



# Supercharge Your LinkedIn Network: Power Connecting

Updated: 2021



If you have more than 250 LinkedIn  
connections, you can

The most effective method is simple.

Read on...



# How much is a new client worth to you?

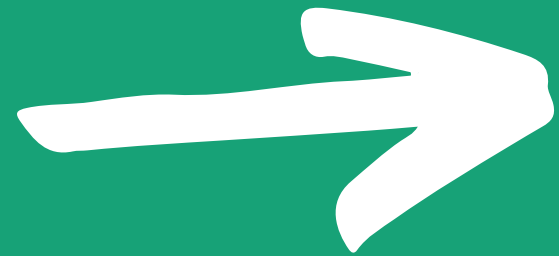


We'll tell you how it's done.

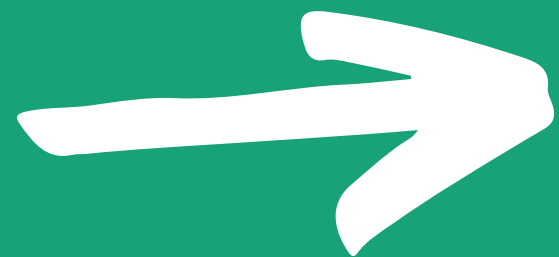
As you read, have in your mind how much a new client  
is worth to you. £10k? £100k? £1m?

So you can gage if it's worth the effort.

# "Power" Connections



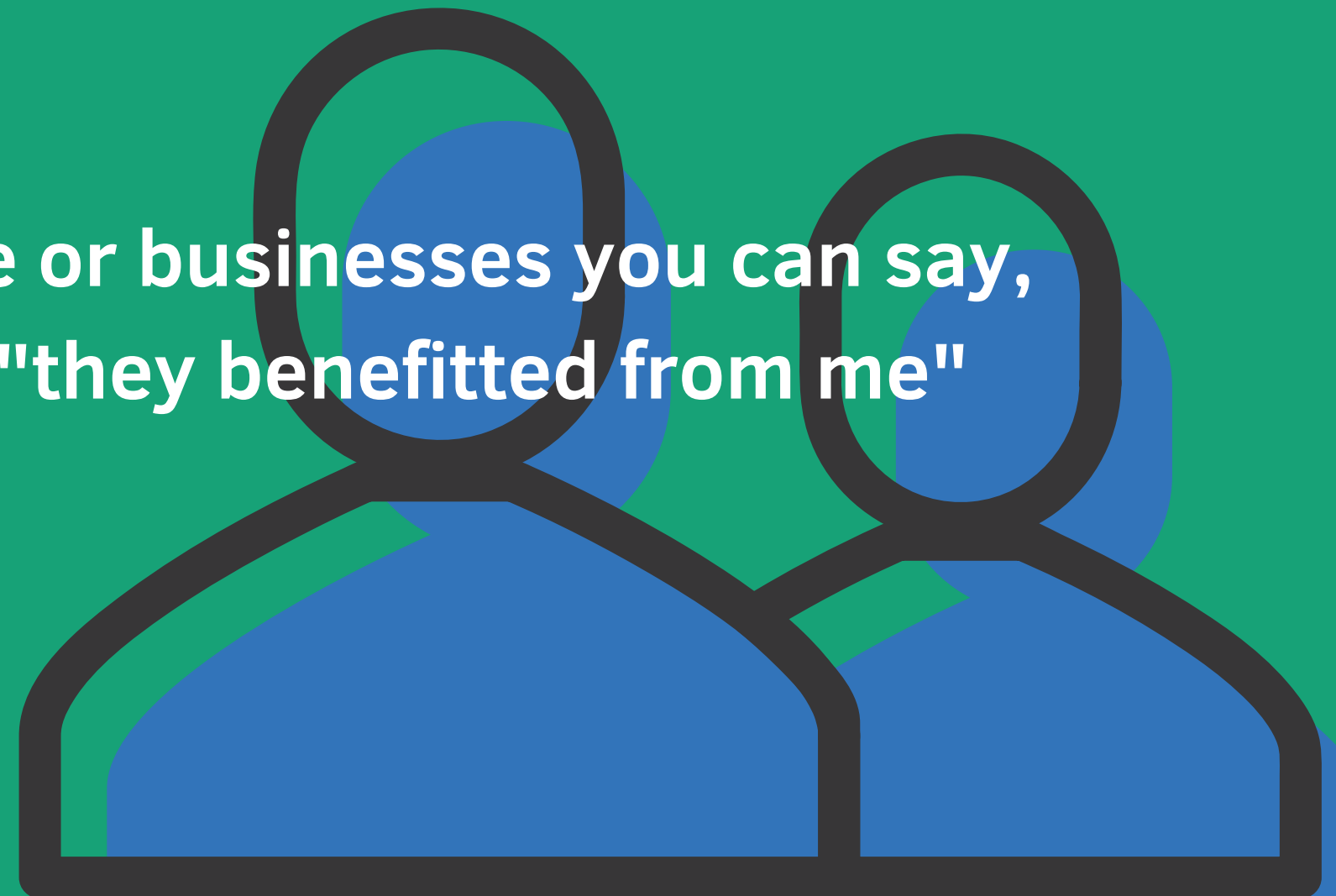
We all have minimum 10 "power" connections



The 10+ people or businesses you have done a great job for



The 10+ people or businesses you can say, without doubt, "they benefitted from me"



# When they are identified

Okay, here's the hard bit...

- Find all of THEIR connections (1st & 2nd)
- Whittle down to decision-makers only
- Connect, with a very personalised message, referencing your power connection - casually

Hint: Sales Navigator makes this MUCH easier.



# Follow Up

In LinkedIn follow-up, copy and tone is everything.

And you **MUST** follow-up multi-channel:

**#1 InMail**



**#2 Phone**



**#3 Handwritten Letter**  
*(optional)*



*\*Very high-converting combo\**

# It Works

You probably already know intuitively that it works.

Of course it does!

