

# LUKE HAWKINS

**LinkedIn** CHAT  
SEQUENCES TO  
START, GROW & SCALE  
YOUR BUSINESS



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The flow charts in this doc are used to demonstrate how you can use your Linked In page to book strategy sessions and generate paid clients. Once you have the principles in order you are going to take someone who either a) Connects with you on Linked In b) Engages with your content on your Linked In page (by liking/hearing/commenting/sharing) and/or c) Responds to a Linked In event you host. I will put a summary of principals below to monetise your Linked In page and then give you the chat sequences to use.

## Design Your Linked In Page

You want your Insta page to demonstrate you as the Authority and trusted advisor in your niche. It also generally includes a 'book a call link'. We show you how here.

## Content

There are main types of posts you should do to get maximum engagement. See the manual for a breakdown of this.

## Linked In stories

We want to use Stories to build a relationship with our audience, build a following and bigger brand and use it to post offers among other things.

## Highly Effective Chat Sequences

You will see the chat sequences below that we use to generate strategy calls from Linked In.

## Content Redistribution

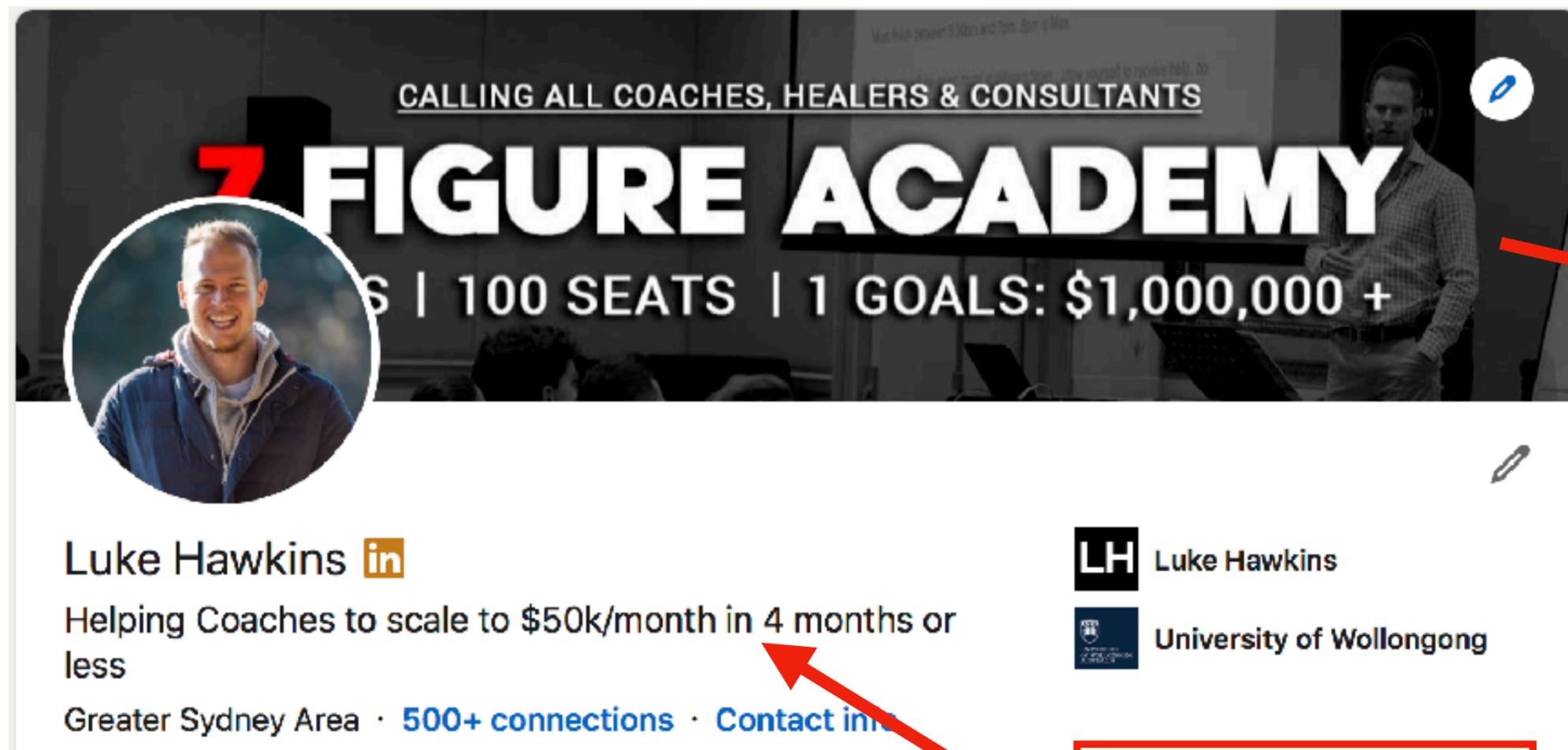
Your Linked In posts should be the same ones as your Instagram and FB business page. They go out on a Mon-Fri. Most use Hootsuite for this.

