



BEN KNIFFEN
Co-Founder and COO
of LinkedSelling

My name is Ben Kniffen, and I want to welcome you to this very special workshop:

**The Connect 365 Autopilot LinkedIn System
For Getting Consistent New Connections,
Leads, and Clients...**

Without Spending A Bunch of Time Doing It...

Before we begin, I want to encourage you to be focused during our time together today.

1

Clear the next
90 minutes
of your day.

2

Shut off email,
Facebook, &
your cell phone.

3

Get something
to take notes
with!

3

MAJOR BONUSES

Only on this workshop!

Seriously these are some pretty legit bonuses only for those of you on this workshop live with us right now, and I'll leave it at that for now.



Who this is for...

Business Owners

Entrepreneurs

Service Providers

This is for you....

If you need to get in front of more prospects...
generate more leads...
get more clients...
get more referral partners...
get more traffic to your blog...
or if you're looking for a practical and efficient
system to grow your business.

Professional services, consultants, coaches, experts, authors, product owners, developers, manufacturing companies, network marketers, designers, any type of freelancer, IT companies, construction, real estate, financial advisors, insurance...

Literally any type of business...

...if you sell a service, product, or expertise, this webinar is for you.

Here is my promise to you today...



How to create a lead generation system that:

Leverages your time and energy

Establishes you as a **RESPECTED** and **SOUGHT AFTER**
AUTHORITY

Draws *Qualified* and *Enthusiastic* Prospects right to your
Doorstep

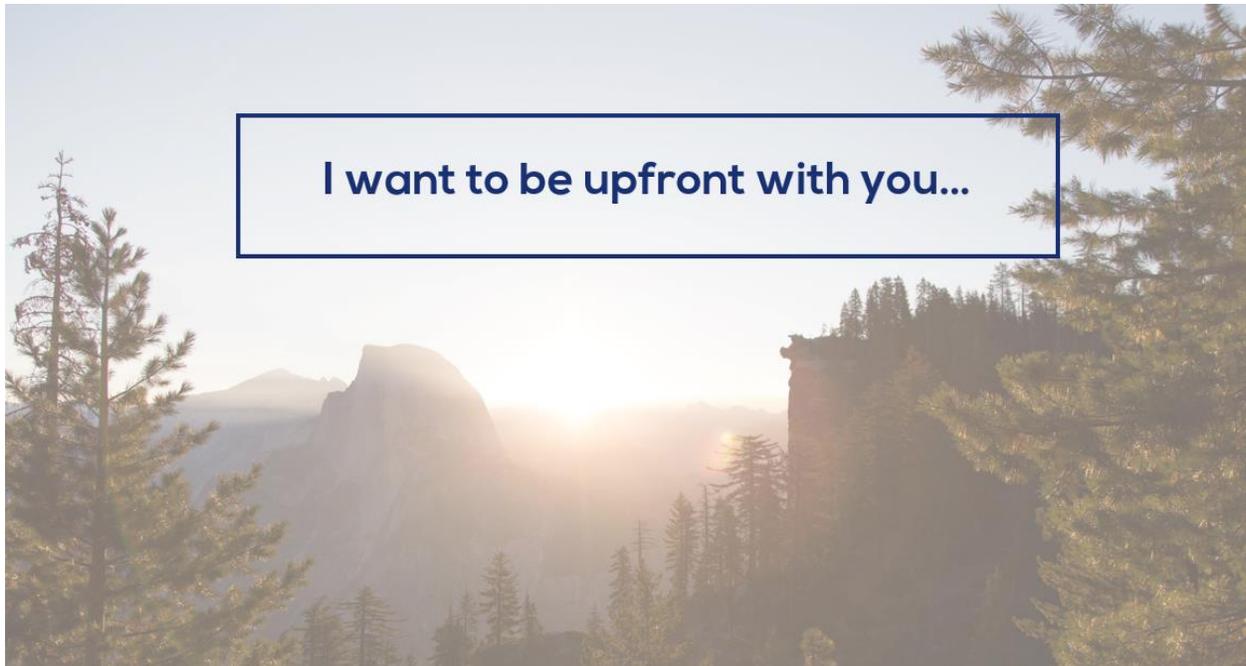
Reveals the best method for closing those prospect into
high value, repeat customers **ON AUTOPILOT**

In fact, I promise that by the end of this webinar, you will walk away with a full system and step by step strategy that:



**Consistently Convert High Value Clients
Into Your Business Automatically,**

**Without Spending Tons Of Time
Or Energy To Maintain It.**



I want to be upfront with you...

