

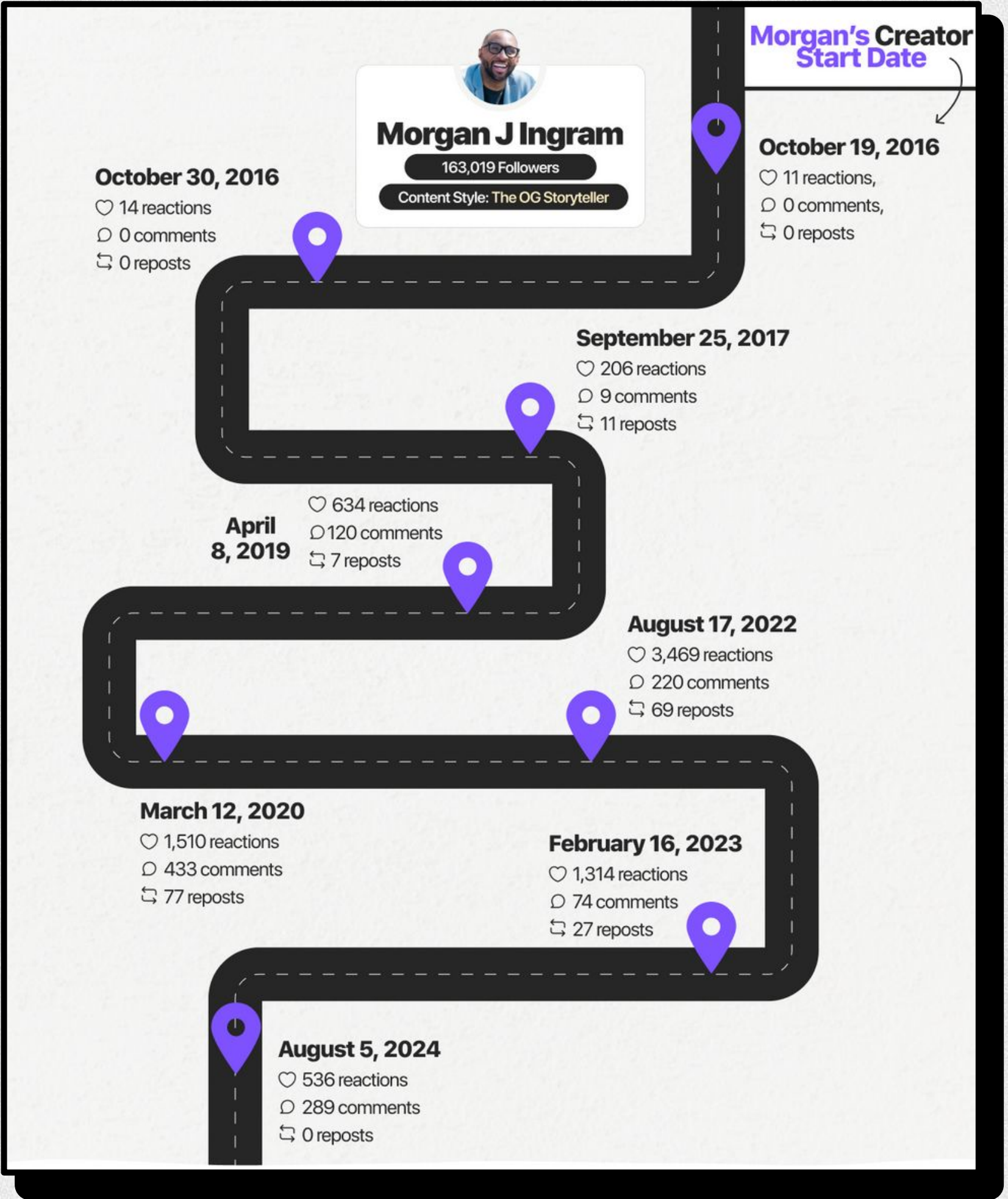
The background features a central white rounded rectangle. Surrounding this rectangle are several abstract geometric shapes in shades of orange and teal. In the top-left corner, there is a teal shape. The top-right corner is filled with a large orange shape. The bottom-left corner has a teal shape. The bottom-right corner contains an orange shape. On the left side, there is a large orange shape. On the right side, there is a large orange shape. The overall design is modern and minimalist.

Disruptors: AI-Enhanced Creator Transform Sales

Morgan J. Ingram | Sep 5

**I almost
quit...**





180K
LINKEDIN
FOLLOWERS



6M+
REVENUE
GENERATED

The top B2B Influencer Marketing Growth Partner for Brands Targeting GTM Teams

cognism

HubSpot

Calendly





Charlotte Potter

Active now



I was actually going to message you yesterday.. bearing in mind I've only been in role for about 3 months, ive already generated 6 NNL opportunitires for some of the largest not for profits in the UK&I using this strategy

so this has been insanely useful for me, bearing in mind prospecting isnt my full time job.



Megan Knox • 10:00 AM

Dude. You're stuff is money! I booked 2 meetings in the first two days! Thanks so much for your content!



Lynda Walz • 4:26 pm

Just wanted to drop you a quick note to say thank you for all of your advice on sending video voicemails. I sent 13 through LinkedIn over the past week and followed up with my normal final email the following week. I've received six responses so far and set up a meeting. My final email has always garnered the most responses out of all of my touch points, but I never imagined this kind of success rate in sending the video VMs!



Sarah Boudreau • 6:59 AM

Hi Morgan - was on your live zoom the other day about LinkedIn prospecting! I actually took one of the tips while watching and booked a meeting before it ended - so thank you for that!!

Mobil • Vor 19 Std.



Hallo
salesforce.vidyard.com



14:23

Hallo Frau Leb, ihre Ansprache ist großartig und bewegt mich dazu, dass wir uns sehr gerne einmal unterhalten können. Wir sind systemseitig derzeit entschieden und aufgestellt, was aber nicht ausschließt, dass wir uns unterhalten können. Lassen Sie uns gerne über einen Termin



Michael Zimmerman • 6:22 AM

Two so far! My focus is Mid Market & Enterprise. Haven't done any automation yet & haven't sent at volume, but I'm changing that this week.

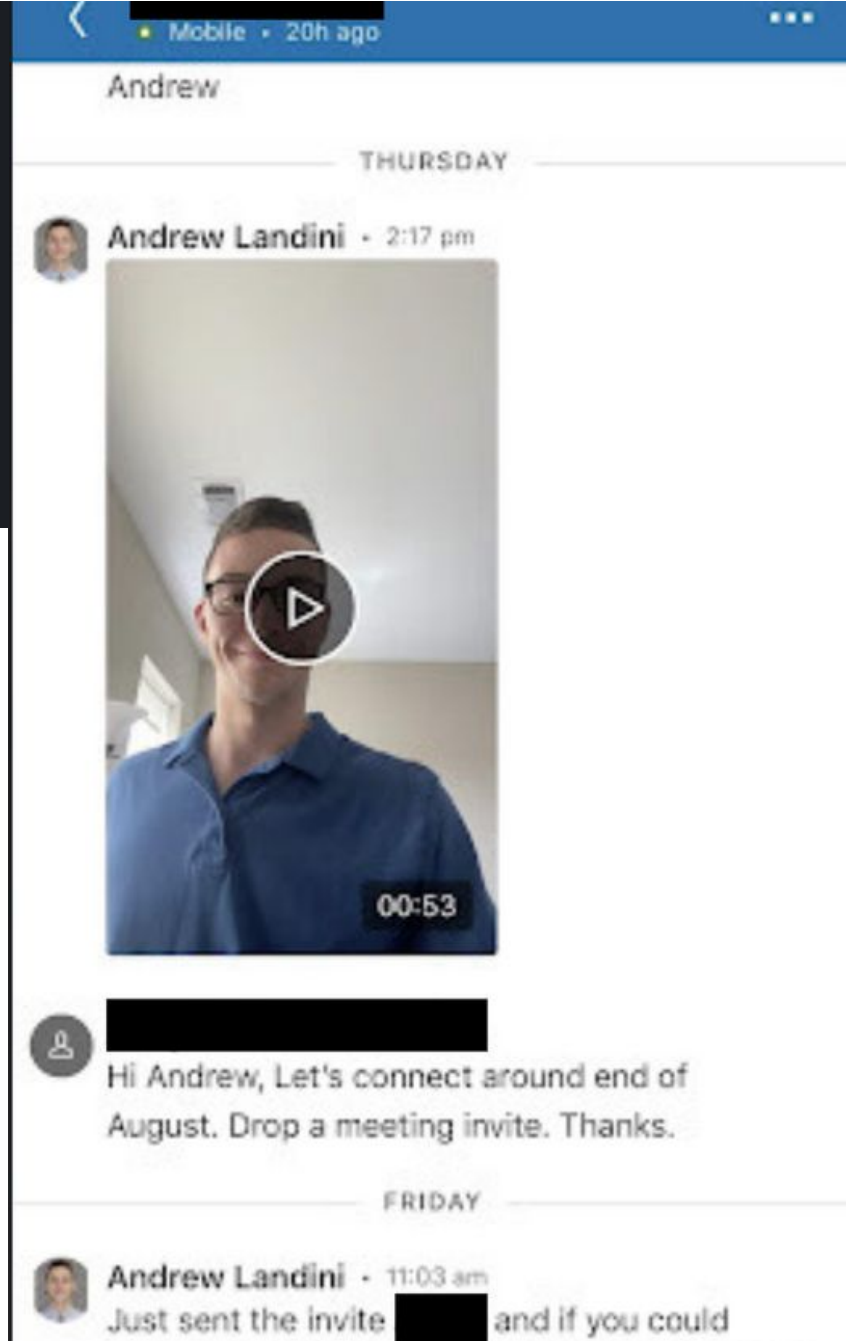
100% deliverability of messages to 1st connects vs. much lower to prospect emails is the most clear advantage for LinkedIn IMO.