## Community

Community means you want to build a relationship with everyone on your Linked In page. You want your people to feel your Linked in page is a place they go to learn more about you and build a relationship with you. Make sure you comment back to everything.

# 1. Design your Linked In Page...

a) Have a Linked In Profile that reflects your niche, positions you as an Authority, includes your 1 sentence message and includes a call to action to book a call with you that entices your target market.



This banner should be a professional picture of your upcoming program or a clear picture of you that shows you as the authority and includes your 1 sentence message of who you help.

Your 1 sentence message goes here.

# 1. Design your Linked In Page (continued)...

## About

Luke helps Coaches scale to \$50k/month in 4 months or less!

We teach you how to

- Write content in a way that is Super Engaging and causes people to reach out to you
- Create an Irresistible knockout offer that is BEST coaching program for your market
- Scale from doing 1 to 1 to 1 to Many
- Blow up your brand and create a tribe following
- Generate 50-100 leads organic leads perweek in less than 2 hours a day through social media
- Use Paid Facebook advertising in a simple and easy way to generate an abundance of leads

If you would like to see how you can aggressively scale to \$50k/month in your Coaching business in 4 months or less, please complete an application here: [www.lukehawkinsofficial.com/7figurecoach](http://www.lukehawkinsofficial.com/7figurecoach)

### WHAT ARE OUR SUCCESS STORIES?

☀️ Georgie T - After working with us she went from seeing only 5 paid clients to doing \$20k+ weeks in her coaching business in less than 2 months. She has since got verified on instagram and is generating 500-2500 new followers every week on Instagram and has built a raving fan tribe following.

☀️ Krystal W - Since working with us Krystal went from earning \$5k-\$8k/month in her coaching business and stuck doing 1 on 1 coaching to earning \$50k in a month in less than 4 months. She also is now also doing group coaching programs!

☀️ Gen L - Gen was selling 1 to many trainings and wanted to reach more people. Since working with us she went from earning \$5k-\$10k/month to doing \$13.2k in a single day!

You can put your 1 sentence message again.

Share some unique things you do that you know your client would find appealing to help them get to their ideal situation. This demonstrates what you do to fulfil your '1 sentence message.'

Call to action going to a funnel for them to fill out a form and book a call.

Put testimonials here, if you have them.

# 1. Design your Linked In Page (continued)...

☀️ Alexsandra Marianetti - Alexsandra is a Tantric Coach. Since working with us she went from earning \$5k /month to earning \$18k in a month in less than 30 days.

☀️ Stephanie Z- Steph was the head of sales at a tech and energy company. Steph went from earning \$500-\$800/month to doing \$20k months within 4 months and then in 12 months time is now doing \$50k+ months helping people to transform their energy and mindset!

☀️ Mazona M - Mazona is a healer and spiritual coach. Since working with us she went from making barely any money in her coaching to making \$30k in a week in less than 6 months and is now selling out all her programs.

☀️ Kerry H- Kerry helps people to get rid of anxiety and depression and release trauma. Since working with us she went from doing \$10k/month to producing \$10k+ weeks in less than 4 months.

You can also Connect with me on social:

Facebook: [fb.com/lukehawkins/](https://www.facebook.com/lukehawkins/)

Instagram: [instagram.com/lukehawkins/](https://www.instagram.com/lukehawkins/)

Youtube: <http://bit.ly/subscribeToLUKE>

Tiktok: [lukehawkins](https://www.tiktok.com/@lukehawkins)

Twitter: <https://twitter.com/LukeHawkinsCo>

Snapchat: [snapchat.com/add/lukehawkins](https://www.snapchat.com/add/lukehawkins)

Put more testimonials here, if you have them.

