outreach automation?

Well, just like you'd never sit around and send 5000 emails to your entire list 1 by 1

You'd never send your 5K connections messages 1 by 1

If you have >2K connections, an easy way to add to your bottom line is the reactivation campaign

Once a month you just make a new messenger campaign to check in with all of your connections

You can send a case study

A story with useful info

Just a "hey, how did last month go for {company_name}?"

Gently segue from that convo to see if they have a need, then book meetings

How do I do all the automation?

I've probably tried 20 tools at this point.

Expandi is still my favorite.

LinkedHelper is fine but UI is terrible

Skylead is great to whitelabel, but extremely buggy.

Duxsoup, Meetalfred, Octopus are decent low-tier options

Other tools

Zopto is Expandi but more \$\$ with unneeded features

TexAu is great for automations with LinkedIn, sort of like Zapier but for website to website comms - useful to combine with expandi

Phantombuster is like a free TexAu, but it's a pain & huge time waster

Targeting - need sales nav?

First thing's first - you don't "need" sales nav, but it saves you so much time if you're planning to use LinkedIn in any meaningful capacity.

It gives you so many more options for filtering + exclusions than basic linkedin does

Targeting options:

Groups - target certification groups, alumni groups, niche groups, job function groups, etc

Import companies from sites like Crunchbase or Apollo to build account list - sales nav advanced lets you CSV upload in bulk

useful for targeting by funding/revenue

Targeting options continued:

Job titles - kind of the bread and butter. For most of you I'd just start with targeting CEOs

They're super active on LinkedIn and you can always be referred down the organization - & trust me you'll be taken seriously if the CEO sent you

Targeting pt 3:

Keywords: BROAD - the search bar in sales nav matches anyone with the keyword ANYWHERE in the profile

You can narrow in by using " & ()

E.G. you want CEOs but not assistants or advisors

You'd type "CEO" NOT (assistant OR advisor)

More boolean stuff:

Let's say we want people who've done stuff with data centers & AI

You could do (data center AND AI) OR (Data center AND artificial intelligence) OR (Data center AND machine learning)

Sales nav only lets you use about 15 search operators btw, something to keep in mind

Targeting pt 4:

Company Names - possibly the most reliable way to target

E.G. if I only wanted holding companies, I could just put "holdings" in company name field

For saas companies could put .ai or .io

Or for marketing companies, put growth or marketing or leads

Targeting pt 5:

Spotlights

If you wanna target big fish or influencers:
mentioned in the news filter

Target active profiles? posted last 30

Target people new to their job? changed jobs last 90 (great for pitching project or vendor-based offers)

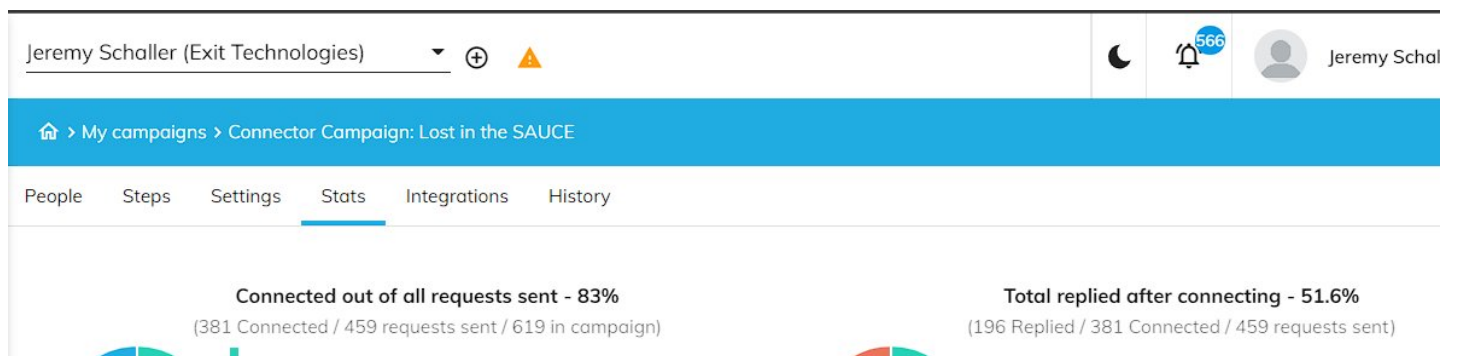
Connecting:

Connection rate is mostly determined by the quality/relevance of your profile tbh

E.G. if your headline says "by veterans, for veterans" and you're targeting a veteran group... 50%+ will accept

But here's the thing with connection notes

Most of yours suck



It's true. I've probably read over 20,000 connection notes at this point. Many of you have sent me notes.

Most of you would be better served not even adding a note

Most of all, do not sell directly in the connection note

Here's some other silly nonsense I see in notes a lot:

"I came across your profile" - no shit, how else would you have seen the connect button?

"I'm looking to expand my network" - again, duh? Why do I care?

"Wow your profile is so amazing" etc - Dude stop sucking up it's weird

Decent connection note strategies:

scrape post likers "saw you liked the {post_name}, guess we've got {post_topic} in common

"saw you're in {niche}, could I send you this {lead_magnet} that helps {job title}s get {valuable outcome}?"

Scrape group members:

"hey saw we're both in the twitter nanoinfluencers group, congrats on being a fellow GIGACHAD"

target posted keywords

"Hey, liked your comment on {keyword}, I share similar content to help you {outcome}, let me know if it's of any interest to you?"

etc...

What to say after they connect?

