



# LinkedIn Ninja Treasure Map

LinkedIn is complex; it's a maze of sales, marketing, recruiting, and job search tools. It's very easy to get lost in this maze and waste time and money – unless you have a map!

Whether or not LinkedIn's tools help you reach your goals or achieve positive results depends on first identifying the right tools that will generate results and then developing strategies that maximize the value. The devil is in the details in creating the right approach and messaging to speak to your target market that compels them to connect and engage and doesn't repulse them with overly salesy and spammy approaches. Further, LinkedIn is an active referee. If they don't think that the tactics you're using are appropriate, they will not share your content and can restrict your ability to connect with people.

My custom LinkedIn Treasure Maps leverage my more than a decade of experience in optimizing the tools within LinkedIn and understanding outcomes and consequences to help you or your company know which tools and strategies will provide ROI and the approach and messaging that will optimize your success.

Based on your available time, resources, and target market, I will create an approach/strategy that resonates with your target market, identify the best tactics to accomplish your goals, and provide the messaging needed to compel engagement and conversation.

## **What's included for one clearly defined target market:**

- ✓ Develop an overall strategy and approach that will speak to your target market and increase probability of accepting invites to connect. This strategy will focus on developing a compelling WIIFT (what's in it for them) that is not directly related to them becoming your client. This strategy will leverage other available marketing resources to tie your LinkedIn strategy to your entire marketing plan.
- ✓ Develop detailed searches to identify key prospects and provide those search parameters – choice of either free LinkedIn or Sales Navigator.
- ✓ Write invitation to connect message templates.
- ✓ Write three follow up message templates intended to start a conversation and start thought leadership.
- ✓ Write a get in touch message to reconnect with existing connections.
- ✓ Write birthday, work anniversary, and job change messages.
- ✓ Outline a content engagement strategy with clients, prospects, and centers of influence for both visibility and relationship building.
- ✓ Outline a content sharing strategy for visibility and thought leadership.



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- ✓ Write one text-only post intended to speak to your target market and generate conversation that you can use as a post and as an example of how to do it.
- ✓ Identify tagging Strategy in Sales Navigator to categorize leads (if using).
- ✓ Custom guide written to document your strategies with all necessary details.
- ✓ 2 Hour Treasure Map Demonstration and Training. Recorded for your future use.
- ✓ LinkedIn Ninja Dojo membership for one person for 3 months to continue optimizing and tweaking strategies. Additional team members added for \$47/month.

## Project Phases:

Phase I – Strategy session to gather data, clearly define target market, and agree on overall strategy/approach.

Phase II – Write Profile Headline and About (if purchased).

Phase III – Write message templates, refine target market search, and outline content strategy.

Phase IV – Web Conference to review and demonstrate Treasure Map steps. This is recorded and provided to you as an ongoing resource for training.

Phase V – Start Black Belt Coaching (if purchased).

**Investment: \$1,197; add additional target markets for \$500 each**

## Additional Package Options:

**Write LinkedIn Profile Headline and About: \$800 per person** (\$97 discount with Treasure Map)– A key factor of success of a LinkedIn strategy is a LinkedIn profile that is developed to speak to your target market and support the overall lead generation strategy. This lead generation strategy will drive hundreds of target market people to view your profile. The message on the profile will directly affect the acceptance rate of the invitations to connect that you send. Full profile development is available for \$1,300 (\$297 discount with Treasure Map).

**Black Belt Coaching: \$1,000 per person** – Many people want my assistance as they begin implementing their Treasure Map. The Black Belt Coaching includes 4 1-hour individual, follow up sessions to review the work you've been doing to provide feedback and further refine the strategy as we see the response that it gets. This also provides accountability and helps you build the habit necessary to be consistent with your



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Treasure Map implementation. This can be offered as a small group service at special pricing dependent on the size of the group. Please inquire for custom pricing.

**White Glove Lead Gen Service Transfer \$400**– If you would like to work with my service provider to implement the time intensive lead generation tasks AND have my assistance in setting it up, then the White Glove Transfer is for you. I set up your service Dashboard. I work with your lead generation specialist to get a deep understanding of your target market (this includes reviewing questionable profiles for 2 weeks to help them dial in on the right type of person you want to find). I provide them with the message templates. I also work with you to set up the security and access to your LinkedIn account. All you need to do is login and purchase the service. I get everything else going for you saving you 5+ hours

## POTENTIAL RESULTS

Results can differ depending on how active your target market is on LinkedIn. These are the results that we have been getting for our clients. Conversion of the leads our system creates is dependent on your sales and relationship building skills as these new connections aren't necessarily looking for your services. LinkedIn is the source of the leads; conversion happens by you outside of LinkedIn.

### For the baseline system at 20 invites/day:

25%-50% of those you invite to connect will accept. This process will have you inviting 400+ people per month to connect meaning you can average about 100-200 new connections per month.

## TERMS

- ✓ Payment for the Treasure Map and profile add-on is required at the start of the project. Payment for the Black Belt Coaching package is due at the first of the four coaching sessions.
- ✓ Copyright and ownership for all materials purchased or produced on behalf of the client for the project herein will transfer automatically to the client upon its payment in full of all outstanding invoices.



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- ✓ LinkedIn Ninja retains the right to display any work created for the client or results generated for the client for the purpose of education or self-promotion only.
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## APPROVAL

\_\_\_ Treasure Map - \$1,197 for One Target Market

Additional Target Markets @ \$500 each #\_\_\_

\_\_\_ Profile Headline & About - \$800 #People \_\_\_

\_\_\_ Full Profile Development - \$1,300 #People \_\_\_

\_\_\_ Black Belt Coaching - \$1,000 #People \_\_\_

\_\_\_ White Glove Lead Gen Service Transfer - \$400

The signatures below authorize LinkedIn Ninja (and any of its sub-contracted partners and suppliers) to accept and begin work on behalf of the client as outlined herein.

If this proposal meets with your approval, sign and return a copy to LinkedIn Ninja. Depending on your payment option, we will make arrangements for payment before work starts. We will return a signed copy for your records.

**Company:** \_\_\_\_\_

**LinkedIn Ninja:**

\_\_\_\_\_  
Authorized Signature & Date

\_\_\_\_\_  
Authorized Signature & Date