Put all your links to your social media platforms here so people can follow you on each platform.

# 1. Design your Linked In Page (continued)...

## Experience



### Founder and CEO

Luke Hawkins

May 2014 – Present · 6 yrs 9 mos

Sydney, New South Wales, Australia

Luke runs Australia's largest Coaching school helping Coaches reach \$50k/month in 4 months or less. He is an international speaker and philanthropist who has trained over 1600 Coaches from around the world. Apply to join the wave of successful coaches here: [www.lukehawkinscoaching.com/7figurecoach](http://www.lukehawkinscoaching.com/7figurecoach)



Put your past experience that gives you authority here.



### Head Trainer

Canguro Fit

Jan 2013 – Aug 2013 · 8 mos

Buenos Aires, Argentina

Canguro Fit was a fitness company that was created to help people feel good and really enjoy exercise and its benefits. Private classes were modified to meet the needs and goals of the clients in a fun and dynamic environment. The group classes were given in the style of "Crossfit" where the classes were aimed to help people achieve their fitness goals & ... see more



### Teacher

Silverbank High School

2010 · less than a year



# 1. Design your Linked In Page (continued)...

## Education



### University of Wollongong

Diploma in Education, Major in Personal Development, Health and Physical Education, Distinction

2008 – 2008

Activities and Societies: Attended and lived at Weerona College. I had been an Orientation leader there for new students to the living residence.

The focus of the course was quality teaching and learning so that the highest outcomes could be achieved by all students in a secondary school environment.

Put your education that gives you authority here.



### TAFE NSW Higher Education

Certificate 3 and 4 in Fitness, Personal and Group Fitness Training

2008 – 2008

The course was related to performing safe and specific outcome-based exercise. It applied to personal and group training classes.



### University of Newcastle

Bachelor of Science (Major in Sport and Physical Activity), Sports and Exercise, Distinction

2005 – 2007

Activities and Societies: Represented University for Tennis

It was a great course that explored the science behind exercise and nutrition and its applications for all types of movement as employed in sport and physical activity.

# 1. Design your Linked In Page (continued)...

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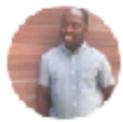
# 1. Design your Linked In Page (continued)...

## Skills & endorsements

Add a

Take skill quiz

### Motivational Speaking · 54



Endorsed by **Stevie Bell**, who is highly skilled at this



You want people to endorse your skills where possible to help give you authority.

### Public Speaking · 41

Rochelle Hannah and 40 connections have given endorsements for this skill

### Business Coaching · 46



Endorsed by **Richard Howell**, who is highly skilled at this

# 1. Design your Linked In Page (continued)...

## Recommendations

Ask for a recommendation 

Received (4)

Given (5)

You have 1 pending recommendation



**Edward Zia**

International Master Coach & Speaker 🌐 Creating Master Persuaders & Influencers™ ❤️ Veteran & Christian 🙏 Marketing Mentor FAMI CPM ☕ Meetup & Teachable Leader 📎 Lassie Zia

November 5, 2018, Edward worked with Luke but at different companies

Luke Hawkins is a brilliant Performance Coach with the heart and mind for helping everyone around him. Known him for years. Great guy and LUKE ROCKS!



**Guy Billingham**

Project Management Consultant at FDM Group

September 18, 2017, Luke was a client of Guy's

I can't recommend Luke and his coaching enough. He's helped me dissolve any limiting beliefs I had and empowered me to be able to go and achieve a new career in the sector that I've always wanted to break into. Not only did I do well on my training course but I actually came top and 100% believe this is down... See more

Recommendations are a higher form of a positive review on linked in. You want lots of these if possible as well. After people work with you, you could ask for a google review, facebook review and recommendation on linked in if you want. Any of these are good though.



## 2. Content - There are 6 main types of content you should post on Linked in

You can see the types of posts to do below so you know the type of content to produce and distribute. We will go through all the different types of posts you can do and include some more examples. Remember that if the post is going to go into other people's FB groups it can't be salesy or break their community guidelines.

