

BECOME A



LINKEDIN LEAD THIEF



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LinkedIn Lead Thief

HOW I LEGALLY STOLE A COMPETITOR'S ENTIRE CLIENT LIST FOR \$200

You are about to be handed the holy grail of hyper-targeted B2B lead generation and automated prospecting.

In this report you'll learn:

- The ninja Google code that reveals your biggest competitor's clients
- How to build a golden list of hyper-targeted B2B leads for any niche
- The resource I use to do all the heavy lifting
- How to crush your competitors by automating your LinkedIn lead generation campaign

Foreword:

Do you feel like you are screaming into a vacuum?

"We've got better products!"

"We've got better service and support!"

"We've got better pricing!"

If only you had a list of your competitor's customers. All that screaming wouldn't fall on deaf ears. You'd tell it to them straight and defeat every feature/benefit their lousy product has.

A certain percentage would immediately switch over and do business with you. You'd make Presidents Club and sail off into the sunset on your free corporate sponsored vacation...If only.

Maybe at the next trade show you can figure out who to coerce into handing over the holy grail of lists:

Your competitor's customer list.

How much would the list be worth to you?

Before you commit corporate espionage, I'm going to reveal a 100% legal way of building a hyper-targeted list of prospects for your business. We used this very system to swipe a complete client list from two competitors and build an automated LinkedIn lead generation campaign.

How much did the competitor client list cost?

We swiped 402 client leads for \$200 = \$0.49 per lead!

The lead list included the company contact name, LinkedIn profile, email address, phone number and mailing address.



Below is the complete blueprint for building your own competitor client list and how to use LinkedIn to convert the list of prospects into customers.

Digital Breadcrumbs and the Ninja Google Code:

It starts with finding digital breadcrumbs a competitor leaves behind to identify their clients. In a greedy scheme to self-promote or prevent answering the phone when a prospect calls (because who wants to talk to prospects these days?), competitors will ask their clients to willfully identify themselves. We've even found them blatantly listed online. For every competitor it will be different so you have to be clever and think outside the box.

In this case we were building a list of Registered Investment Advisors (RIAs) who use particular Broker/Dealers in the financial services industry. For compliance reasons, the RIAs are required to disclose their Broker/Dealer affiliation on their website:

Securities offered through Kestra Investment Services, LLC (Kestra IS), member FINRA/SIPC. Investment advisory services offered through Kestra Advisory Services, LLC (Kestra AS), an affiliate of Kestra IS. Montoya Financial Strategies is not affiliated with Kestra IS or Kestra AS. Kestra IS and Kestra AS do not provide legal or tax advice are not Certified Public Accounting firms. This site is published for residents of the United States only. Registered Representatives of Kestra Investment Services, LLC and Investment Advisor Representatives of Kestra Advisory Services, LLC, may only conduct business with residents of the states and jurisdictions in which they are properly registered. Therefore, a response to a request for information may be delayed. Not all of the products and services referenced on this site are available in every state and through every representative or advisor listed. For additional information, please contact our Compliance department at 512-697-6000.

Using the “in:site” operator for Google Search, in seconds we were able to create a list of Kestra Advisory Services’ clients:

The screenshot shows a Google search interface. The search bar contains the text "in:site contact our Compliance department at 512-697-6000". Below the search bar, the "All" tab is selected. The search results show "About 28,900 results (0.59 seconds)". The first result is titled "References - Compliance & Regulatory - Montoya & Associates I ..." with a URL "montoyaassociates.com/references_benefits-compliance/". The snippet below the title reads: "These documents are references for compliance purposes relating to employee benefits, ... This site is published for residents of the United States only. ... For additional information, please contact our Compliance department at 512-697-6000." The second result is titled "Our Compliance Services - Retirement Plans : Keystone Benefits ..." with a URL "www.keystonebg.com/Our-Compliance-Services.4.htm". The snippet reads: "Annual Compliance Testing and Government Reporting. Our ... information, please contact our Compliance department at 512-697-6000. Site Map. Back To Top." The third result is titled "Retirement Planning Investment Analysis - Colorado Business Bank" with a URL "https://www.cobizbank.com/business/retirement-planning/.../investment-analysis.aspx". The snippet reads: "This site is published for residents of the United States only. ... For additional information, please contact our Compliance department at 512-697-6000."

We chose to search for “contact our Compliance department at 512-697-6000” because it was a short unique snippet of information in the disclosure.

This technique works very well when searching for companies with trade affiliations or resellers of particular products or services.

From the Google Search results, we then begin data mining to extract the contact information for the RIAs in each company.

Data Mining and Building Your List:

Unless you have a lot of time on your hands, I highly recommend outsourcing this step to someone with the expertise and tools required to efficiently extract and build a comprehensive list.

