

8/31/2021

LINKEDIN DIRECT MESSAGE (DM) RESPONSE FRAMEWORK

Below are the **three steps** to creating a quality response on LinkedIn to help build trust & rapport with a prospect. Please note, these three steps do **NOT** need to be in step-by-step order, you should just have all three in a quality, effective response, and I recommend showing that you listened as the first part of your response to show them that they are a priority.

Please note: Both examples are on the LAST page of this PDF document.

Step 1: Show you listened



Everyone wants to feel listened to. So, there is nothing worse than ignoring what your prospect has to say and going straight into pushing your own agenda/plan. Even if it's only in one or two sentences, acknowledge the fact you listened to them.

For example, 1, that is why I said, "We are on the same page 100%!"

For example, 2, that is why I said, "Haha, fair enough."

Step 2: Discuss relevant experience

This is where you highlight the fact that you understand your prospect and their industry, career, and job title, as well as that you have commonality with them. This demonstrates that you have a good understanding of their situation, so having a conversation with you makes sense.



For example, 1, that is why I mentioned aiming to set up a call with a leader from their financial services firm when I said, "Funny enough, I'm trying to get a call set up with ____ later this year..."

For example, 2, that is why I said, "I can recommend A LOT, but it would be way too much to type out.", as well as, "If not, there's A LOT of opportunity you're not yet tapping into!"

Step 3: Dig deeper with follow up question or aim to set up a call



The entire purpose of business is to add value to someone else's life by either making their life easier or more fulfilling, and the only way you can do that is by **understanding** their current situation. And you better understand their particular situation by asking questions. If you sense that they're ready to talk, as a phone call/video call is more efficient & effective, ask them to set up a time to talk.

For example, 1, that is why I said, "Quick question: do you use social media much to prospect?" and then I followed up with more relevant experience.

For example, 2, that is why I said, "Do you do any prospecting here on LinkedIn?"

Examples of putting it all together:

Please note, for privacy reasons, we blocked out the name of the financial services firm mentioned in the sentence "I know more and more _____ are using social media..."

Example 1:

_____ I don't use any actually. I just use the gifs/emojis and fonts and stuff that is provided by Instagram. Lol not as creative.

Prospect →

MAR 30



Austin McCulloh (Skilled in Marketing) • 9:43 PM

Haha, fair enough. Do you do any prospecting here on LinkedIn? If not, there's A LOT of opportunity you're not yet tapping into!

MAR 31

Prospect • 9:14 AM

I have no actually! What can you recommend?



Austin McCulloh (Skilled in Marketing) • 11:21 PM

I can recommend A LOT, but it would be way too much to type out. Would you be open to setting up an intro call to learn more? If so, I will send my scheduling link your way so we can find a time to talk.

Example 2:



Austin McCulloh (Skilled in Marketing) • 5:48 PM

We are on the same page 100%! Funny enough, I'm trying to get a call set up with _____ later this year, ironically enough, and he's an incredible leader.

Quick question: do you use social media much to prospect? I know more and more _____ are using social media, like LinkedIn, to recruit, as well as find clients, but not all are having much success with it. I'm curious to hear your thoughts!

Prospect • 6:07 PM

I have done all of what you mentioned without much success.