

Certified Consultant Program

Welcome!

From the desk of Joshua Turner:

Dear Friend,

Congrats on joining the program and thank you for your interest in becoming a LinkedSelling Certified Consultant! You are certainly a person of action. Not someone that just sits around and hopes that good things will come to their business. You are the kind of person who goes out there and makes things happen!

With the program you've just enrolled in, you are about to make great things happen. This is one of the most powerful programs I have ever put together, and I am really excited for you to start seeing the opportunities that this training will provide.

Since we first started LinkedSelling, we have been on a constant search to optimize our entire process - from marketing, to sales, to service, and so on. During our journey we have worked with hundreds of clients and trained thousands of businesses, read countless books, attended seminars, tested and re-tested our systems and now feel 1000% confident in this process to let you in on all of our secrets.

Over the coming year, we will be sharing with you the BEST of what we've learned! The successes, failures, pitfalls, tips, tricks, shortcuts, advice and feedback that we've perfected over years of running these campaigns.

In creating and managing this course for you, I have demanded from myself and my team that we give it 120% effort (110% sounded too cliché). As you work through the course, I recommend you do the same.

Regards,

Josh Turner

Founder, LinkedSelling





What Do I Get with My LinkedSelling Certified Consultant Membership?

Access to the Complete LinkedSelling Marketing Campaign Training Program

I know, not the sexiest name in the world. But that's because we spent all our effort making this the most comprehensive guide to running lead generation campaigns on LinkedIn that has ever existed. So we thought, why not just call it exactly what it is. We are all about straight talk - if I see a spade, you guessed it, I'm going to call it a spade!

You'll have access to over 50 training videos, 15 learning modules, dozens of quizzes and assignments to ensure your retention of this information is on point. This program will teach you ABSOLUTELY everything you need to know about running these campaigns. From the workarounds for common LinkedIn issues to how we prospect and build databases to dealing with clients and everything in between.

White Label Version of the Linked University Webinar Funnel

You'll get your very own customized version of our industry-leading LinkedIn training program to sell to prospects with a higher commission rate than we've ever offered!

If you want to get a prospect into your funnel - cheap and easy, while demonstrating your expertise and value - this is the way to do it. We'll be creating for you a custom landing page that will include your name and picture right alongside mine, where your prospects can sign up for one of our LinkedIn training webinars. This is a great way to provide value, and to make a lot of money at the same time.

We've generated multiple 7 figures selling just this program, and we can guarantee that this lower-level offer will fill your funnel with potential clients.

Exclusive Campaign Automation Software

On top of giving you all of our trade secrets, we've decided to make these campaigns even easier for you...

We know that the system we teach in the program will help you ratchet your business up a notch or two, but how do you scale it up 9-10 notches?



Easy...Automate it!

So for our Certified Consultants we are also including our Campaign Automation Software to save you significant time and effort.

This software makes it possible to greatly open up your schedule, allowing you to focus on exactly what you want to work on. All while bringing in more clients and revenue.

Weekly Group Coaching Calls

As the old slogan used to say, "You've got questions, we've got answers."

To provide you with full support in your certification efforts, we offer weekly group coaching calls because as they say, if one person is asking a question, that means 10 others are thinking it.

We will provide bonus tactics, strategies, lessons, wins, and answers to any and all questions our consultants have about the system or how to best use it in their business.

Private Coaching

Throughout your progress in the training, we provide you with a dedicated coach to help you break through obstacles, complete lessons, and teach additional strategies that are best comprehended in a one-on-one environment.

No question of yours will go unanswered, as you'll always be able to reach out to your coach.

The LS Stamp of Approval

Upon completion of the program, we offer a one-of-a-kind recommendation certifying you as an expert of our LinkedIn marketing process.

Utilize our name recognition to the advantage of your business. Your certification logo will set you apart from the thousands of nameless/faceless/niche-less competitors. We back our consultants 100% and offer our branding to prove it.



Clients of Your Own

We literally have more clients than my team can handle.

I don't say that to brag. But instead as an opportunity and reward for your hard work.

What I mean is that since my team is overloaded, we are in a position to hand-off clients to our Certified Consultants who reach the highest level of mastery in our program.

Once you have achieved mastery and demonstrated a high level of expertise and competence, we'll give you your own clients to service.

In addition to clients that we assign to you, you also will have the ability to bring your own clients into the program. Given the high-demand for LinkedIn marketing and lead generation services, the sky is really the limit for what you can achieve.

60-Day Action Plan to ROI

This is a recommended schedule to complete your certification and begin taking on clients in 8 weeks or less. Follow the plan below or move at your own pace. The system is set-up to allow you to easily move faster or slower than these recommendations and still be in great shape. It is dependent on you and your schedule.

If the time and effort is put forth, our consultants can achieve a 6 figure business within their second year! Again, the sky is the limit if you are able to master each aspect of this training and keep your nose to the grindstone.

