

Before You Begin

[TCS Exercise](#)

Facebook AOB

1. Use [this process here](#) to turn your account into a prospecting machine
2. Happy hunting

LINKEDIN CAMPAIGN

BEFORE YOU SEND ANYTHING ON LINKEDIN

Use this process to ensure you're not sending too many invites:

[PHANTOMBUSTER QA/QC PROCESS](#)

Outdated - sign up and use [meetalfred.com](#) instead

1. Open LinkedIn
2. Go to Sales Navigator (Purchase or use free trial if necessary)
3. Enter a search with terms and whittle the audience number to 1000
4. Copy link (URL) and add it to meetalfred.com
5. Send test message to one linkedin account
6. Review Outgoing Test message on linkedin account
7. If yes, load full sheet and launch LinkedIn Campaign
8. Confirm LinkedIn campaign launch

OPTIONAL BUT POWERFUL: Email Campaign Add - On

9. DO NOT SKIP THIS: CHECK EMAIL LAWS FOR YOUR COUNTRY AND PROSPECTIVE CLIENT'S COUNTRIES
10. Compile a list of emails of your prospects [through this process](#)
11. Check if emails are in target market
12. Create mailshake account and [import email script](#). Modify to your target market
13. Make sure to place an unsubscribe link in your signature
14. Schedule send in mailshake account and send Email test campaign to your email
15. If campaign is correct - run full Email campaign
16. Make sure to set forwards of responses to your main email account - expect unsubscribes and go away messages - don't let that drag you down

Diagnosis

If something goes wrong, use [this handout](#) to identify which part of the process to fix.