The 6 types of posts we recommend are:

'1 sentence question' posts

Value added posts

'Story'/Relatability posts

Social proof/testimonials posts (*these can't go in other people's FB groups*)

Tik tok videos/Reels that are Funny/entertaining/motivational or inspiring

Celebration posts (*these can't go in other people's FB groups*)

### 3. Linked In stories

I like to do 4-8 stories a day (when in lead generation mode) to build a deeper relationship with my audience and journey people towards buying our programs. You can use stories for:

- Building brand and a bigger following by tagging other people and having others tag you in their stories. (Its a win win for both people.)
- Sharing elements of your personal life with your audience so they can form a deeper connection with you.
- Posting ‘offers’ to your audience such as asking them to book a call or gain access to a cheatsheet/PDF/video etc
- Asking them to join other platforms such as your FB group, follow you on Linked in or Youtube or any other social media platform.
- Once a week or once a fortnight you should post a PDF/Downloadable ‘cheatsheet’, Video or any type of value content into your group and offer it to them.
- Doing Polls to qualify leads.
- Add extra value to your audience to build more trust.
- Posting funny stuff to break your audience’s pattern of what they usually see from everyone else. They know its a place they can come to feel good.

Note: I would only do this if you have a VA who can copy your stories for you from Instagram onto Linked In.

## 4. Highly effective chat sequences

You want to follow the chat sequences in this document to convert new connections and current followers put them into a strategy session. We teach you how using chat sequences in this document.

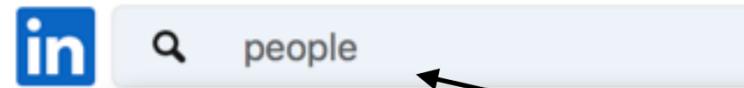
You want your Linked in content to be the same posts that is posted on your FB business page, Instagram page and in most cases 15+ FB groups Mon-Fri. Most use Hootesuite to schedule 5 posts a week (Monday to Friday) and automatically distribute each post across Linked In, Instagram and your Facebook business page. This is so you grow a bigger following and more trust with a bigger audience.

Those coaches who are extra savvy use the same post to go out in 15+ FB groups a day Monday to friday to maximise the use and attention of each piece of content.

Community means you want to build a relationship with everyone on your Linked In page. You want your people to feel your Linked In page is a place they go to learn more about you, build a relationship with you and receive value from you.

**The following chat sequences are all just guidelines of things to write based on what has worked for me and/or our students in the past to generate consistent paid clients.**

# How to find new connections on linked in and Message sequence them to a call- Overview LH



in people

**Step 1:** Go on linked in and type 'people' and click enter.



in people

People Jobs Companies Gr

**Step 2:** this screen will come up. Click on 'people'

People

ons Current company All filters

**Step 3:** Click on 'All filters'

Filter only People by

- People
- Posts
- Companies
- Schools
- Groups
- Events

1st 2nd

3rd+

+ Add a connection

Locations

- United States
- India
- Greater Sydney Area
- Australia
- New South Wales, Australia
- + Add a location

**Step 4:** You choose your targeting here based on what you are searching for. Make sure in 'connections' you choose second and third connections that means you are finding friends of friends and friends of friends of friends which extends out to find more of your target audience. Once you have typed what you want click 'search.'

# How to find new connections on linked in and Message sequence them to a call- Overview LH

Michelle Rushton • 2nd Director, People of Influence Sydney, NS  
Current: Co-founder and Director at People of Influence  
Lachlan Rowston, Daniel Music, and 26 other shared connections

Robert McMurtrie • 2nd Director at People Recruitment Group Sydney, NS  
Current: Director at People Recruitment Group - People Recruitment Group brings together two...  
Luke Hulbert, wesley pfaff, and 17 other shared connections

Luke Butler • 2nd Managing Director at Hastings People Sydney, NS  
Summary: Luke is known throughout the industry as one of the most respected and connected people in...  
Claudia LI, Murray Hughes, levolv, and 21 other shared connections

**Step 5:** Search results come up here. Go on their profile and see if they are in your niche. If they are, click 'connect'

Your invitation is almost on its way

✔ You can add a note to personalize your invitation to Michelle Rushton.

Add a note Send

**Step 6:** click 'add a note.'

## Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Ex: We know each other from...