Mike Lombard • 9:40 am

Hey Man,

Really enjoyed the session with you a last week. Our first full week back, I started doing the LinkedIn voice note to connections I sent blank connections to. So far, I've been sending 20 voice notes a day and seeing a massive uptick in profile views by almost 500%, over 300 new connects and 3 new cold meetings this week and still plugging along.



What You'll Learn

1

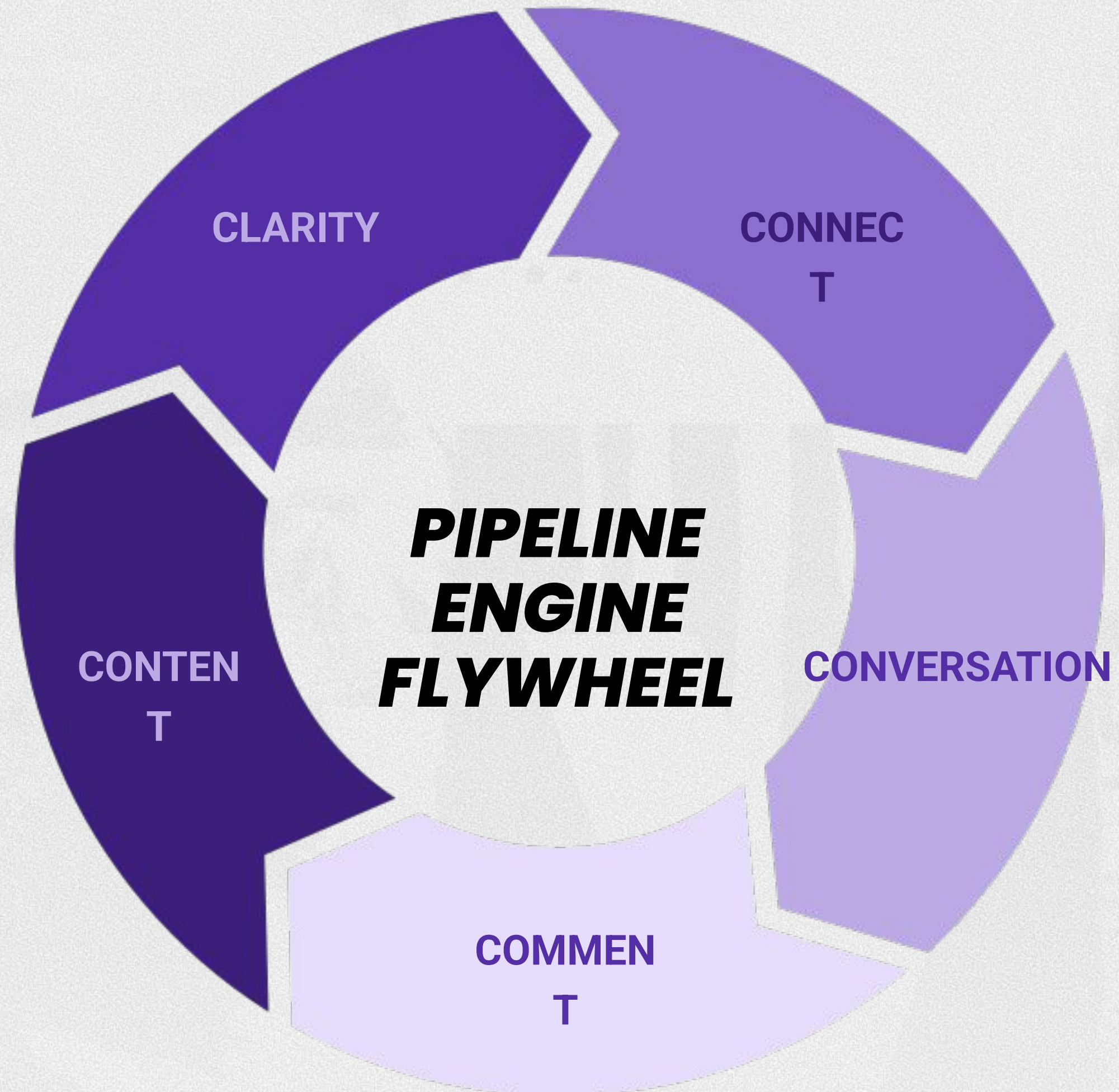
Using prompts to create better sales messaging

2

Personalizing the sales process with AI

3

How to scale your LinkedIn content and messaging

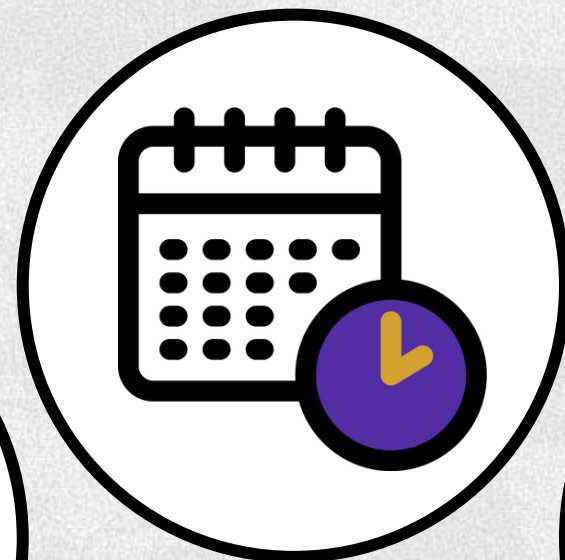


AI in Sales



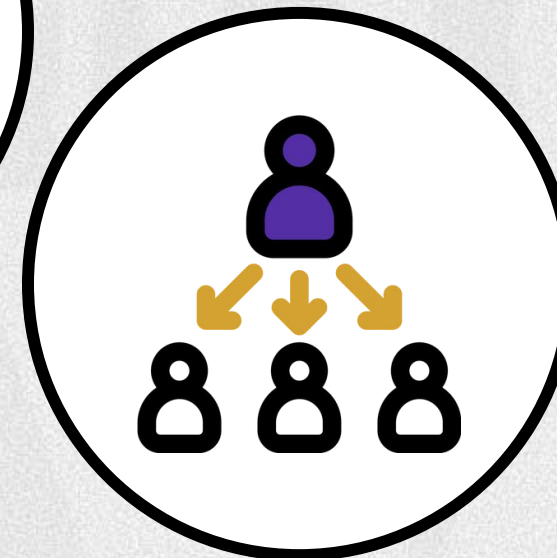
Create Tasks

Send Emails



Create Reminders

Assign New Leads



Qualify Leads

Spot Rotten Deals



Leverage AI to Boost Performance



Hubspot blog research, Sales Trend Report, Global report of 1,477 sales professionals in July 2023.



Process + AI + Smart Prompts = Success



My Mantra

BE BRIEF
BE BRILLIANT
BE GONE



Clarity

**What do you want to be known
for?**



Finding your true ICP...



Targeting That Converts:

The 5 Sales Navigator filters that actually matter

- 1 Job Titles
- 2 Follows Your Company
- 3 Profile Views
- 4 Less Than 1 Year Active at Company
- 5 Posted in 30 Days



Sales Nav Kit

SCAN ME



Questions to Ask

- 1 Who is my ideal client, and how do they typically use LinkedIn?
- 2 What unique value can I offer my target audience that sets me apart from other people in my industry?
- 3 Who on our team should start creating content?
- 4 What unique story or perspective differentiates me in my industry?
- 5 How can we be creative to stand out in our outbound?
- 6 Do we have an outbound system in place for LinkedIn?
- 7 What specific action do I want my LinkedIn connections to take that will lead to potential business opportunities?
- 8 Do we layer in influencers to the conversation?

AI Assisst

Prompt:

You are a B2B revenue strategist and Sales Navigator power user with 20+ years of experience in [insert your domain: GTM, SaaS, Fintech, etc.].

Your job is to run a real-time, research-backed analysis of my ideal customer using a Sales Navigator lens. Focus on:

- **Job titles** and LinkedIn profile cues that reveal power, influence, and buying authority
- **ICP triggers** visible on LinkedIn (e.g. new hires, funding, team growth, new GTM leadership)
- **Psychographics** based on post themes, comments, and thought leadership behavior
- **Common pain points**, internal blockers, and buying challenges
- **Signals of urgency or openness** to outside help

The target persona is:

[Insert Persona] (e.g. VP of Sales, CMO, RevOps, Enablement Leader)

Industry: [Insert Industry] (e.g. Cybersecurity, HR Tech, Manufacturing, etc.)