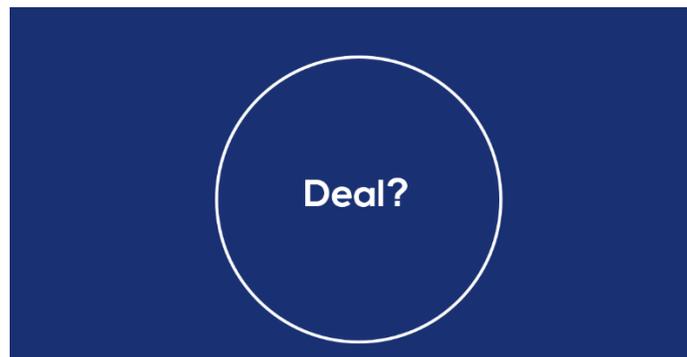
Today, I'm going to be making you an offer to become a charter member of our new program and automated software, Connect 365.

It's not even available to the public yet, but I'm going to offer you an opportunity to be one of only 500 people with access to this system.

HOWEVER...

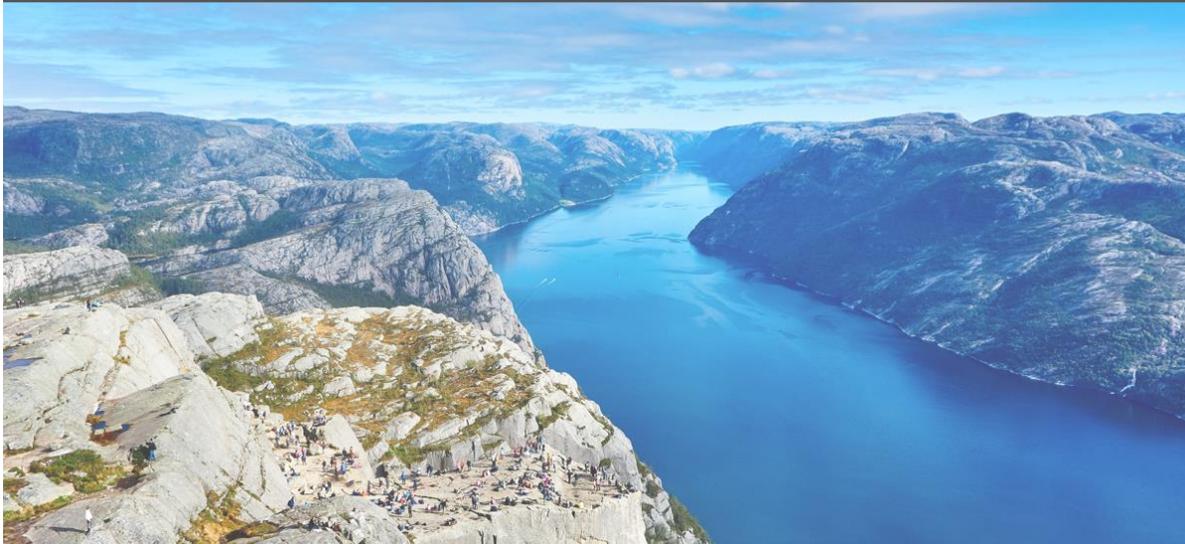
I do NOT want you to invest in it....

If I fulfill on my promises, you should want to invest in this solution.



Deal?

A few questions...



**Does This
Sound
Like You?**

- Do you start out each month scared that you won't find any new clients or projects?
- Do you have some months where you get a ton of cash into your business...but you struggle to maintain it?