300 / 300

**Step 7:** Write a note here.

## Step 8: Your note should say...

Hi \_\_\_\_\_,

I noticed that {something specific to their profile or situation}.  
E..g You're a Female coach and I'm also in the same niche and I thought to reach out to you.

Consequently, I decided to reach out.

Please accept my connection request.

{Your Name}

# How to find new connections on linked in and Message sequence them to a call- Overview

Message 1 (Personalize this once they accept your connection request):

## *Personalized comment*

I was doing a little research on your profile and presence. I love {call out something specific on their profile (article, press, thought-leadership article)}.Â

## *Identify problem/broken window (Optional - this works if you can identify a problem without speaking to them)*

I went ahead and created a little analysis doc on {problem/broken window}.Â

## *Add personalized video - (Optional - start without personalized videos, then work up to them if you want higher resonance)Â*

Hereâ€™s a quick personal video: {insert personalized video}. - Let me know what you think.Â

In the 60 second or less videosay..

Who you are

Who you helpÂ

How you do it briefly

Some success stories

And offer a 15 minute call offering to help

## *Call to action - Get to the point right away.*

Are you open to jumping on a quick 15 min call to see if we can help each other in any way?Â

[Insert Calendly Link]

## *Introduce background*

Here is a quick background on myself and the company: <https://lukehawkins.com/about/>

This is a quick background on me: From May 2014-2016,Â I started working with clients 1 on 1 to help them get rid of depression, anxiety, weight loss, quit smoking, remove phobias, confidence coaching and all types of personal and business coaching. Since 2016 I have been running events training new coaches from around the world and helping them to grow their coaching business. In a 5 year year period I have now trained over 1600 coaches from around the world which has been pretty awesome. After working with so many coaches, we found some core strategies that specifically work for female coaches. So we now specialize in helping female coaches get to \$50k/month in 4 months or less and have been getting some amazing results!

## *Niche-specific claim*

We specialize in helping (Female) coaches go to \$50k/month in 4 months or less without without spending any money on paid ads or knowing anything about sales, social media or tech.

*We specialize in helping [niche - location, vertical, role, size] achieve [transformation/result - state 1 -> state 2] in [timeframe] (optional)using [mechanism].Â*

# How to find new connections on linked in and Message sequence them to a call- Overview

Message 1 (Personalize this once they accept your connection request):

## *Proof that backs up claim*

Here are some of our most recent results:

- Georgie T a body image coach producing \$20k+ weeks within 3 months of working with us.
- Krystal W a female self love and trauma healing coach who made \$50k in a month within 3 months of working with us
- Steph Z a high vibe energy transformation coach is now doing \$50k/months consistently since working with us
- Kerry H a coach who helps women with anxiety no producing \$10k-\$15k/week
- Alexandra M a tantric sex coach made \$18k US within 1 month since working with us.

## *Social proof*

We have worked with over 900 female coaches within the last 5 years and have the most successful coaches of any other coaching training company.

## *Value content -Give them something useful*

Here is a document and video that explains the 4 core strategies we use to help female coaches go to \$50k/month in 4 months or less: [www.lukehawkinsofficial.com/7figurecoach](http://www.lukehawkinsofficial.com/7figurecoach)

Here is a training video explaining how we took this person from \_\_\_\_\_(old unwanted situation) to \_\_\_\_\_ (wanted situation): video link here (this could be a testimonial or an educational video of 2-10 mins)

Here is another training video/document on the 4 mistakes every female coach makes if they are earning less than \$50k/month: video link here or document link here

Look forward to hearing what you think!