Ground your insights in:

- **Sales Navigator filters I should be using** to find and segment these buyers (include boolean logic, filter stacks, etc.)
- LinkedIn profile behaviors and content signals
- Executive job descriptions and public interviews
- Market dynamics, current buying climate, and team structure shifts

Connect

LinkedIn Profile Optimization

Profile Picture

Headline

Influence is the New Outbound



TURN LINKEDIN INTO YOUR #1 PIPELINE GENERATOR
PIPELINE GROWTH IN 14 DAYS
USING SALES NAVIGATOR, CONTENT,
AND AI PROMPT WORKFLOWS

HubSpot cognism LinkedIn

Grab your copy of the LinkedIn Pipeline Accelerator

Morgan J Ingram Add verification badge

LinkedIn → Pipeline. For B2B Teams That Want Results | CEO @ AMP
| Creator of LinkedIn Revenue Engine™

Top Voice

Phoenix, Arizona, United States · [Contact info](#)

[Turn LinkedIn into Pipeline](#)

184,224 followers · 500+ connections

AMP Social



LinkedIn Profile Optimization

Profile Picture



Headline

Optimized decision making with Gurobi

Delivering efficiency & reducing cost with Decision Intelligence





[Follow for More](#)







Joshua Bentley

He/Him · 1st

Delivering efficiency & reducing cost with decision intelligence @ Gurobi Optimization | The market leading mathematical solver | Follow for all things Optimization, Operations Research, LP, MIP, MILP & more!

Melbourne, Victoria, Australia · [Contact info](#)

The AMP logo, featuring a crown above the letters 'AMP' in a stylized font.

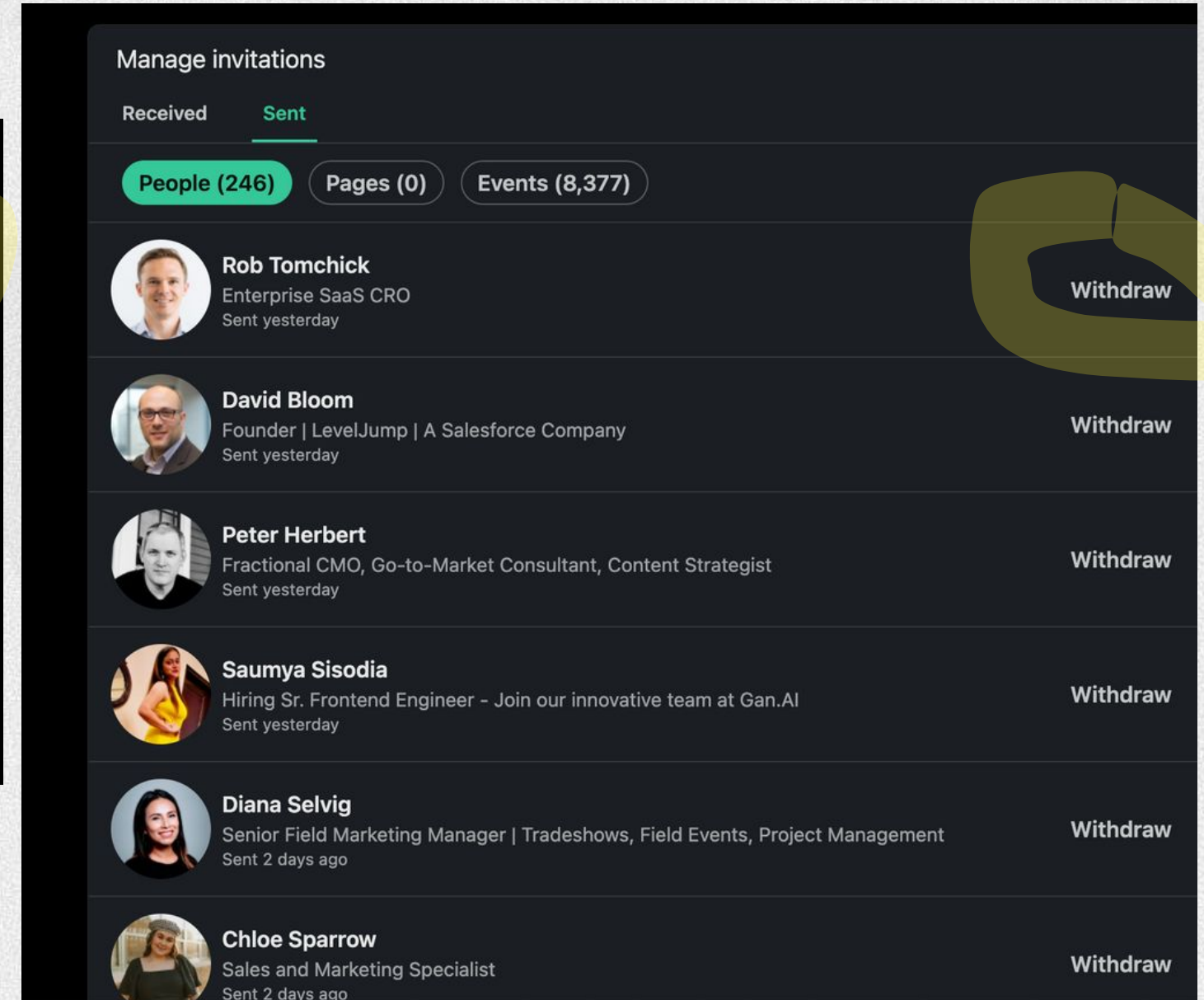
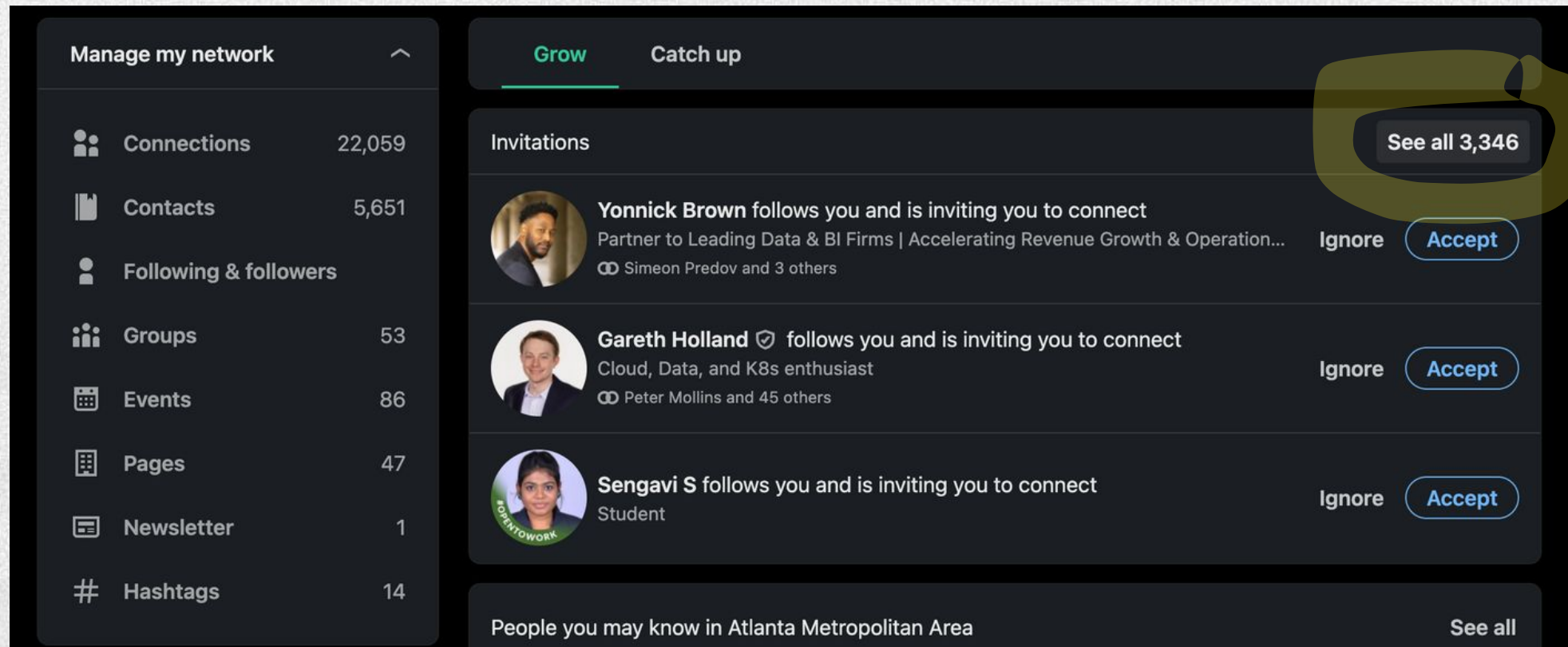
LinkedIn Profile Optimization

[Doing X] in *[Area of Expertise 1]*
and *[Area of Expertise 2]*

formula



Withdraw Your Connection Request



“Hey Man,

Really enjoyed the session with you a last week. Our first full week back, I started doing the LinkedIn voice note to connections I sent blank connections to. So far, I’ve been sending 20 voice notes a day and **seeing a massive uptick in profile views by almost 500%**, over 300 new connects and 3 new cold meetings this week and still plugging along.

Appreciate the insight and tips!”

**Mike
Lombard**



Conversations

Pattern Interrupts

Step	Component	Purpose
1	Observation	Show them you know them
2	Context	Why this observation matters
3	Pain point	What they're likely facing
4	Value prop/Power Move	How you help
5	Call to action	Next step

10/30/10 Formula

10

State the Reason

"The reason for my video is..."

30

Unique Value Prop

"[*Persona*] use [*Tool*] to [*Value Prop*]."