- Do you secretly know your work is worth WAY more than you're currently charging?
- Are you constantly looking for new ways to get clients...but things typically don't quite pan out?
- Are you constantly working your butt off, but you barely make enough to scrape by each month?
- Are you taking on projects that don't excite you, with clients you don't like...just to pay the bills and keep the lights on?
- Are you having trouble standing out in your industry and getting swallowed by all the noise?
- Are you talking with unqualified prospects who waste your time but could never afford your service?
- Are you dealing with too many people who say "I'll think about it" and then disappear, never to be heard from ever again?
- And lastly, do any of you feel like you just don't have the TIME to implement the systems you KNOW you need to use that will get you off the hamster wheel of chasing clients and into growing a sustainable, healthy business that provides for you, your family, and your team...and does amazing work for your clients?



The BAD
News

YOU ARE NOT ALONE

After surveying over 1600 business owners in all sorts of industries, we found that 88% of them, unfortunately, struggled with those same exact problems.

The GOOD
News

**ALL OF THOSE
PROBLEMS?**

They are just symptoms of a much larger, much more insidious...but also, much more SOLVABLE problem...



THE BIG PROBLEM

You don't have the 5 Pillars

Once you have the 5 pillars in place...

- You'll start to easily convert prospects into high value clients
- And attract the best client's right into your business without the need to chase them down...
- You'll be respected and admired as one of the top authorities in your industry,
- And your presence will chase away problem clients and low-ballers who'll never bother you again.

The one thing you need to know, to solve the problems you're having in your business, and create a system that consistently converts high value prospects into clients....is hidden inside these 5 Pillars.

I'll show you **EXACTLY**
what those *5 pillars* are,
and how to apply them.

THEN I'm going to walk you through some specialized tactics and strategies that you can implement **TODAY** to start alleviating some of your cash flow problems and get your time back from meaningless tasks that aren't moving your business forward.

First though, I want to introduce myself so you guys know a bit about me, and so you know the system you're going to be implementing is the real deal.

**WHO IS
BEN KNIFFEN?**



When I started my family, with my wife Erin and our two daughters, I was determined from the start to create an amazing quality of life for them.

Co-Founder and COO of
 LinkedSelling
**BEN
 KNIFFEN**

I wanted to take care of them. And, I wanted them to be proud of me, and for us to have a life that genuinely was full of adventure, and freedom to do whatever we want.

It's really important to me, that I could give my daughters a childhood and upbringing full of opportunity.

But for some reason, my path wasn't easy.

For the first several years of my marriage, as Erin and I were starting our family, almost all of the money I made came from gigs like painting apartments and teaching part-time music classes.

We were getting by, but it was pretty meager.

During these years I had tried getting different businesses off the ground....but nothing worked, and I ended up digging myself into a deeper and deeper hole.

I wasn't proud of myself, I felt like a failure, and I wasn't sure what to do.

There were days where I just stared into the mirror, like a deer in headlights, completely unsure of myself or what next step to take.

All because I wasn't bringing in enough income.

But then it all changed in 2011, when I finally discovered the process that I am going to tell you about today....

Since then, the company that my co-founder Josh Turner and I started, LinkedSelling has gone on to do so many amazing things.

We've helped thousands of business owners with this system, made a huge impact in the world, and now I have the freedom and income that I knew was possible.

And other people have taken notice too. Recently, we were recognized as #252 on the Inc. 5000 list of the fastest private growing companies in the U.S.

LinkedSelling

A marketing agency that specializes in LinkedIn lead generation and operates training programs for businesses about how to leverage LinkedIn.

2016 INC. 5000 RANK: #252

3-Year Growth: 1,574%
2015 Revenue: \$2.4 M

| | |
|-----------|---|
| Location: | St. Louis, MO |
| Industry: | Advertising & Marketing |
| Launched: | 2010 |
| Share: | f t g+ in |

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INC. 5000 HONORS



Top Advertising & Marketing companies



Top MO companies



We've worked for big name companies.



Clients like....



NEIL PATEL



DELL



MICROSOFT

And of course many other amazing small and medium sized businesses around the world.

Featured on...



...and many more.

I don't have those cash flow problems any more. And I'm very proud of being able to provide for my family.

My life is much different now than it was 5 years ago...

The SYSTEM Is The Reason Why

And I say all of this, not to brag or anything...but just to let you know that I've been there, for one...but just as important....so that you know this stuff is the real deal.

Ok, so that said, let's dive right in to The 5 Pillars. You can remember them by using the acronym "3PCM."