Depends

For longer sales cycles / high-ticket, it's good to offer a free resource or case study

For example, back in the day I wrote the best data center decom guide & asked if they wanted it - got our foot in the door & added credibility

For typical service businesses, a message I use often:

"hey fname, just curious, do you {thing that would make them a potential prospect}?"

Also:

"hey fname, if I could {outcome}, would that be of interest?" or "could I send more information?"

For followup messages, I honestly just try to keep it casual so they don't disconnect - often people just forgot to reply or were busy

I'll often say something as simple as "hey, how's it going at {company_name}?" and get tons of polite "sorry for the late reply" responses

Breakup message doesn't need to be as strict as on cold email - again, I don't want them to disconnect

I'll often use a meme to add levity

Like my sad face pointing at a whiteboard (PIM with Hyperise) that says "just thinking of all the money we could've made {fname}" or w/e

Another strategy I'm liking lately is the short loom intro video sent after they accept the connection

Make it VERY casual, and do not pitch - oftentimes people love the human touch so much they'll ask what you do

There's software to personalize these but it's unneeded imo

"How soon after they connect do I message them?"

Bruh, why wait? You know they're active if they just accepted your request, so catch them while they're still logged in lol

"how many connection requests do I send?"

Once warmed up, 750 connection blast once every 2 weeks

If the account is not warmed up, I start at 10 connection requests per day & increase by 1 per day

Might be a bit conservative but I've never had any issues with it

The more engagement / followers / replies / accepted requests, the more you can send

Wouldn't go over 2K/mo tho

In terms of when you get in to trouble...

I've literally never seen anybody get permabanned

But your account will get temporarily restricted if you let your pending connection requests creep up over 750

Expandi lists them in "my requests" and on LI sent is under "my network"

In terms of messaging volume, you can send 100 per day

Since you're never gonna consistently be adding 100 connections per day, this means you'll want to send group messages

If you're in the same group, you can message them even without being connected or using inmail credits

How to scale linkedin outreach

I no longer recommend buying fake accounts - had too many accounts get hit with an ID verification request - kills the

account forever

I just pay a VA to use their account so I can pass the ID check, or make an acc from scratch

The reason to make the account from scratch is that you prob won't ever get hit with an ID verification in my experience, and you can't get trolled by a VA

It's just faster if you buy an existing account from a VA, but in the long run making your own spare accs prob better

Cont. secondary accounts

Yes it's against the rules, but linkedin contradicts itself saying you can make one for your other language if you speak two, and I've never had a spare account get permabanned or even seen it happen

When using multiple accounts, to be safe use 1 IP with 1 cookie session per account - E.G. proxy-cheap & Cookie Editor

Let's say your IP is your face and your cookie's a key

You run a bank, you can pass security into the vault cause they know your face, you have the key

But...

Now let's say you come in wearing Jeffrey's face & holding Jeffrey's key to the office NOT the vault key

They're gonna wanna verify you

1 IP + 1 cookie per 1 account

Anyways DM me if you want more details about this, it's prob beyond the scope of this thread

But yeah...

Should never get the ID verification flag if you're always careful to log in from presumably the same place, IP, same cookie session

Expandi does most of this for you

If you want to play it REALLY safe with spare accounts, I'd just keep it to like 10-15 connection requests per day at first - once the account has some more activity & connections, then you can go up to 20-25 requests per day

Remove pending requests once every 2-4 weeks

Scaling balls to the walls

If you need 100s of accounts, cheaper to build & use your own server.

Spin up tons of VMs, set up some basic code to split connection requests across all the pages of a search iterating by 1 page each VM swap

Beyond the scope of this post tbh lol

When To Use LinkedIn Ads:

Best use cases are:

1. If cold email is crushing it for you - sponsored InMail (test free inmail first)
2. high-ticket offers
3. Retargeting

Average CPC is \$5-\$10 (I've seen \$50 CPC)

So it's REALLY silly to sell cheap stuff w/ linkedin ads

How to win with LinkedIn Ads

HOWEVER, if you have an upsell on the back-end, you can afford to spend the higher CPC

You also want to minimize friction

A classic strat is the lead magnet to a native lead form ad - collect their info - upsell them

Direct selling kinda sucks



Gong

84,442 followers

Promoted



Crack the code to high-impact coaching that moves the needle on your team's performance with this playbook 📌 [...see more](#)

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5 Coaching Techniques that
Produce BIG Results



5 Coaching Techniques That Produce BIG Results

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Winning with LinkedIn Ads pt 2

retargeting is killer.

I tend to see at least ~25% improvements across the board with retargeting vs regular ads

you can retarget website visitors, video ad viewers, lead gen form viewers/submitters, page followers, event attendees,

cont..

Winning with linkedin Ads pt 3

you can also do a list upload, lookalike audience, etc

If you have a great target list from apollo or a prior customer list, you can upload the company website URLs or emails

Personally I had better results doing sponsored content ads than text ads, though I know CPC can be quite a bit lower for text ads - just doesn't seem to convert as much

Again, I don't recommend linkedin ads for most cases because they're pretty hard to get right and it's expensive to fail at, but I've seen the occasional company get INSANE ROI from LinkedIn ads. a high-ticket bulk VA company & a high-ticket data center SaaS come to mind.

Finally, if you got value from this, please RT the first tweet for your friends

If you want to take your LinkedIn to the next level, I made the #1 LinkedIn program on Gumroad (link in profile)

I also share stuff like this to my newsletter, which you can also join on my profile

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