10

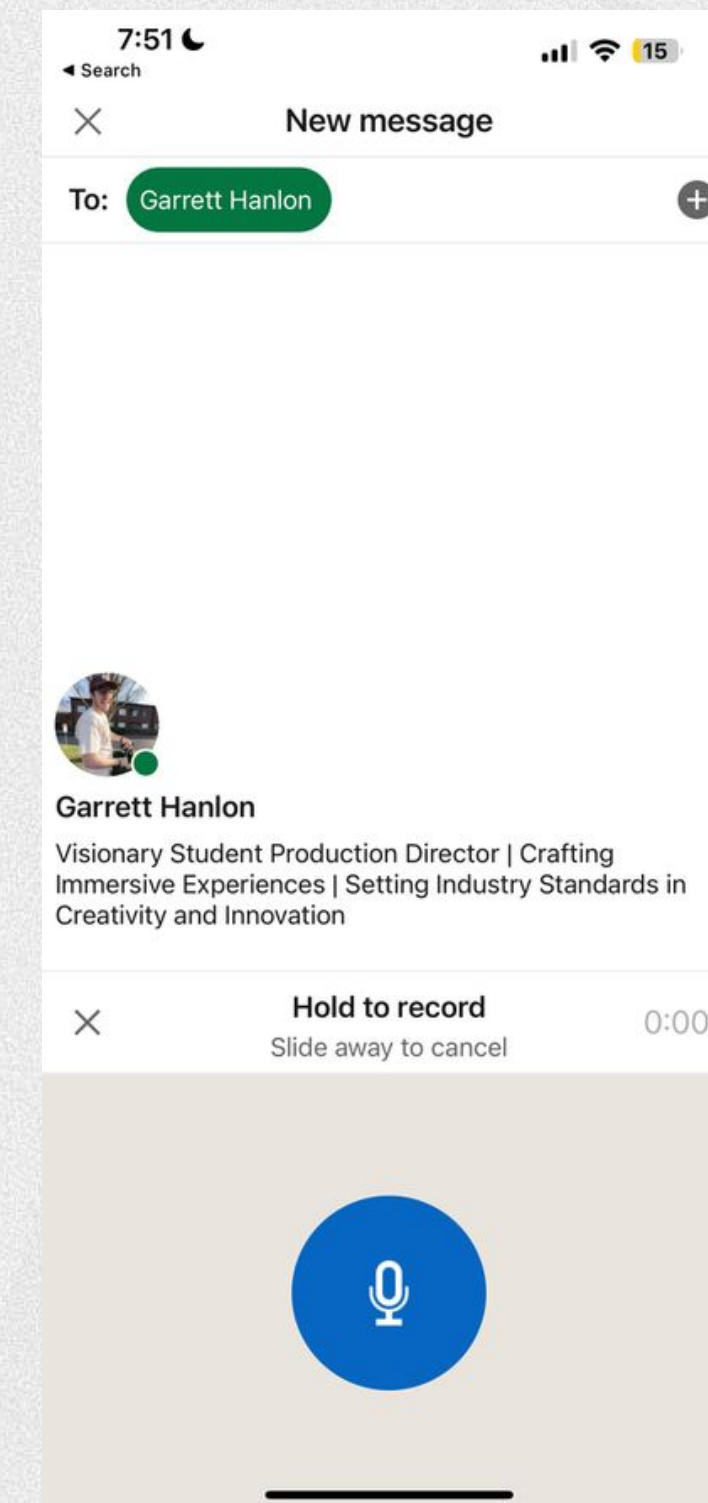
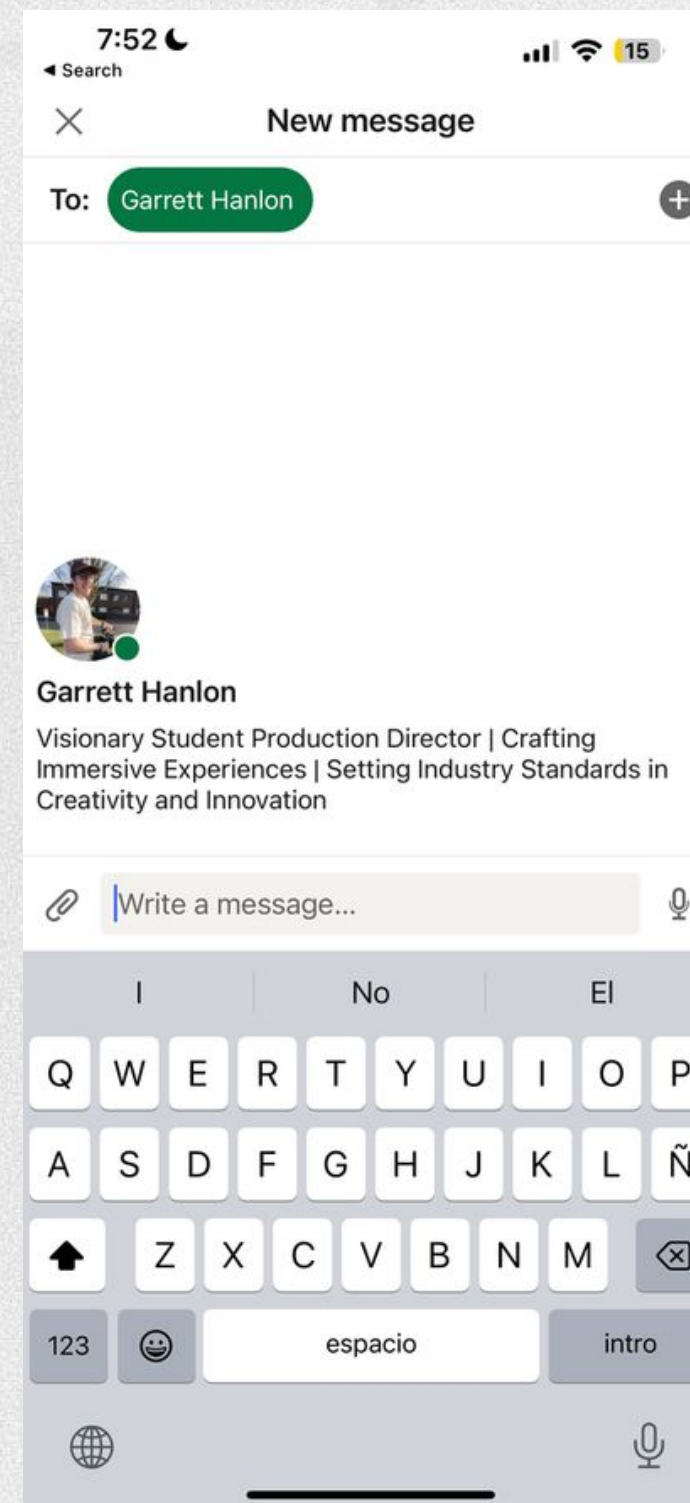
CTA

"How does this compare to what you are doing today?"