I find highly skilled resources on Upwork.com and use Virender Singh for these type of projects:

The cost of outsourcing will vary based on the number of leads and the information available to mine. Here are the data fields we request for LinkedIn lead generation campaigns:

- Company Name
- Contact Name
- Email Address
- Website URL
- LinkedIn Profile Link
- Mailing Address
- Phone Number

Here is an example lead list generated for another campaign targeting IT companies who were resellers of a competitive product:

Company Name	Contact Name	Email address	Website URL	LinkedIn profile link	Address	Phone number
Torus Games	Bill McIntosh	info@torus.com.au	http://www.torusgames.com	https://au.linkedin.com/in/bill-mcintosh-4	52-62 Stud Road Bayswater, Victoria 3153 A 613 9780 4811	
WOTLink	Chantelle Bryant	info@wot-link.com.au	http://www.wot-link.com/	https://au.linkedin.com/in/chantelle-bryant	Suite 6, Ground Floor, 390 Northbourne Ave.,	1300 794 450
AdviceIT	Chris Freeman	sales@adviceit.com.au	www.adviceit.com.au	https://au.linkedin.com/in/chris-freeman-01400626		1300 855 862
Jack I.T.	Peter Smees	sales@jackit.biz	http://jackit.com.au/	https://au.linkedin.com/in/peter-smees-43	Gladstone Park VIC 3043, Australia	0433 566 717
THIS IS THE DEAL, INC.	Joe Bartok	info@tidinc.com	http://www.tidinc.com/	https://ca.linkedin.com/in/joe-bartok-951	55 Eglinton Ave. E Suite 601 Toronto, Ontario	647.352.TITD (8483)
LawDepot	Lucy Chen	contact@lawdepot.com	www.lawdepot.com	https://ca.linkedin.com/in/lucy-chen-0763a34b		1-855-231-8424
AdvancePro Technologies	Mohammad Salim Khan	msalimkhan@advanceprotech.com	http://www.advanceprotech.com	https://ca.linkedin.com/in/mohammad-salim-khan-573b127		
Portage Design	Paul Marchant	info@portagedesign.com	http://portagedesign.com/	https://ca.linkedin.com/in/paul-marchant	73 Shelter Bay Street, Kawartha Lakes, Onte	1.866.846.0060
Data Deposit Box	Tim Jewell, P.Eng.	info@datadepositbox.com	www.datadepositbox.com	https://ca.linkedin.com/in/timjewell	1 Eglinton Avenue East, Suite 703 Toronto, O	1.866.430.2406
Genesis Technologies UK Ltd	Jens Amaschus	jens.amaschus@genestechologies.com	http://www.genestechologies.com	https://ch.linkedin.com/in/jens-amaschus-759987a		
REALTECH Deutschland GmbH	Sascha Fredrich	info@realtech.com	http://www.realtech.com	https://de.linkedin.com/in/sascha-fredrich	Industriestrasse 39c Walldorf, 69190 Germany	
Ascio	Stefan Panten	sales@ascio.com	www.ascio.com	https://de.linkedin.com/in/stefan-panten	Arne Jacobsens Allé 15, 2300 Copenhagen S,	45 33 88 61 00
V3C	Annie Goimbault Verrier	sales@vectrocon.com	http://v3c.com/	https://fr.linkedin.com/in/anniegoimbault	Palm Beach, Fort Lauderdale and Miami Busi	(954) 295-1320
Workplace Solutions	Pat Brady	info@getworkplacesolutions.com	getworkplacesolutions.com	https://ie.linkedin.com/in/pat-brady-0735	8716 US Hwy 74 West, Gateway Plaza, Whit	828-497-9180

Crushing Your Competitors:

Studying and benchmarking your competitors is critical to crafting a high converting message.

Because the list we create is specific to a competitive product or service, a very personal and targeted campaign can be created. Several different marketing messages should be crafted around pain points these prospects may have regarding a competitor's product or service.

Imagine if you were a Dropbox user and received this email message:

“Debbie, Clients Will Fire You For Using Dropbox”

This email campaign exploits a little known vulnerability and compliance issue with Dropbox. Dropbox is widely used by many professionals as a virtual file server, however, the security ramifications are unknown by most. In the body of the email, we'll educate the prospect on the vulnerability/compliance issues and make a call to action to help them secure their client data and protect their business.

Because we know the prospect is using a particular competitive product or service, we can customize all communications around the product's “Achilles Heel”. We use a multi-platform communications strategy so the prospect receives messages and responds in a manner they prefer:

- InMail
- Email
- Telesales
- Voicemail Drops
- Direct Mail

Automating Your LinkedIn Lead Generation Campaign:

You've got a shiny new lead list, now what?

LinkedIn is by far the best B2B lead generation and conversion platform available:

- 80% of social media leads come from LinkedIn
- 50% of members report they are more likely to buy from a company they engage with on LinkedIn
- 43% of marketers say they sourced a customer through LinkedIn

*Source: LinkedIn

If you recall during our list building process we gathered as many LinkedIn profiles as possible. Next, we'll connect with these prospects on LinkedIn and begin our campaign. By connecting, we also avoid any CAN-SPAM ACT violations. For the best results we follow a two-pronged approach using direct messaging on LinkedIn (InMail) and offline communications via email and voicemail drops.

There are no shortcuts to running and managing a LinkedIn lead generation campaign and consistent engagement is key to converting your lead list into paying customers. While there is no “automatic” way to run a LinkedIn campaign, outsourcing is the best way to automate communications and ensure consistent results. Buying cycles vary greatly between verticals and maintaining conversations with prospects over long periods may be necessary. Unless you have the time to connect and nurture prospects on a daily basis, it's better to *hire a skilled resource* to manage it for you.

If you have any questions about finding leads for your business or running a LinkedIn lead generation campaign, please connect and message me on LinkedIn: <https://www.linkedin.com/in/brettnordin/>