The 5 Pillars (3PCM)



- 1. PROFILING**
- 2. POSITIONING**
- 3. PROSPECTING**
- 4. CONNECTION**
- 5. MESSAGING**

These pillars are the exact step-by-step phases for implementing the Connect 365 system.

The first 3...Profiling, Prospecting, and Positioning, are all done at the beginning of the process, and then typically don't need to be addressed again.

Once you have that basic planning in place, you're all set.

Then once you've completed the 3P's, which you could have in place with just a couple hours of relaxing at a coffee shop, then you're ready to start the Connection and Messaging process.

And that can sometimes be more work than most people want to do.

So I'm going to show you the old fashioned way, and then I'm going to show you some of the ways we automate the messaging phase, so that it takes VERY little time, and actually lets you grow your business without worrying about repetitive tasks.

Ok, let's dive in...



Now, I'm gonna say something that might ruffle some feathers....

Most businesses have absolutely no clue who they're trying to target.

They say things like "We help everyone" or "We get clients from everywhere"...or, "We do it all...and cheaper than the next guy!"

While that might be a great way to create a local car dealership commercial, it's a really quick way to bankrupt your business.



**88% of small
businesses
struggle with
cash flow**

Which, by the way, is accurate based on a broader statistic from the Small Business Bureau showing 90% failure rate due to cash flow problems.

The problem is pretty wide spread and one of the ways businesses try to compete is to lower prices, appeal to more people, and try to get every client that comes through their door.

But they're actually doing exactly the wrong thing.

By not having clarity on their exact target market, they never create any compelling reason for clients to work with them.

A recent study showed...

**Only 44% of companies have a buyer persona...
which means the majority do not!**

It's the "Catch-22" of business.

You don't have enough clients, and your prospects are kind of skiddish about price...so you lower your prices....and you try to appeal to everyone.

But by doing that, you squeeze your own margins and make your company seem less professional and trustworthy.

It's a common theme that people TRUST Specialists AND High Prices...

But in business, sometimes you just have to speak to a specific buyer.

We call these Buyer Personas, and it allows you to figure out exactly who the top 10% of prospects are that you want to speak to, rather than catering to the 90% who aren't right for your products or services.



The #1 mistake we see people making.

Profiling is SO critically important to a business, and yet it's also the number 1 mistake I see our clients and customers making when they come to us.

If you don't have crystal clarity on who you're trying to speak to and serve, how do you expect your best clients to have that clarity?

If your client can't take one look at your business and say, "wow, these guys really get ME and are in it to help ME"...then you're on a slow road to closing shop.



Getting this right

means that you'll attract more leads, more sales, and more respect in the industry.



And you'll find yourself in the 99% of businesses who try to cater to everyone, lowering prices to stay competitive, and wondering why nobody thinks they're special or unique in any way.

Now that might sound really "dramatic" ...but it's reality.

To show an example of this, It's the reason you go to the best heart surgeon in the country for your open-heart surgery, rather than your local family doctor.

Specialists are viewed in a better light, and the only way to become a specialist is to cater to a specific type of problem or clientele.

**Now that you know the stakes,
and why Profiling is so important,**

**let's go over some strategies
on how to properly profile your best clients.**

FIRST,

I want you to write down your top 3-5 clients.

| | | |
|--|--|--|
|  TOP CLIENT 1 |  TOP CLIENT 2 |  TOP CLIENT 3 |
|--|--|--|

The ones you really love to work with.

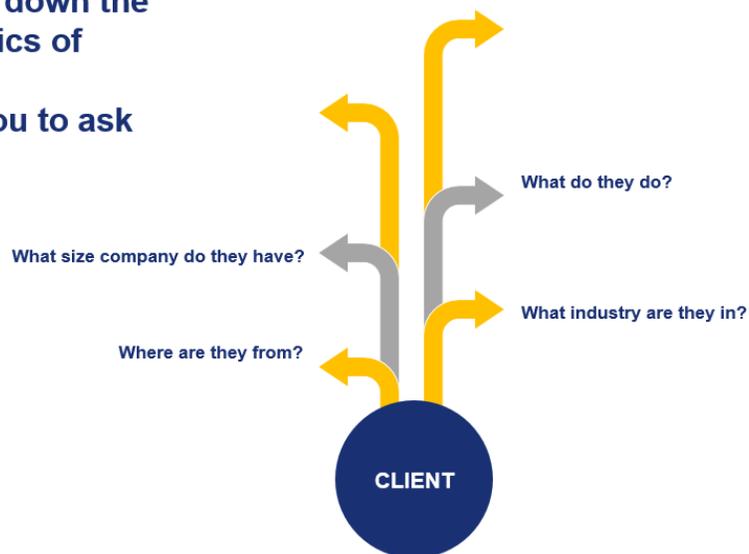
The ones who've gotten the best results...but also the ones that are easiest to work for and get results for.

