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# Using LinkedIn To Attract Impossible To Find New Team Members

Prepared by Nathan Wade | Disrupta

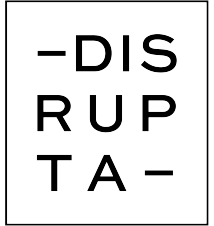
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# Who Am I? **Father, Nerd, Coffee Addict**



# Disrupta Marketing Cut Through Agency

# Enter Australia's Nicest Woman (aka, the child whisperer)



## Meet Sonja Walker.

The esteemed changer of lives for children and families everywhere (or at least around the Northern Beaches).

Sonja's Problem:

A number of Pivotal Team members all left the business at once.

# The Solution

## A Dusty Old LinkedIn Outreach Method For The Win.

Our old “personal” LinkedIn outreach method was tweaked and made fit for purpose.

We’ve called it the....

## 7 Curious Steps That Have Your Dream Candidates “Begging” To Join Your Team

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# Step 1: Have A Great Business

**Note:** You guys are all pretty safe here though many others never make it past this step.

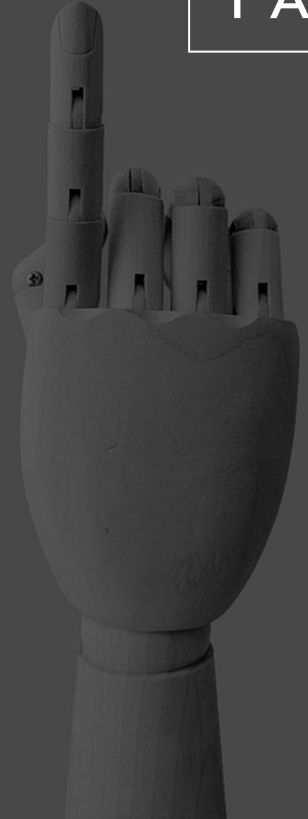
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## Step 2: Ideal Hire

Be crystal clear on who your ideal hire is and why they should work for you.

**What is your Employee Value Proposition?**

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# Step 3: Saved Search

## Sales Navigator:

Using Sales Navigator, search for and locate your ideal candidates.

Once located, create a Saved Search that you or your Team can easily come back to.



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# Step 4: Bait The Hook

## Lights, camera, action:

Create a simple employee value proposition video and a job page on your website - one that appeals to the ideal candidate.

Like this one:

<https://kids-first.com.au/occupational-therapist-job-at-kids-first/>

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# Step 4: Bait The Hook

## EVP Video Script:

- Who are you (name, position and business name)?
- Why are you in business, what do you stand for?
- Where are you located and what are your team and customers like?
- What's great about your business?
- Who are you looking for (who does the role suit)?
- Offer friendly, confidential options for getting in touch (please be clear about how they should contact you)

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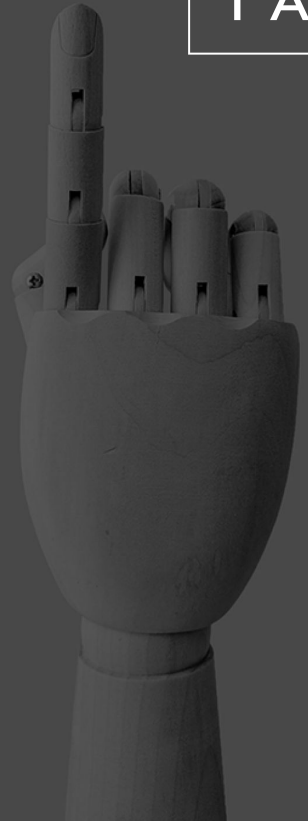
# Step 5: Go Fishing

## “GET THE NET”

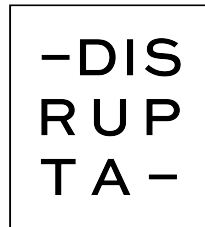
Using a personalised version of the message templates provided, have a team member send out connection requests and messages each day (approx 20-minute exercise).

- Connection Message
- Thank You Message

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# Step 5: Go Fishing



## Message Templates:

### Connection Message

“Hi [Name],

I was just reading your profile and thought you would be a great person to connect with.

Regards,

(your name)

(company name)”

# Step 5: Go Fishing



## Thank You Message:

Sent out approx 5-7 days after people accept your connection request.

“Hi [Name],

It’s great to be connected. I’m looking forward to reading your posts and updates. In times like this, those of us who support others need to support one another too!  
*(or something more related to your industry)*

(Your name)

P.S. We are actually looking to hire a (short job description). Would you know anyone who might be a great fit?

*(insert link to your application page)”*

# Step 6: Reel Them In

## Watch The Magic Happen

Here you simply have an appropriate Team member respond to all messages and applications that come in.

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# Marketing Cut Through Audit

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## Contact Us

*Phone* (02) 9501 0538

*Email* [hello@disrupta.com.au](mailto:hello@disrupta.com.au)

# Sales Engine Optimisation

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*Your Roadmap to Impact, Profit and Ultimate Market Dominance:*

## Tracking

(clearly measuring & reporting where value is coming from)

## Positioning

(properly optimising message, product & price)

## Conversion

(maximising conversion from web visitor to qualified lead)

## Sales

(creating a well oiled system for selling based on value)

## Traffic

(generating the right awareness, visitors & leads)