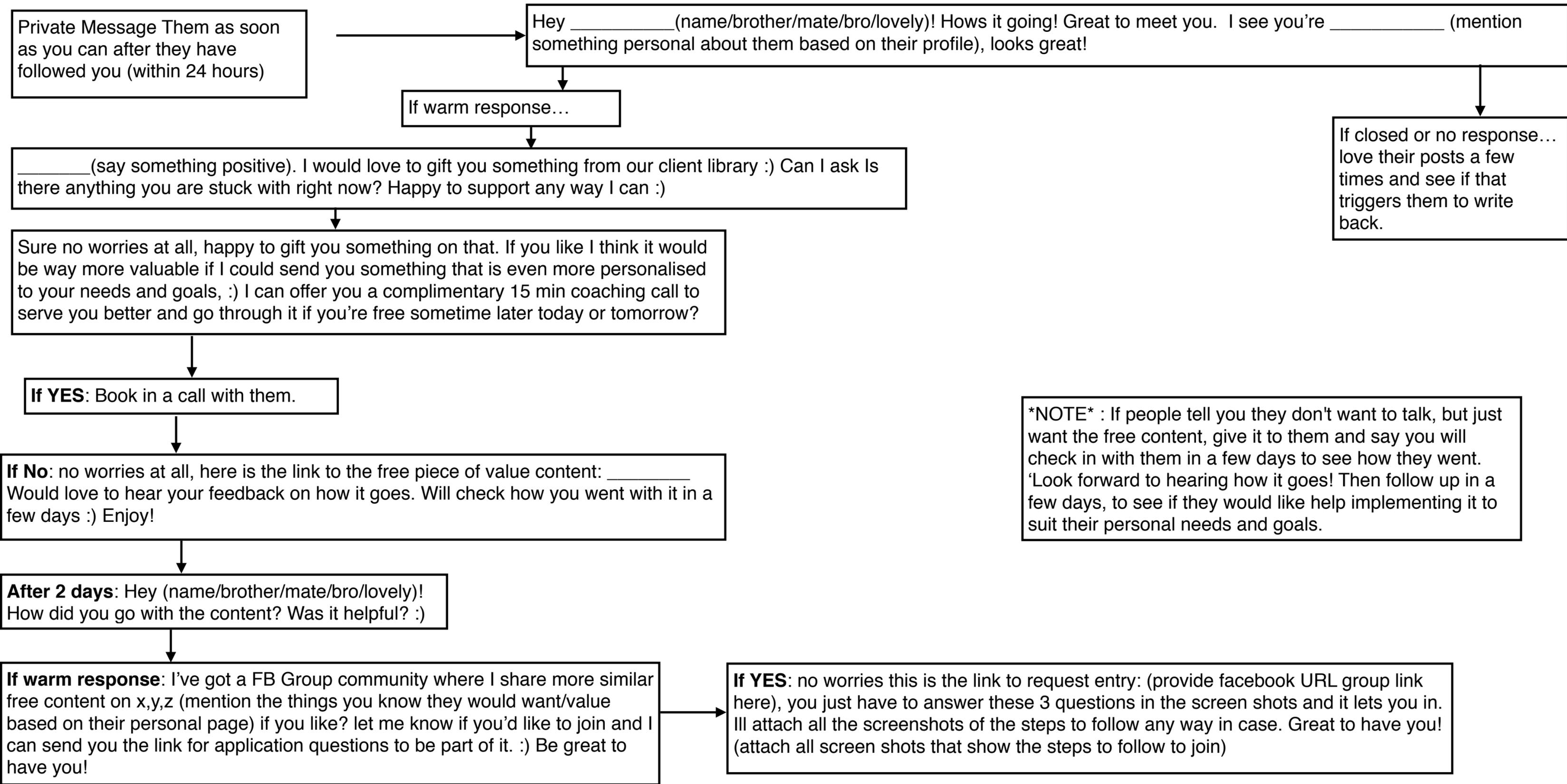
Thanks kindly,  
Luke

Message 3: (If warm response)