If you have a product, then think of the customers who've gotten the most benefit and value from using your product.

I'll give you guys a few seconds to jot them down.

**Once you've got those people written down,
starting jotting down some notes on their characteristics.**

While you're writing down the various characteristics of your best clients or customers, I want you to ask yourself things like:



We go into more depth in the Connect 365 system, but for right now, I just want you to see how impactful this process can be in your own business.

Take a look at that list...

Do you see any consistencies? Differences?

Do you see how one customer is different from another, but they've both gotten good results?

Why is that?

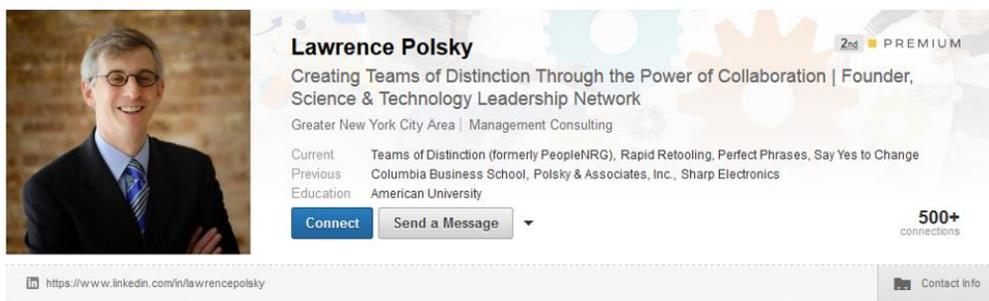
These types of questions are what you want to ask when building your Buyer Persona.

Buyer Persona



And when you do this, it not only prepares you to get a lot of business off of LinkedIn...but it also has a huge impact on making all of your marketing, your sales copy, and even your advertising and customer service...so much more effective.

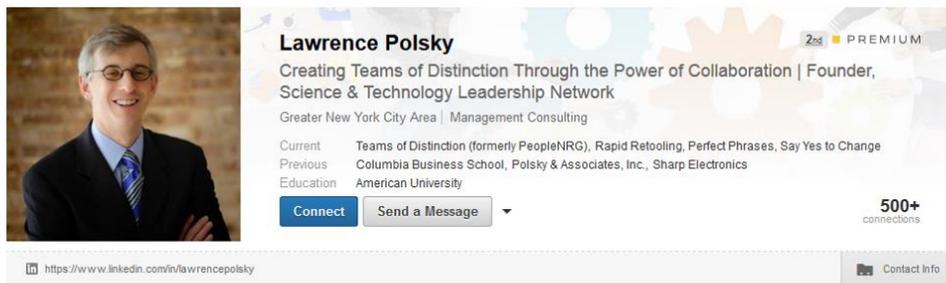
Let me share a story about one of our students...



Lawrence was having trouble communicating his value to the right clients. This is what happened when he implemented the Buyer Persona and Brand Identity work in his business...

He was already doing well on LinkedIn, at least on the surface you might think that....but even though he started with 2,045 connections....they weren't as targeted or focused as he'd like.

