

**THE RESTORATION
CONTRACTOR'S GUIDE TO**

**7X REFERRAL
CONNECTIONS IN 90
DAYS**

**WITHOUT COLD-CALLING, DOOR
KNOCKING, OR SCHMOOZING AT BNI
EVENTS**

Brought to you by:



Let's face it...

Those B2C companies have it soooo easy. Bid on some relevant keywords, show some clever ads, send them to a cool landing page, and voila! Leads galore.

However, those of us who heavily rely on B2B referrals to grow our business are over here are like, sheesh, I gotta go out and network, cold-call, knock on doors, and do many of the things I generally like as much as filling out IRS paperwork or getting a tooth filled. Not to mention those awkward networking moments that make you feel... [facepalm].



THE ACCIDENTAL CONVERSATION LOOP.

What if I told you there was a way to never HAVE to attend another BNI event again...

To never have to pick up the phone and dial-for-dollars...

To never have to drive around to businesses with day-old donuts just to drop off a card....

My friend, let me show you the light!

Your perfect referral partners are all hanging out in one online space - LinkedIn. You may have already known that and perhaps even tried searching for partners in your area, however, like any sales process - there's magic in numbers & automation.

So let's dive right in with your step by step guide!

1. Step numero uno (assuming you already have a LinkedIn account and current profile):
Once logged in to LinkedIn, click on the search bar

2. From here search for people and fill out a few filters to narrow the options down. For this example let's say I'm a restoration contractor in New York City and I want to develop relationships with real estate agents in my area.

- Update the geographic location
- Search for 2nd degree connections (people you have another person in common with on LinkedIn)
- Select "All Filters" and select Real Estate Industry.

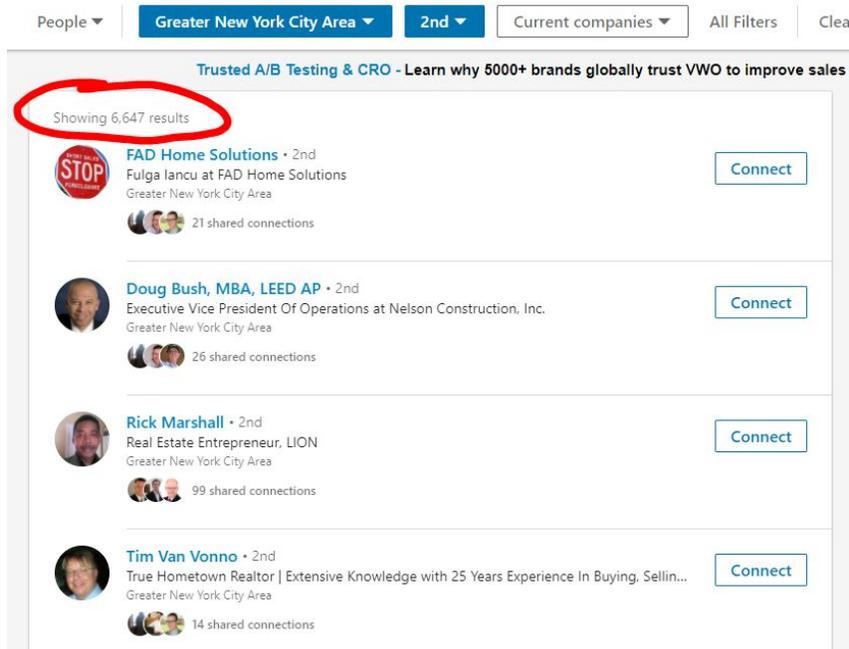
All people filters

First name <input type="text"/>	Company <input type="text"/>	Connections <input type="checkbox"/> 1st <input checked="" type="checkbox"/> 2nd <input type="checkbox"/> 3rd+
Last name <input type="text"/>	School <input type="text"/>	
Title <input type="text"/>		

Connections of <input type="text"/>	Locations <input checked="" type="checkbox"/> Greater New York City Area <input type="checkbox"/> United States <input type="checkbox"/> Greater Chicago Area <input type="checkbox"/> Miami/Fort Lauderdale Area <input type="checkbox"/> Greater Los Angeles Area	Current companies <input type="checkbox"/> Keller Williams Realty, Ir <input type="checkbox"/> Coldwell Banker Reside Brokerage <input type="checkbox"/> Douglas Elliman Real Es <input type="checkbox"/> Weichert, Realtors <input type="checkbox"/> William Raveis Real Est Mortgage & Insurance
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Past companies <input type="text"/> <input type="checkbox"/> Weichert, Realtors	Industries <input checked="" type="checkbox"/> Real Estate	Profile language <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Chinese
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As you can see in the image below, there are 6,647 people who match this criteria - pretty cool, huh!