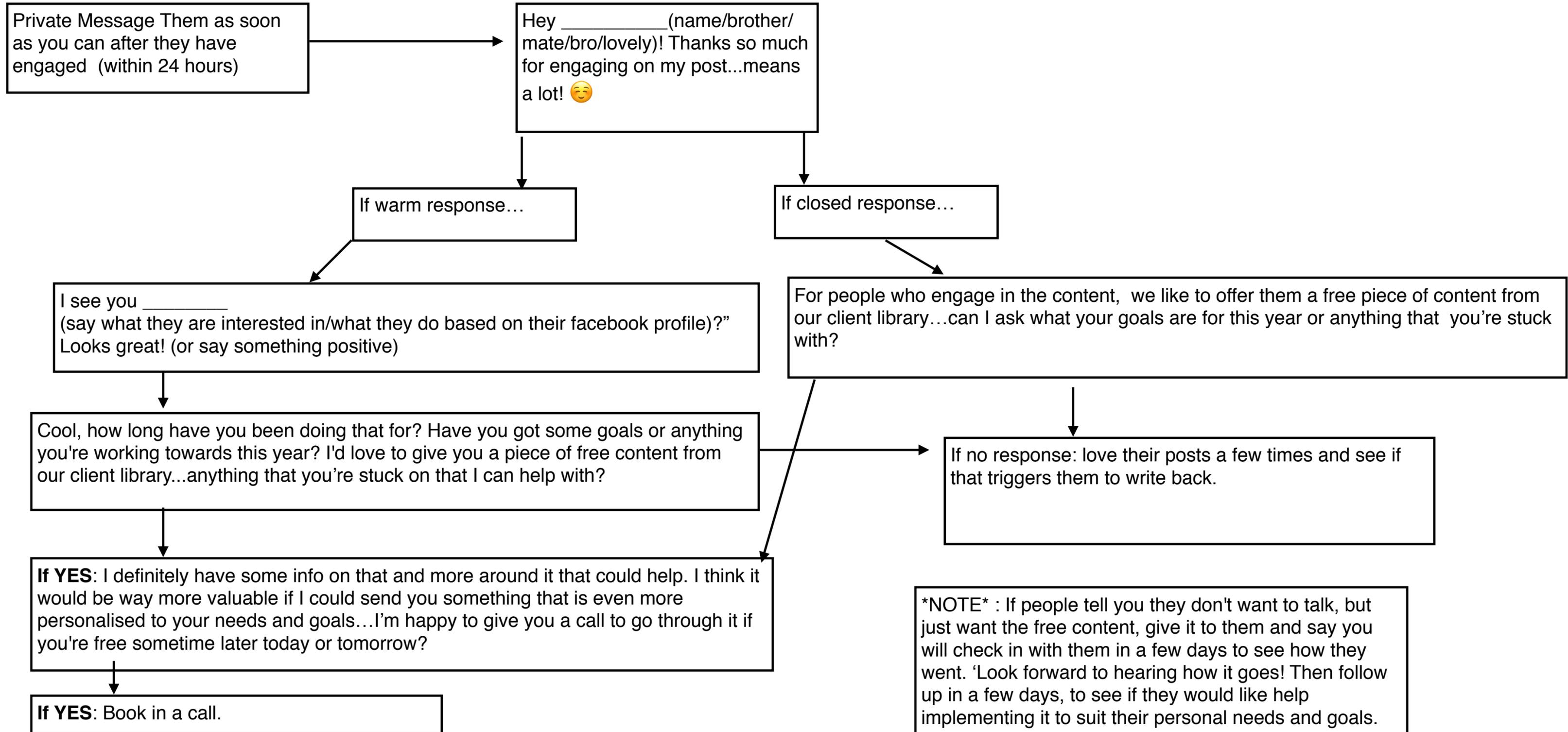
“Sounds great, when is a good time to catch you? Are you free sometime later today or tomorrow?”

(Then book in a time in your calendar to speak and use the strategy session script.)