A lot of them just weren't in the market for his services. And he didn't have a good system for turning these connections into real business



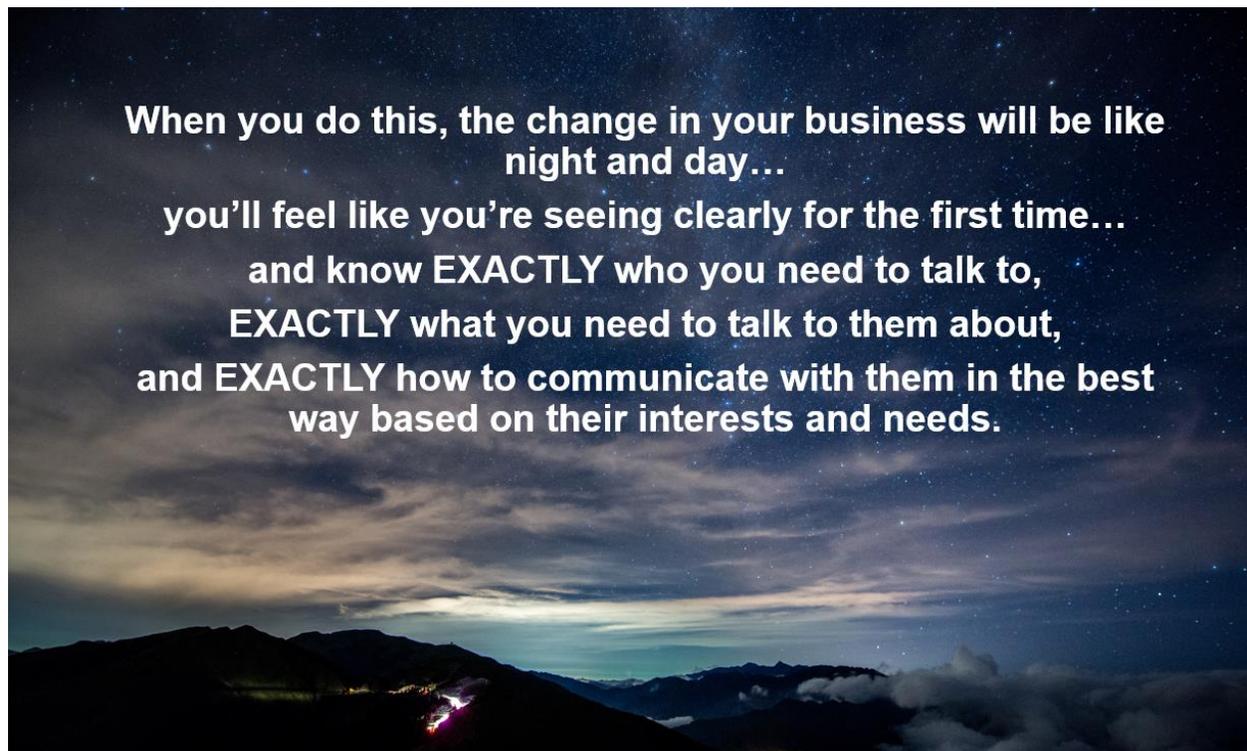
With our system, after implementing the new POSITIONING we helped him put together....he increased his connections to 2,594 in just a few days... a 27% increase

27% Increase in less than a week!

Ask yourself, when's the last time you picked up over 500 new leads in just a few days?

Since then, he's added an additional 602 new connections....taking him to a total of 3,194 connections.

Now he's got leads coming in consistently, and he's working on multiple mid five figure deals.



**When you do this, the change in your business will be like night and day...
you'll feel like you're seeing clearly for the first time...
and know EXACTLY who you need to talk to,
EXACTLY what you need to talk to them about,
and EXACTLY how to communicate with them in the best way based on their interests and needs.**

OK, onto the next pillar...



The second pillar.....Positioning.



*I'm just gonna
come out and say
it...
Your prospects
might not respect
you.*

I know it sounds harsh...but you got to be honest with yourself about whether or not it's true.



Most profiles on LinkedIn are set up to make YOU feel good about yourself...

...but to the prospect or client, they don't mean anything.



Because... they're all tuned in to W.I.I.F.M.

What's In It For Me





**This isn't
just about
the stats
behind
"profile
views,"
which are
largely
worthless
anyway.**

I'm talking about being positioned from the very first impression with your ideal clients as the expert and authority in your space.

Data shows that we form our first impressions of a person within a few seconds of seeing them for the first time.