So from here you've got a few options:

1. Sift through this list and find your ideal prospects. Clearly you are looking for Real Estate Agents and this list will return some people like Doug Bush who owns a construction company... silly Doug.
2. Click "Connect" on those profiles who do match your criteria and write them a personal message - don't use LinkedIn's boilerplate messaging - ick.
3. Once they connect with you you can message them to learn more about them, their needs, and see if you'd be a good fit to refer business to each other. All without ever having to be witty and charming... or even wear pants....

If you just picked 10 people per week day to connect with and 20% accept your connection (this is the average in our experience), that's $10 \times 21 \text{ days} = 210$ connections sent and $210 \times .2 = 42$ new real estate connections/month! How many do you typically meet at a BNI event who give you permission to email them??

Alright, this is all pretty cool, however, there's a way to make this even better.

LinkedIn offers a paid tool called Sales Navigator. This tool allows you to hyper-filter for just those prospects who meet your exact criteria, cutting down your search time by 80%!

You can even add in "negative" keywords if that pesky contractor keeps showing up in your search. Here's a screenshot of all the available filters:

Profile filters Apply your sales preferences

Keywords <input contractor\""="" type="text" value="NOT \"/> x	Geography Greater New York City Area +	Relationship 2nd Connections +
Industry Real Estate +	Postal code +	School +
First name +	Last name +	Profile language +

Role & tenure filters

Function +	Title Current v Realtor 3 more +	Seniority level +
Years in current position +	Years at current company +	Years of experience +

Company filters

Company Current v +	Company headcount +	Past company +
Company type +		

Other filters

Tag +	Groups +	Member since +
Posted content keywords		

There's less overall results (5,212 versus 6,647), however, these people match my ideal referral partner more accurately than LinkedIn's basic search tool.

From here you can save these folks as a lead and view even more information about them giving you the edge when customizing your messaging to resonate with their needs.

5.3K Total results	176 Changed jobs in past 90 days	23 Mentioned in the news in past 30 days	1.1K Posted on LinkedIn in past 30 days
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Selected filters (4): Greater New York City Area, 2nd Connections, Real Estate, Realtor, Real Estate Agent, Re... [View all filters](#)



Vincent Martinez · 2nd | **Douglas Elliman Real Estate**
 Realtor - Real Estate Agent in Queens and Brooklyn - Short Sale / Foreclosures specialist
 9 years 5 months in role and company
 Greater New York City Area

Shared Connections (7) | Related Leads

Save as lead

...



Jeremias Lopez · 2nd | **Nest Seekers International**
 Real Estate Agent/Broker
 Greater New York City Area

Shared Connections (4) | Related Leads

Save as lead

...



Sheldon Neal · 2nd | **RE/MAX REAL ESTATE LIMITED**
 Real Estate Agent Bergen County
 11 years 5 months in role
 Greater New York City Area

Shared Connections (2)

Save as lead

...



Wendy Crispe · 2nd | **ReMax Homeland West**
 Real Estate Broker Manager
 3 months in role
 Greater New York City Area

Shared Connections (2)

Save as lead

...

You can do this for:

1. Real estate agents
2. Property managers
3. Insurance agents
4. Plumbers
5. Schools
6. Hospitals

And much much more. Can you see the value?

Heck, give your office person access to your account and have them manage all this for you - you just respond to those who say they're interested!

Now one last thing. And this is a game changer...

If you're really serious about growing your referral network BIGTIME in 2018 and taking your restoration business to the next level, we offer a completely automated way to do this all for you and get you in front of 250+ ideal referral partners every week. With the numbers we described earlier, this puts you at 210 new referral contact every week.

Plus, we've helped restoration contractors connect with thousands of referral partners so we know the tested messaging the really inspires your ideal partners to take action - today!

AND when someone connects with you on LinkedIn, you now have an email address to upload to Google or Facebook to show ads further describing the value of becoming a referral partner.

If you're ready to get in front of 210 new referral partners each month, contact me for a free B2B Referral roadmap session where you'll get crystal clear on the right path to grow your business through referrals in 2018.

All the best,
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