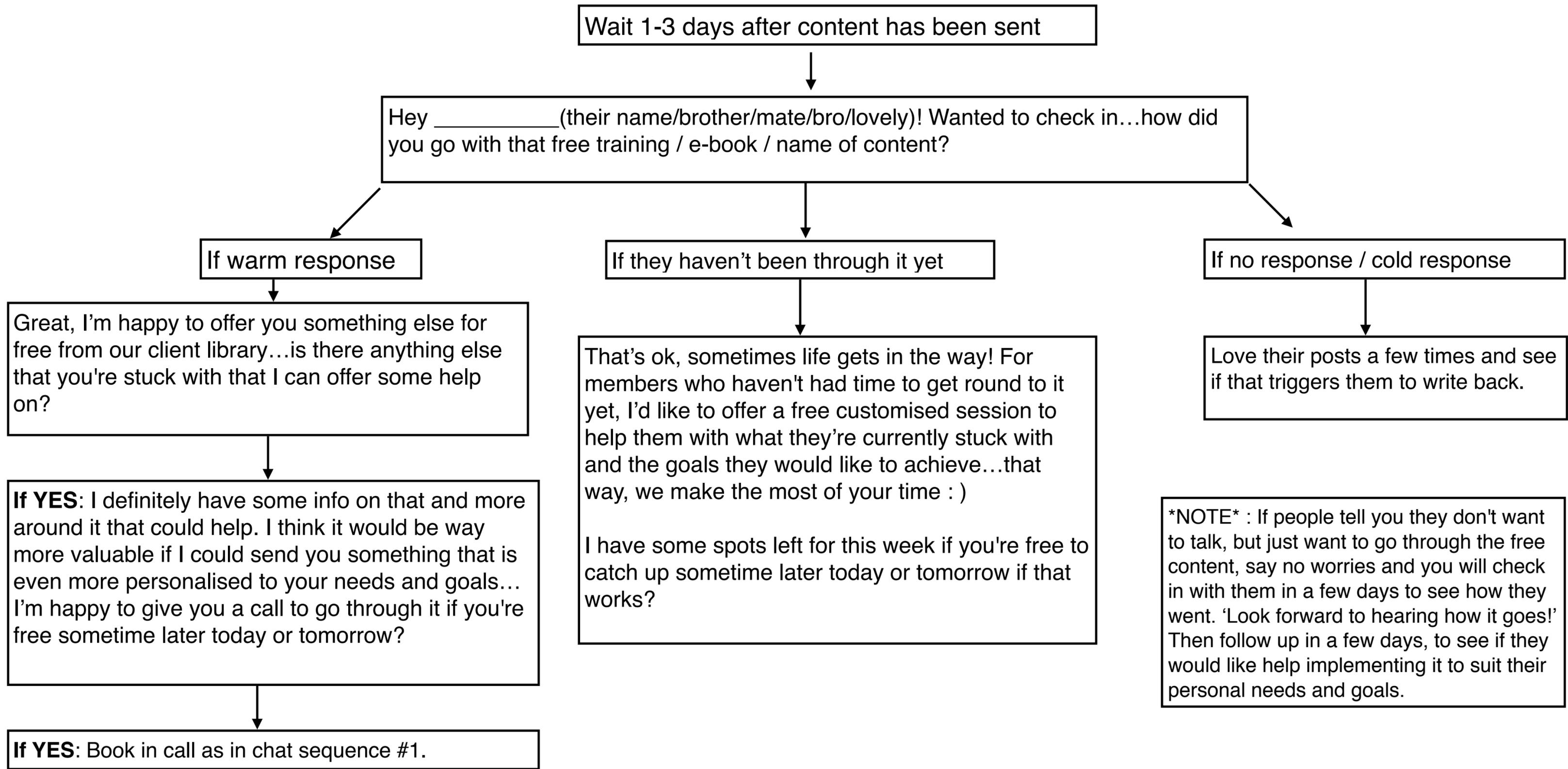
# FollowUp Chat Sequence #1- For NEW Friends That Follow You on Linked In



# FollowUp Chat Sequence #2- For People Who Like / Comment on Posts on your Linked In



# FollowUp Chat Sequence #3- For People Who have Received Your Free Content



Wait 1-3 days after content has been sent

Hey \_\_\_\_\_(their name/brother/mate/bro/lovely)! Wanted to check in...how did you go with that free training / e-book / name of content?

If warm response

Great, I'm happy to offer you something else for free from our client library...is there anything else that you're stuck with that I can offer some help on?

**If YES:** I definitely have some info on that and more around it that could help. I think it would be way more valuable if I could send you something that is even more personalised to your needs and goals... I'm happy to give you a call to go through it if you're free sometime later today or tomorrow?

**If YES:** Book in call as in chat sequence #1.

If they haven't been through it yet

That's ok, sometimes life gets in the way! For members who haven't had time to get round to it yet, I'd like to offer a free customised session to help them with what they're currently stuck with and the goals they would like to achieve...that way, we make the most of your time : )

I have some spots left for this week if you're free to catch up sometime later today or tomorrow if that works?

If no response / cold response

Love their posts a few times and see if that triggers them to write back.

**\*NOTE\*** : If people tell you they don't want to talk, but just want to go through the free content, say no worries and you will check in with them in a few days to see how they went. 'Look forward to hearing how it goes!' Then follow up in a few days, to see if they would like help implementing it to suit their personal needs and goals.