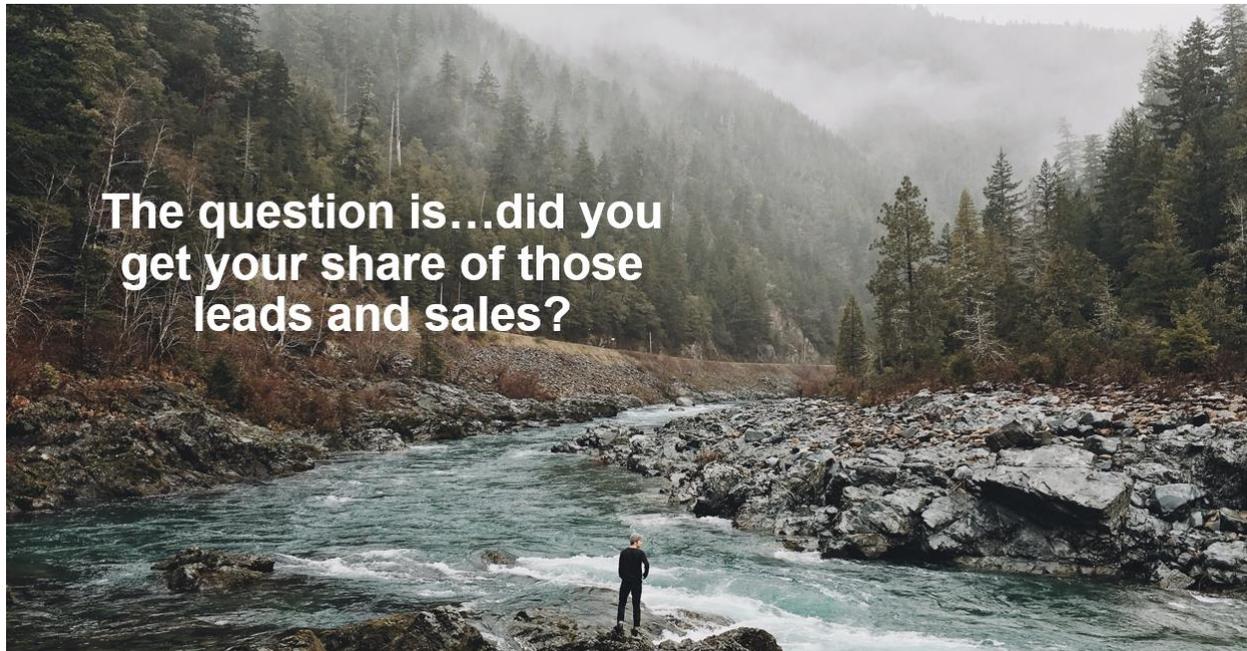
This is also true online.

So, as I'll explain in a minute, the way your LinkedIn profile is laid out and exactly what it says, and how it says it, is really critical to your success.

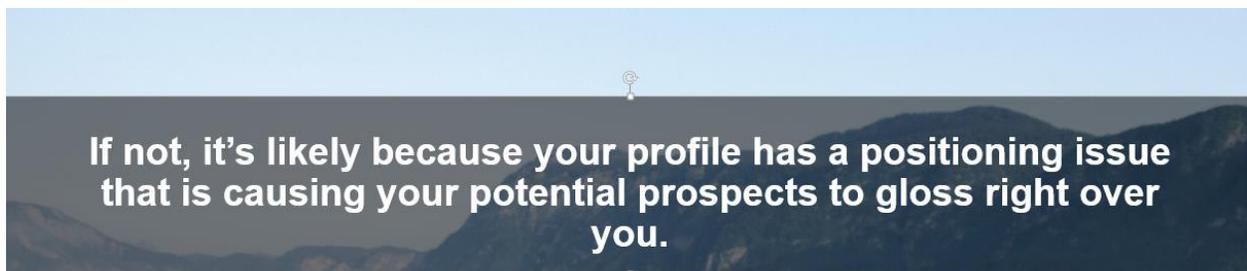
Here's some interesting data to back this up:

Our recent research showed that 80.3% of all leads from social media were generated from LinkedIn...

that's including Twitter, Facebook, and Google.



The question is...did you
get your share of those
leads and sales?



If not, it's likely because your profile has a positioning issue
that is causing your potential prospects to gloss right over
you.



Think about times in your life when the “positioning” somebody has had over you influenced the way you reacted to them.

Maybe it was the last time you went to see a doctor.