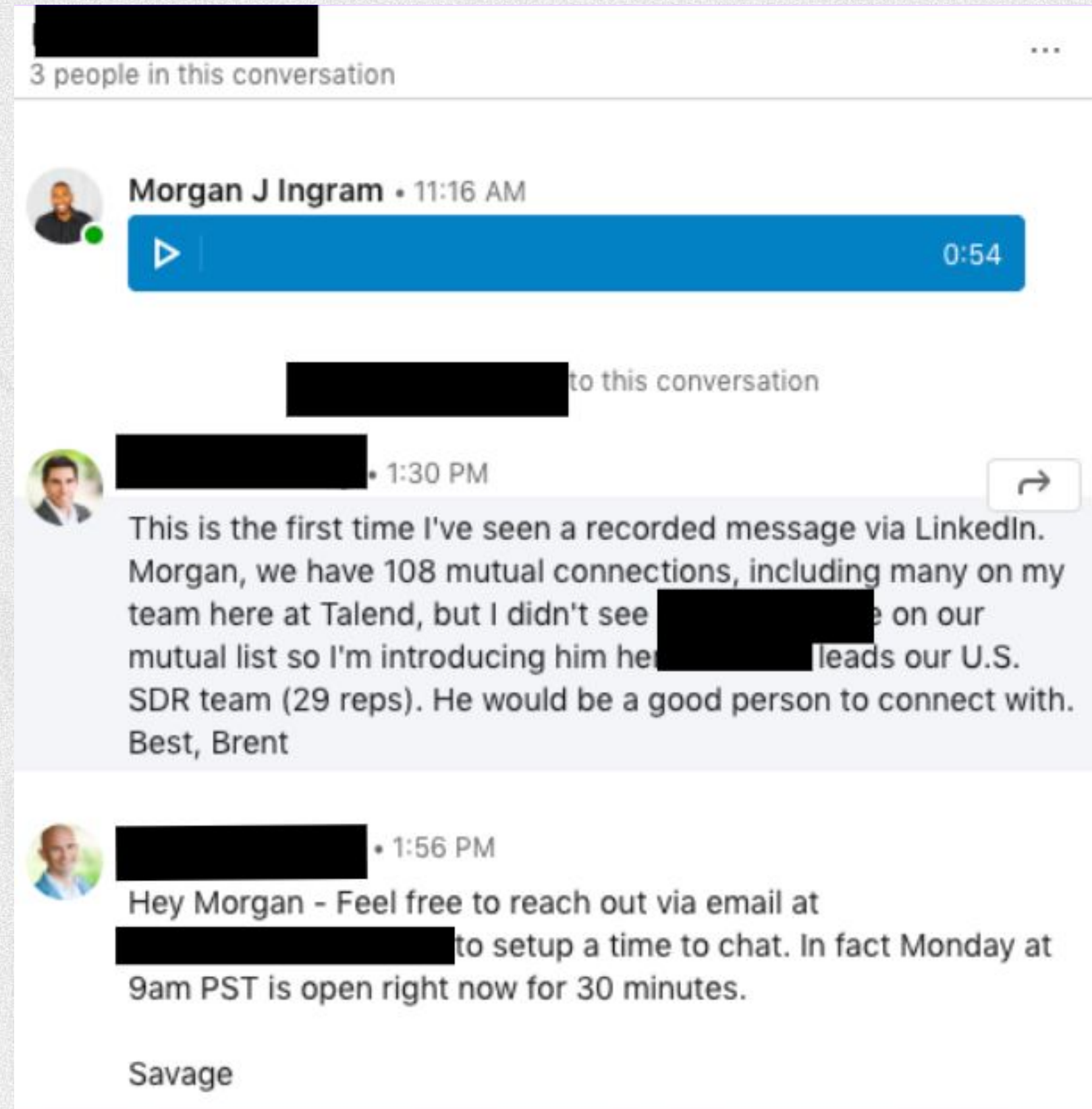
LinkedIn Voice Message

4 Weeks

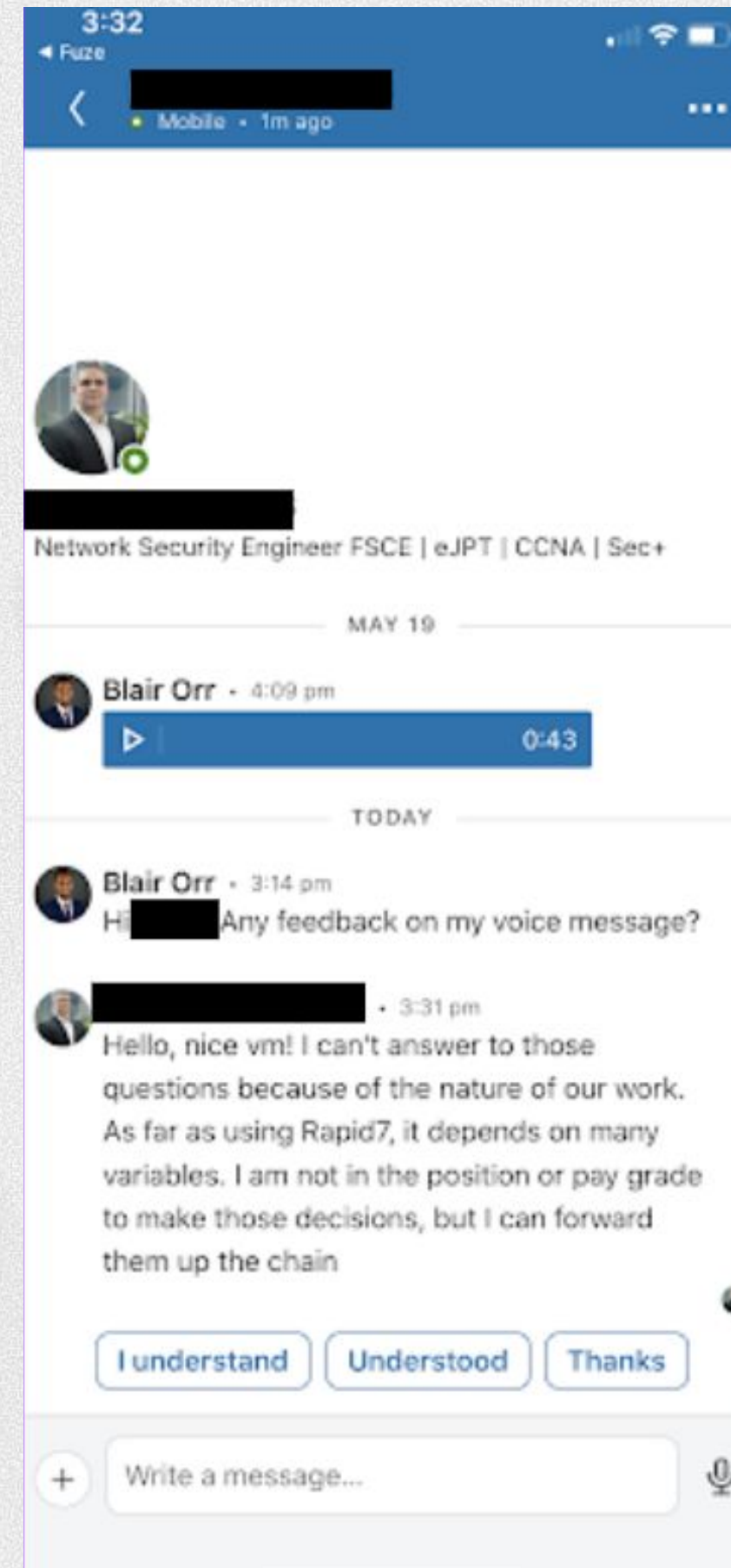
- 125 Voice Messages
- 50 Responses
- 25 Meetings



Why Voice Messages Work for Sales Outreach



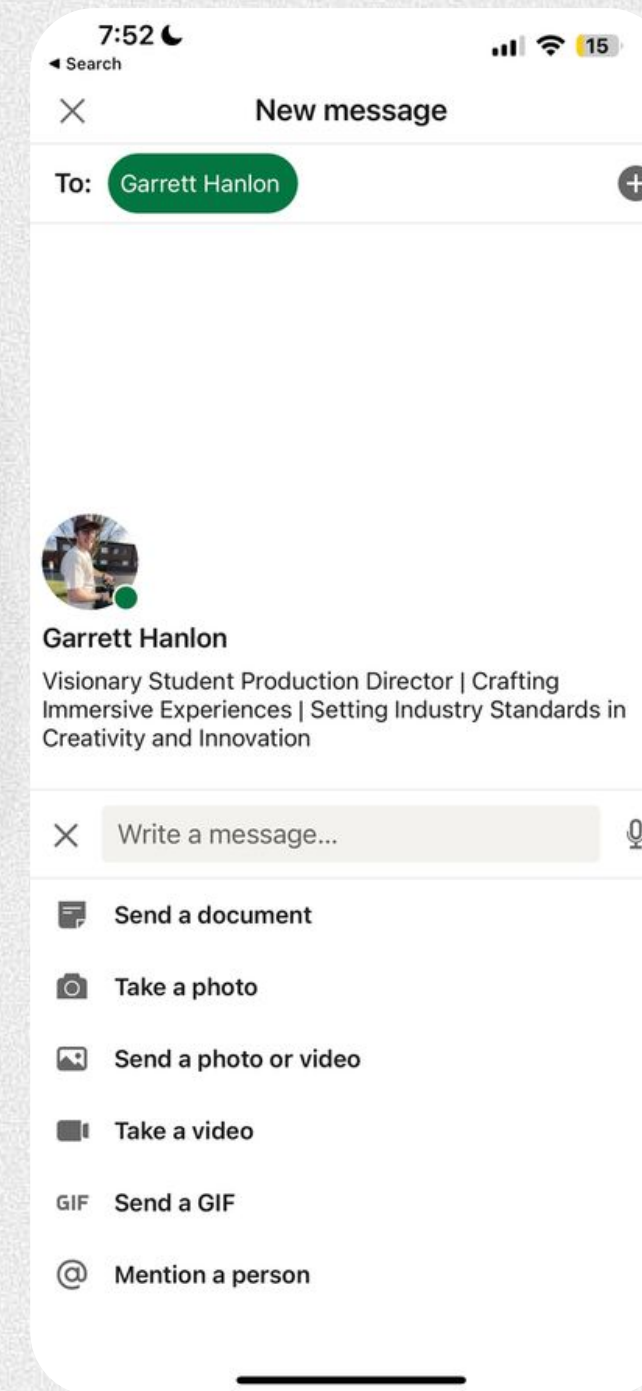
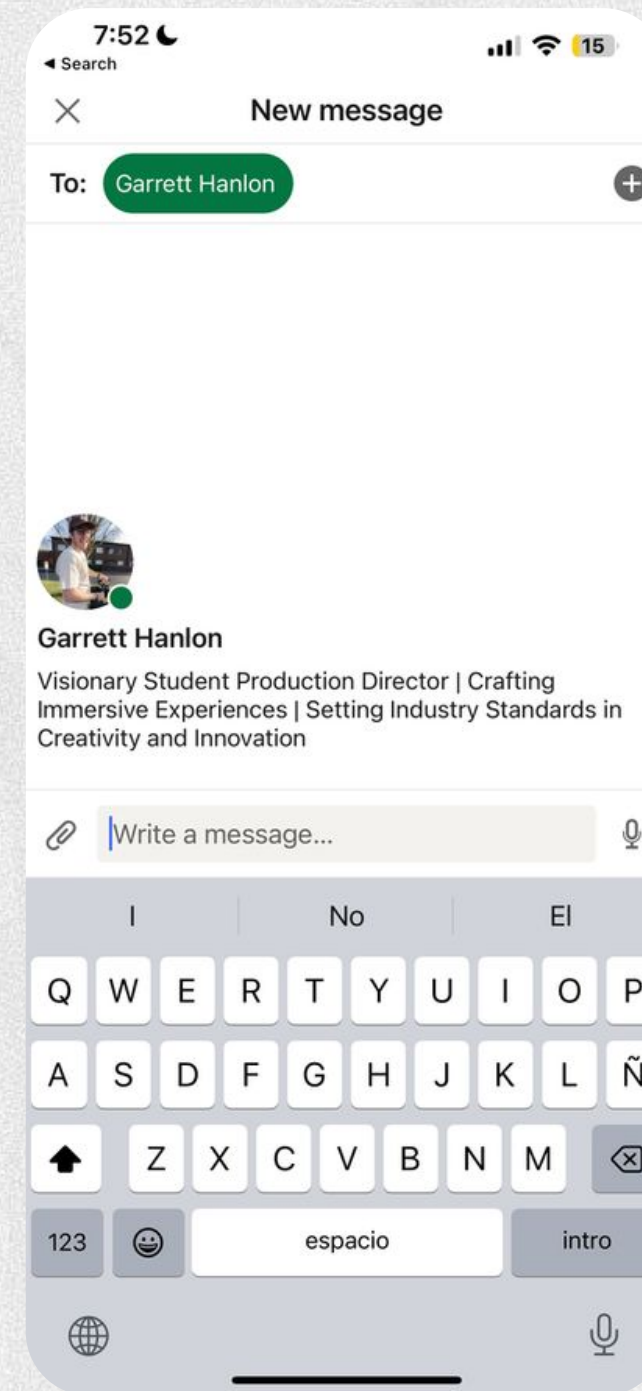
Voice Messaging from a Client