Week 1: Let's Get It Started

- ☐ Mark Your Calendar for Group Coaching Calls - Every Tuesday at 10 am (CST)
- ☐ Login to the CC membership site
- ☐ Watch Module 1 Training Videos (**Why LinkedIn?** - 2 videos)
- ☐ Pass Module 1 Quiz
- ☐ Pat yourself on the back!
- ☐ Write Email on Why LinkedIn is a great marketing platform (**Assignment**)
- ☐ Watch Module 2 Videos (**Becoming a Certified Consultant** - 5)
- ☐ Pass Module 2 Quiz
- ☐ High-five yourself!
- ☐ Draft an explainer sheet of what is expected of a Certified Consultant (**Assignment**)
- ☐ Write a summary of the 5 Core Values of LinkedSelling and their meaning (**Assignment**)
- ☐ Throw a Pizza Party - Great job completing your first week!
- ☐ Get access to your White Label version of Linked U

Week 2 - Into the Nitty Gritty:

- ☐ Check-in with your advisor over email
- ☐ Attend Coaching Call (ask any and all questions)
- ☐ Watch Module 3 Videos (**Overview/Intro to Our Process** - 6)
- ☐ Pass Module 3 Quiz
- ☐ Do a celebratory backflip!
- ☐ Review a kick-off meeting example and fill out a Campaign Planning Doc (**Assignment**)
- ☐ Create your own calendar of activity for set-up phase deliverables (**Assignment**)
- ☐ Watch Module 4 Training Videos (**Profile Optimization** - 3)
- ☐ Pass Module 3 Quiz
- ☐ Round of Applause!

- ☐ Optimize your current LinkedIn Profile (**Assignment**)
- ☐ Create a mock profile and optimize it (**Assignment**)
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 3 - Get Ya Group On:

- ☐ Join the coaching call
- ☐ Watch Module 5 Training Videos (**LinkedIn Groups - 6**)
- ☐ Pass Module 5 Quiz
- ☐ Eat some pie and cake!
- ☐ Review your mock prospect profile (**Assignment**)
- ☐ Join groups based on mock prospect profile (**Assignment**)
- ☐ Create a group based on mock target (**Assignment**)
- ☐ Watch Module 6 Training Videos (**Content - 2**)
- ☐ Pass Module 6 Quiz
- ☐ Give yourself a gold star!
- ☐ Gather a batch of 30 pieces of content for your mock group (**Assignment**)
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 4 - Find Your Prospects

- ☐ Familiarize yourself the Advanced Search filters within LinkedIn
- ☐ Watch Module 7 Training Videos (**Prospecting - 4**)
- ☐ Pass Module 7 Quiz
- ☐ Write yourself a thank you note - for being so awesome!
- ☐ Join the coaching call
- ☐ Create a list of search links that targets your mock prospect profile (**Assignment**)
- ☐ Gather a list of 50 profile links to quality prospects for your mock profile (**Assignment**)
- ☐ **Watch Module 8 Training Videos (Database Building - 4)**
 - ☐ The Database Build is one of the most important tasks in the future success of these campaigns - so pay extra close attention here.
- ☐ Pass Module 8 Quiz
- ☐ Listen to "Eye of the Tiger"!
- ☐ Upload a bulk list of test contacts to invite to connect (**Assignment**)
- ☐ Send 200 connection requests from your mock profile to your mock prospects (**Assignment**)
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 5 - Messaging and Copywriting

- ☐ Watch Module 9 Training Videos (**Messaging Campaigns - 6**)
- ☐ Pass Module 9 Quiz
- ☐ Do your Victory Dance!
- ☐ Join the coaching call
- ☐ Draft a campaign playbook for your mock profile (**Assignment**)
- ☐ Draft scripts for your playbook (**Assignment**)
- ☐ Record yourself sending out Message 1 in your playbook to 50 prospects (**Assignment**)
- *There are a number of decent screen recording software choices available - we typically recommend Camtasia, but you can go with another if you have a preference.*
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 6 - Messaging Campaign Automation

- ☐ Join the coaching call
- ☐ Watch Module 10 Videos (**Campaign Management Software**)
- ☐ Pass Module 10 Quiz
- ☐ Celebrate good times, come on!
- ☐ Record yourself running test campaigns with the software (**Assignment**)
- ☐ Check in with advisor with any questions regarding the software
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 7 - Scheduling and Juggling Multiple Clients

- ☐ Watch Module 11 Training Videos (**Setting up your schedule/calendar - 4**)
- ☐ Join the coaching call
- ☐ Pass Module 11 Quiz
- ☐ Shoot off some confetti!
- ☐ Create a four month calendar of activity for mock client (**Assignment**)
- ☐ Watch Module 12 Training Videos (**Putting it all together - 4**)
- ☐ Pass Module 12 Quiz
- ☐ Do the 'Super Bowl Shuffle'
- ☐ Write a 1-2 page explainer sheet detailing the LinkedSelling LinkedIn marketing campaign process from marketing all the way to month 3 of the ongoing phase of the campaign (**Assignment**)
- ☐ Create a status report from provided template with notes from mock situation (**Assignment**)
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel

Week 8 - Making Your Certification a Success

- ☐ Watch Module 13 Training Videos (**Dealing with Problems** - 5)
- ☐ Check-in with your LinkedSelling Advisor
- ☐ Pass Module 13 Quiz
- ☐ Join the Coaching Call
- ☐ Chill some champagne!
- ☐ Complete a mock call with a disgruntled client (your Advisor will play the part)
- (Assignment)**
- ☐ Watch Module 14 Training Videos (**What Makes a Consultant Successful** - 2)
- ☐ Pass Module 14 Quiz
- ☐ Pop that champagne open!
- ☐ BONUS: Generate 50+ leads to attend your White Label webinar of the Linked U funnel