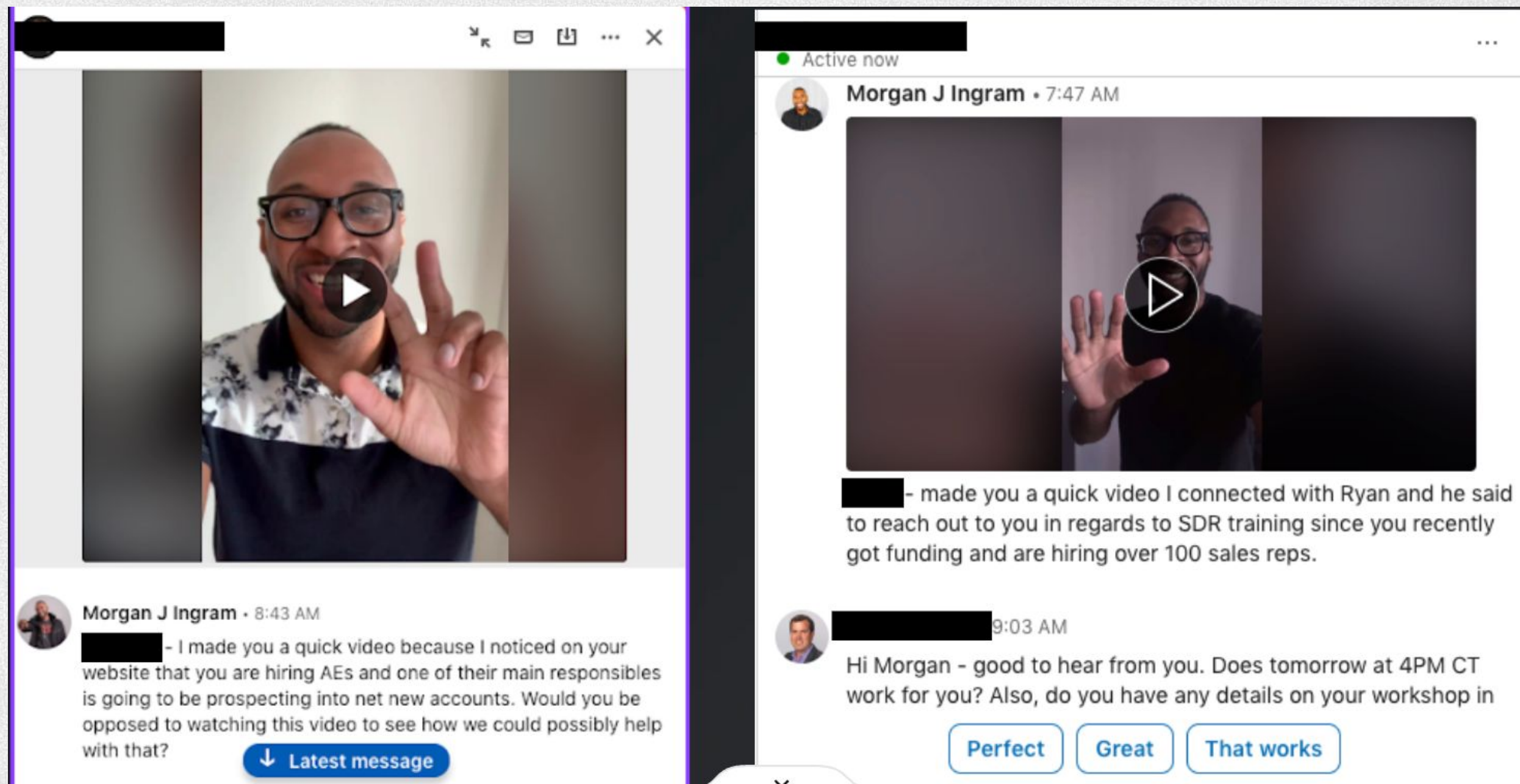
LinkedIn Video Message

5 Weeks

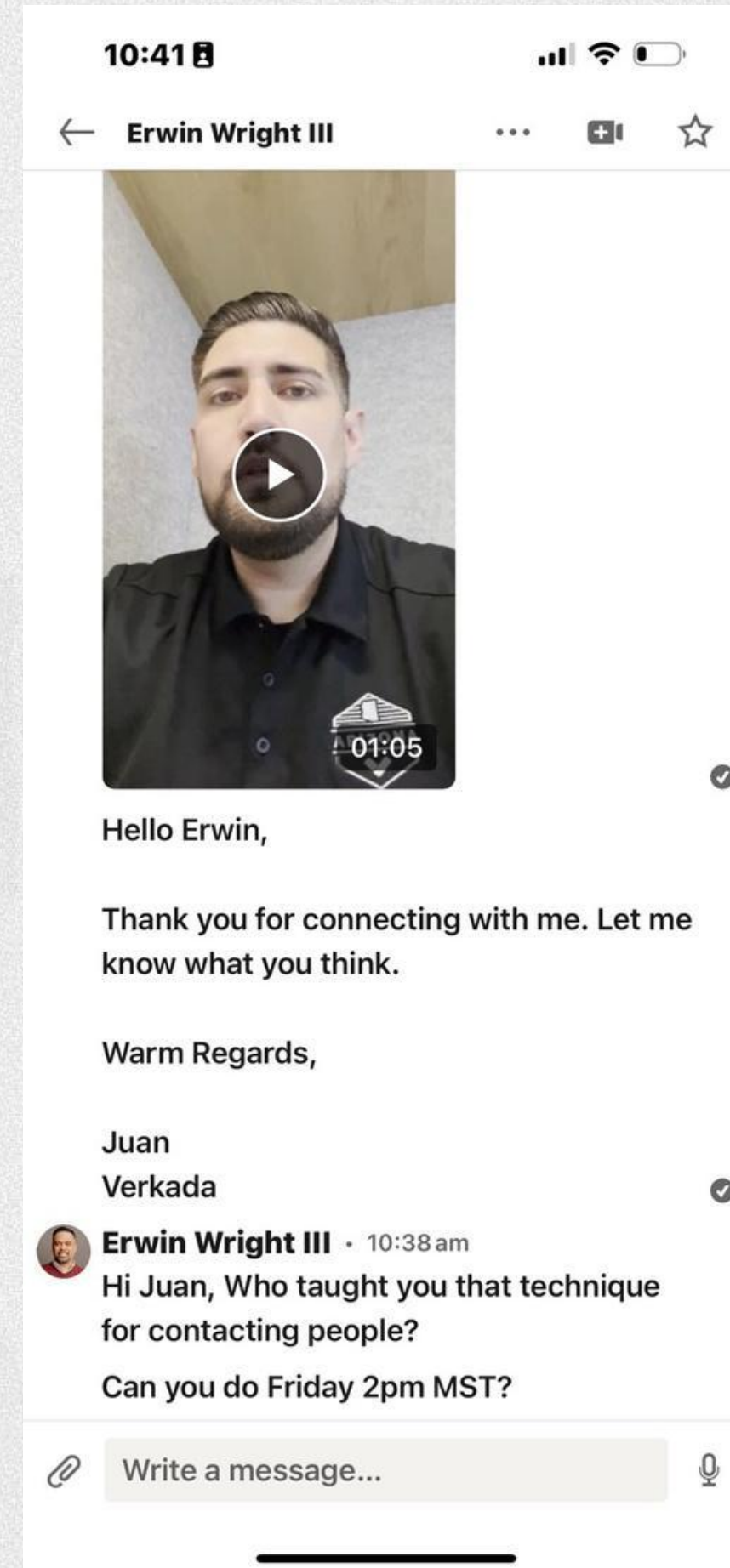
- 100 Video Messages
- 40 Responses
- 27 Meetings



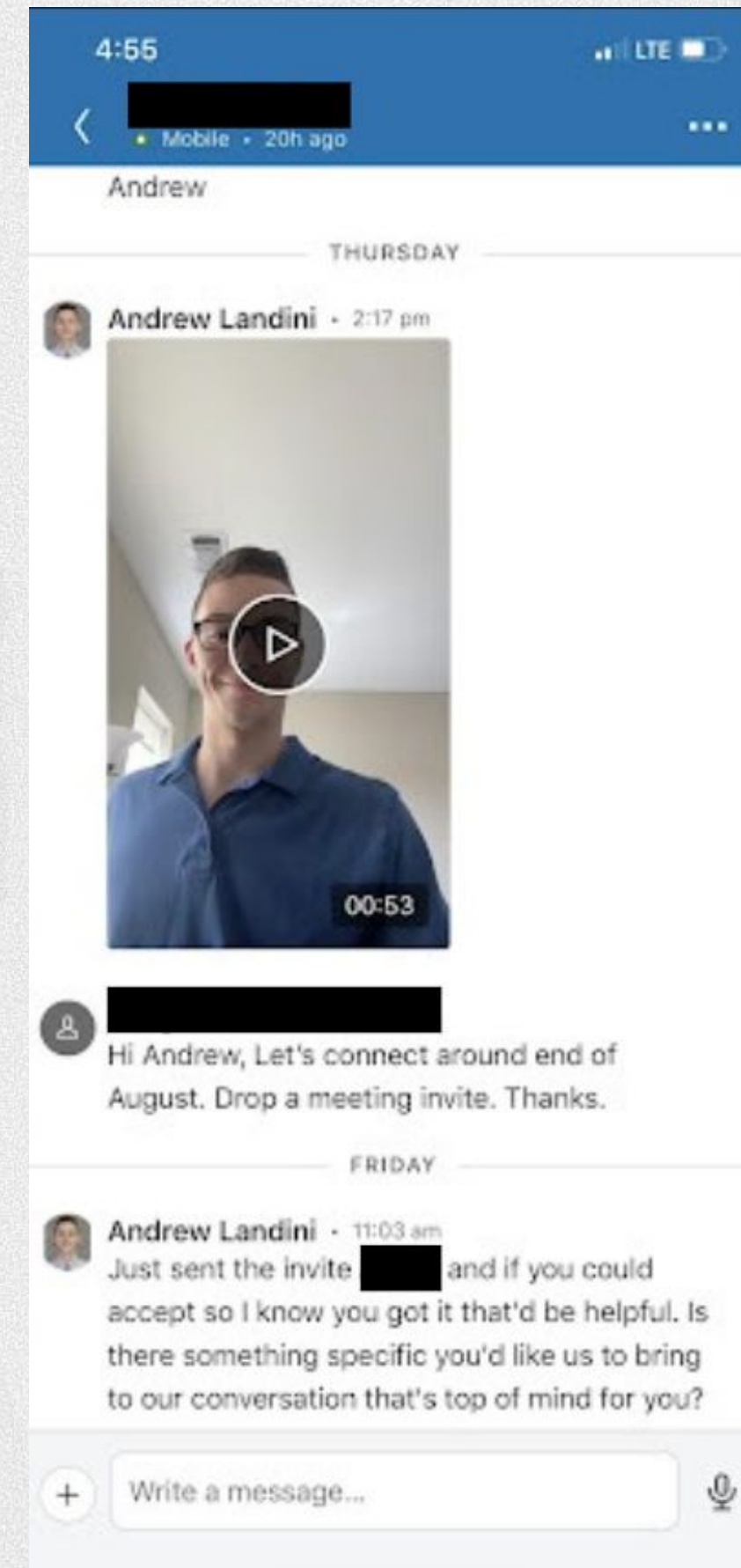
Why LinkedIn Video Message Work for Sales Outreach



Video Messaging from a Client



Video Messaging from a Client



Voice Note / Video Message

Context

Shows you understand
what the clue implies

Observation

Congrats. You've done your
research. This is the hook.

"Alex, the reason for my video is I saw you added two SDRs and brought on an international lead. Typically when I see that, teams are prepping to push into an enterprise motion. Could be way off, but that was my read.

A lot of EMEA leaders I've been chatting with are saying GDPR's killing their email response rates. They're trying LinkedIn, but most reps just connect and scroll without much structure.

Not sure if this is for you, but I've been helping teams turn Sales Navigator into a system that consistently drives enterprise meetings.

Happy to share how they're doing it if you're curious. Either way, love what you're building."

Pain Point

A common frustration
most leaders recognize

CTA

Low-friction, soft ask to
open the door.

Power Move / Value Prop

Shows how you solve the
pain. Also adding the
language "not sure"
makes it a frictionless
message.

AI Assisst

Prompt:

"You are an expert LinkedIn sales messaging strategist with 20+ years of experience crafting messages that generate high response rates from C-suite executives.

Analyze these LinkedIn messages I sent to my target prospects that got positive responses:
[INSERT THEIR MESSAGES]

Create [NUMBER] response templates that:

1. Mirror their communication style while maintaining my authentic voice
2. Are under 300 characters (not words) to ensure readability
3. Contain 2-5 concise sentences at a 3rd-4th grade reading level
4. End with exactly one of these questions:
 - "How does that compare to what you do today?"
 - "How are you currently doing this internally?"

Essential elements to include:

- Reference a specific detail from their message
- Insert a personalization placeholder showing I've researched them
- Mention one clear customer result with a specific metric
- Focus on solving ONE specific problem they likely face

Writing requirements:

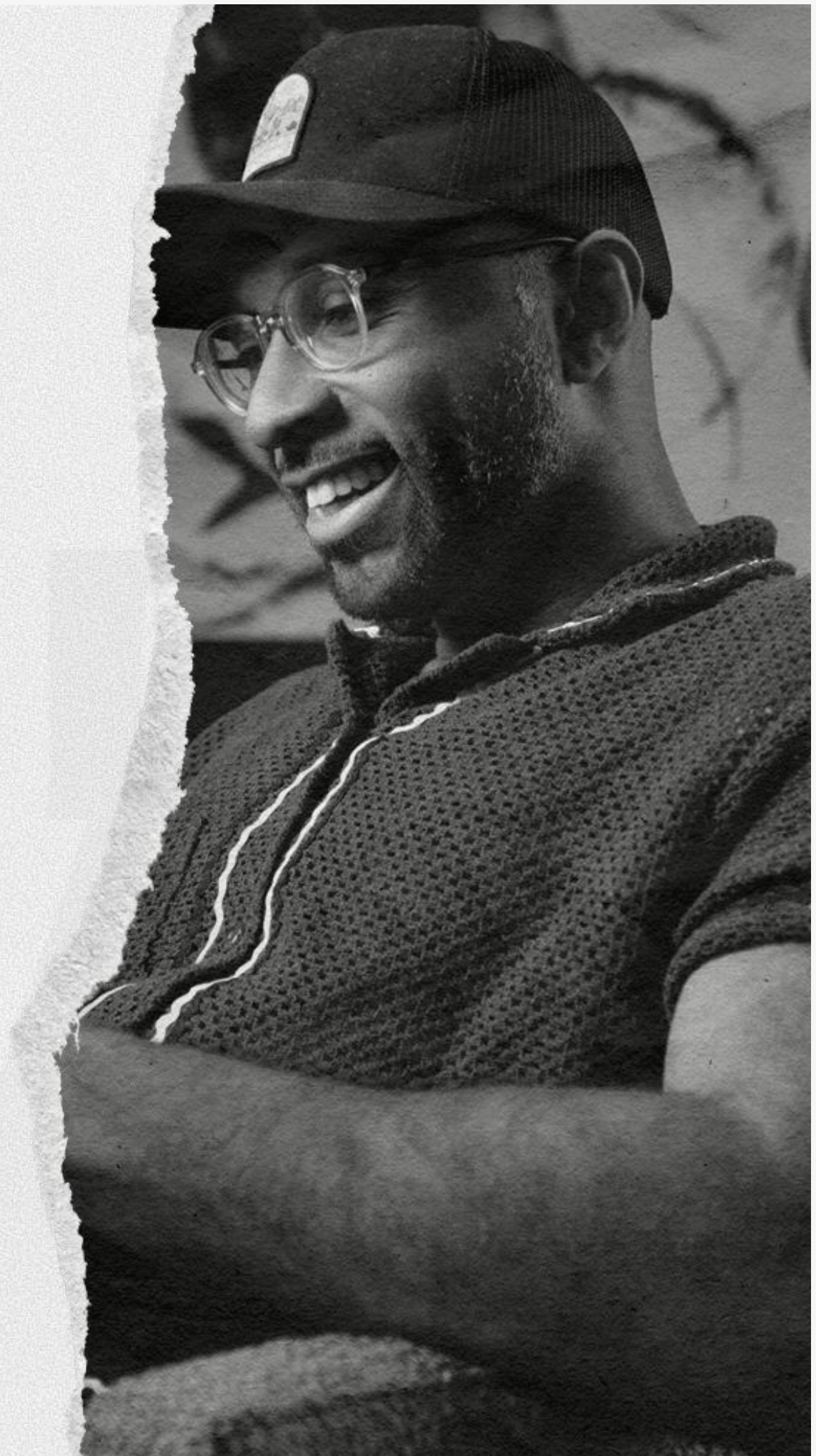
- No generic openings like "Hope all is well"
- Use simple, direct language a 9-year-old would understand
- Limit each sentence to 15 words maximum
- Create curiosity without being vague

After providing the templates, suggest 3 specific variables I could A/B test to improve response rates, with concrete examples of each variation."

Comment

Comment

- 1 Aim for 5-10 meaningful comments daily
- 2 Add value to conversations
- 3 Use comments to build relationships
- 4 30 high quality people to comment on



Focus Where It Matters

Industry Influencers

Potential Partners

Dream Clients





Morgan J Ingram  · You

5h ...

Turn LinkedIn into Pipeline | CEO @ AMP | SDR → CEO

Those VNs and video messages slap. Especially when you come in with the follow up. Starting to test days now too.

Think I am going to stick with my Friday follow up and see how that works out.

Like ·  3 | Reply · 5 Replies | 4,090 Impressions





Frank Curtis  • 1:52 PM

Right there with you, could talk hoops all day! Even though my team is a disaster this year lol. But yeah, the play you suggested was great. One comment, and 24 hours later, meeting booked!

Content

BE A CURATOR, NOT A

CREATOR



Morgan J Ingram · You

Amplifying B2B Brand Narratives through Content Production with...

4yr ·

I love listening to podcasts about the sales process.

This morning I listened to [Amy Appleyard](#) at [Carbon Black, Inc.](#) on the Sales Hacker podcast where she talked about how to lead a top performing sales team at a public company.

I got three main takeaways from the podcast.

1. Have a predictable revenue engine.

Amy talks about how you should have a strategy to understand how your SDR team is going to build pipeline and how the AEs should have a plan to guide deals throughout a process to know when they will close and when revenue will come in so that goals are hit.

2. You need a path to help people coach from.

Develop a process within your organization that you can point to and coach the reps on that so everyone has something to replicate at scale. This is so smart because everyone has a North Star to go to if they are struggling within their role.

3. Organize your calendar for work and personal.

This one hit home for me as I'm trying to figure this out too. Amy said it's important to do this if you are scaling your team fast because you can easily get lost in the work when moving fast.

Hope you all find these helpful and I can plan to do more. Have a great Saturday!

[#keepdialing](#) [#sales](#) [#podcast](#)

Dan MacLean and 87 others

14 comments

Be a Curator, Not a Creator



Morgan J Ingram  · You
Amplifying B2B Brand Narratives through Captivating Productions with...
4yr · 

...

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This morning I listened to [Amy Appleyard](#) at [Carbon Black, Inc.](#) on the Sales Hacker podcast where she talked about how to lead a top performing sales team at a public company.

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Hope you all find these helpful and I can plan to do more. Have a great Saturday!

[#keepdialing](#) [#sales](#) [#podcast](#)

 Dan MacLean and 87 others

14 comments

AI Assist

Prompt:

Persona:

You are a senior Market Research & Content Strategy Consultant helping a LinkedIn-focused creator identify the top information hubs, watering holes, and high-signal content sources in their target industry (B2B SaaS, social selling, and GTM teams). Your goal is to curate, not create — by finding where conversations happen, what content drives engagement, and who consistently shares signal over noise.

Objective:

Compile a list of the **top sources, platforms, and individuals** where my target audience is actively **sharing, engaging, or consuming content** related to:

- LinkedIn prospecting
- Sales Navigator workflows
- Modern outbound
- B2B SaaS GTM strategies
- Social selling
- Revenue growth via content

Include:

- Newsletters
- YouTube channels
- Podcasts
- LinkedIn creators or company pages
- Communities (Slack, Discord, Reddit, Circle, etc.)
- Event series or live shows
- Twitter/X accounts
- Research reports or content hubs (e.g., HubSpot, Gartner, Pavilion, etc.)

For each, include:

- Why it's relevant (what topics it covers or what value it brings)
- Ideal audience type (AE, SDR, CMO, RevOps, etc.)
- Recommended cadence for monitoring (daily, weekly, monthly)

Final output should be structured as a table I can use to plug into Notion or Airtable to track curation efforts.



3-2-1 Content Framework

3 Core Topics

- These topics you know very well and you stay in that lane
 - Examples: LinkedIn Sales Navigator, Innovative Prospecting, B2B Creator Economy
 - Stay focused. Don't randomly post about unrelated topics

2 Types of Posts

- Educational: Share insights that solve specific problems
- Story-Based: Document your journey and client results

1 Clear Call-to-Action

- Every post should drive an action
 - **Examples:** Ask for a meeting, ask the audience to engage, ask them download something, etc

Make it easy for prospects to take the next step



The PAS Formula: Crafting Compelling LinkedIn Posts

Problem

- Identify a specific issue
- Relate to your audience
- Be concise and clear

Agitate

- Emphasize negative impacts
- Stir up emotions
- Paint a vivid picture

Solve

- Present your solution
- Address the issue directly
- Highlight benefits

Use PAS to structure posts that resonate, engage, and convert!



Morgan J Ingram

Amplifying B2B Brand Narratives through Captivating Productions with...
 1yr

This is the most under-leveraged tip in sales navigator.

Make a list on Sales Navigator of every single person that you have scheduled a meeting with or have done business with so that way when they go to a different company you are notified in Sales Navigator to go prospect or sell them at their new opportunity.

This may sound simple, however, in the long run, this is immensely impactful.

I had hundreds of people on my list and this helped me hit accelerators every single month because I always had a list of people to reach out to.

Put a 🙌 if you are going to try this today.

#salesnavigator #tacticaltuesday



LINKEDIN SALES NAVIGATOR
HIDDEN GEMS PT 4

LinkedIn hidden gems



Morgan J Ingram

Turning B2B Influence into Pipeline | CEO @ AMP
 Request services
 3mo

How I use Sales Navigator to generate millions in pipeline.

If you follow this process, the meetings will start to pour in. ...more

SALES NAVIGATOR

HomeAccountsLeadsSmart LinksMessagingReferrals

Search

Lead filtersAccount filters

Saved searchesPersonas

People at DevSoft

Top recommendations based on your target persona and seniority

Relationship Explorer

Account Map

Give feedback on relationship explorer

Persons

Director

Seniority level: Director, VP, CXO

Edit

1 past colleague

View all signals

Brian Perry2nd1 Update Cite

Regional Vice President of Sales

Past customerPast colleague2

Message Brian Perry and mention that you both worked at LinkedIn.

See more top recommendations

Select CXO to view 16 new results and find your best path in to DevSoft

Switch persona

Salesforce

Houzz Germany GmbH's CRM record

Account owner: LinkedIn Solutions
 LinkedIn Profile

Chat with us





Morgan J Ingram · You

Turning B2B Influence into Pipeline | CEO @ AMP

[Request services](#)

1mo ·

I use this tactic to schedule 20-30 meetings a month.

LinkedIn voice notes.

Here is my three-step process you can leverage immediately.

1. Connect with your potential buyer

The key here is you need to know your ICP.

- Buyer persona
- Seniority level
- Industry

Then, once you have found them send a blank connection request (this is a higher acceptance rate than personalization) because you can only send voice notes to 1st degree-connected people.

2. Voice Note

Now it's time to rip a voice note over to our prospect.

This is where it gets fun.

Follow my 10-30-10 framework.

First 10 seconds - the reason for the voice note.

Why are you reaching out to them?

2. Voice Note

Now it's time to rip a voice note over to our prospect.

This is where it gets fun.

Follow my 10-30-10 framework.

First 10 seconds - the reason for the voice note.

Why are you reaching out to them?

- Job changes
- LinkedIn post
- Triggers on their website

Next 30 seconds - your value prop.

What are you offering them that will help them in their SPECIFIC scenario or THAT SOLVES a pain point for them?

Example: Our coaching services empower your sales rep to leverage our LinkedIn voice notes and video frameworks to book more meetings.

Last 10 seconds - CALL TO ACTION.

You need to tell people exactly what you want from them.

I like Interest CTAs like:

- Would you be interested in learning more?
- Would you say this aligns with your top initiatives?
- Are you curious to have a deeper dialogue on this

You need to tell people exactly what you want from them.

I like Interest CTAs like:

- Would you be interested in learning more?
- Would you say this aligns with your top initiatives?
- Are you curious to have a deeper dialogue on this topic?

These frictionless CTAs typically open the prospect to respond and lead to more meetings.

3. Follow Up

This is where I messed up the most when I started this.

If no one responded, I thought the game was over.

This is not the way.

Wait 2-3 days after you send the voice note and follow up with this simple note.

"Any feedback on my voice message?"

People love to give feedback, so that's why this works to get a response.

When you are out of the box, you get out of the box results.

Mention someone who could benefit from this strategy.



Content Calendar **Blueprint**



Pillars

70% Educational
20% Social Proof
10% Personal

Tip

1 Batch creation day
per month



Exercise: Optimize Your Comment & Content Plays

Comment

- 1 Are your reps consistently engaging your target buyer's content.
- 2 Do they have a weekly checklist?
- 3 How many meetings were influenced by comments?

Content

- 1 What % of core content themes tied to revenue? (e.g. 3 pains, proof, etc)
- 2 How many posts are currently posting weekly?
- 3 What % of reps drive replies, comments, or DMs?

READY TO GET STARTED?

14-DAY QUICK START GUIDE

WEEK 1: FOUNDATION

DAY 1-2 PROFILE OPTIMIZATION

- » Update Your Headline
- » Optimize Your About Section
- » Update Profile Picture

DAY 3-4 SEARCH SETUP

- » Create 3 Saved Searches in Sales Navigator
- » Build Initial Prospect List
- » Set Up Tracking To Measure Outreach & Refine Targeting.

DAY 5-7 FIRST CONNECTIONS

- » Send 25 Targeted Requests Daily
- » Track Acceptance Rates
- » Start Basic Engagement

WEEK 2: ACCELERATION

DAY 8-10 CONVERSATION FLOW

- » Begin Outreach To Acceptances
- » Implement Video Framework
- » Track Response Rates

DAY 11-14 CONTENT LAUNCH

- » Post First Piece of Content
- » Engage with Target Accounts
- » Monitor Early Metrics

KEY METRICS TO TRACK:

- » Connection Acceptance Rate (Target: 35%+)
- » Message Response Rate (Target: 20%+)
- » Meeting Conversion Rate
- » Pipeline Generated



Thank You



SCAN ME

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile
app to provide your feedback.
Thank you!