You probably searched around, looking for a clinic with the best reviews in your area. Let’s assume that you don’t already have a doctor that you normally go to for this scenario.

So you look around on Google for a little while, read some reviews, look at some websites...

Imagine that you even viewed a few doctor’s LinkedIn profiles, just see to what their experience was and what they specialized in.

Now imagine that one of the doctors you saw on LinkedIn had a very professional looking profile...it looked like he’d put time, effort, and thought into each word...

The headline next to his name was specific to what he did, and showed a benefit to working with him immediately.

Then his summary was written **as if he was talking to YOU, about your specific issue that you were searching for that day.**

His specialty was exactly what you needed help with, and he showed you that he knew a ton about what was going on already...because he was the expert in that field.

His experience showed the same thing, as did his reviews and endorsements and awards.

But the summary and headline are what caught your eye initially, because he really seemed like he knew exactly what you were going through, and had smart advice and experience to help.

So you reached out to him. Your first call went to voicemail in his office, but an assistant with a friendly demeanor quickly called you back to set up your appointment.

Your appointment was booked quickly, not weeks out...*but not too quickly*, so you knew that he was probably very busy.

Once you arrived for your appointment, you filled out a series of documents and questionnaires about your condition, and they were all very specific and aimed at your current situation...

so you felt at ease...

...like you were in the right place to solve your problem.

Finally, the visit started and the doctor came in. This was the first time you'd ever met him or talked with him in person, but you noticed that....immediately.....he seemed friendly, concerned, but also very knowledgeable and calm.

When you described your symptoms, he nodded, wrote down some notes, and asked very specific questions. After you answered, he jotted more notes down, and then immediately told you that you most likely had 1 of 3 things, and they all weren't serious if treated right away...but he wanted to do some tests to be sure.

You quickly, and immediately, agreed to the tests.

Now, let's stop for a second.

You've been talking with a man that you never knew personally until 15 minutes beforehand, but already you're ready to do exactly what he says, spend any money he tells you to spend, and actively engage in the process he tells you to engage in...

why?



Because he's positioned himself so well.

He doesn't need to "sell" you on anything. You came to him.

You came to him for a specific reason, and it was a reason that was solvable from his personal expertise.

You arranged for the appointment, showed up, and answered all the questions...and never stopped to think, "Wait...this guy is probably just going to try to sell me something expensive."

So why doesn't your sales process look similar?

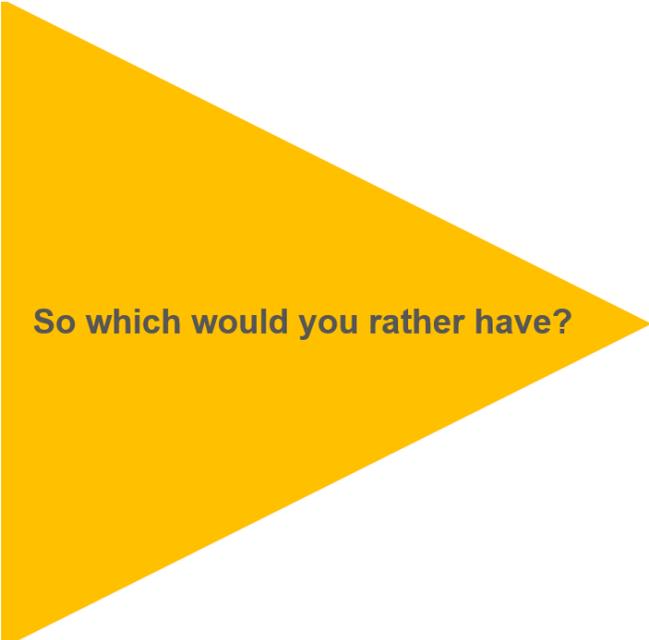
There's no reason it can't. To be honest, your sales process could totally work the same way.



**It's all about Positioning yourself
before you ever speak with a potential prospect.**

**You can enjoy the benefits of being seen as “the expert”, as long
as you position yourself properly.**

**If you don't, then you'll ALWAYS be the one in the “chasing”
position, forever having to convince your potential prospects and
clients that you're not scamming them or fighting for the sale.**



So which would you rather have?

... It's a pretty easy answer, of course.

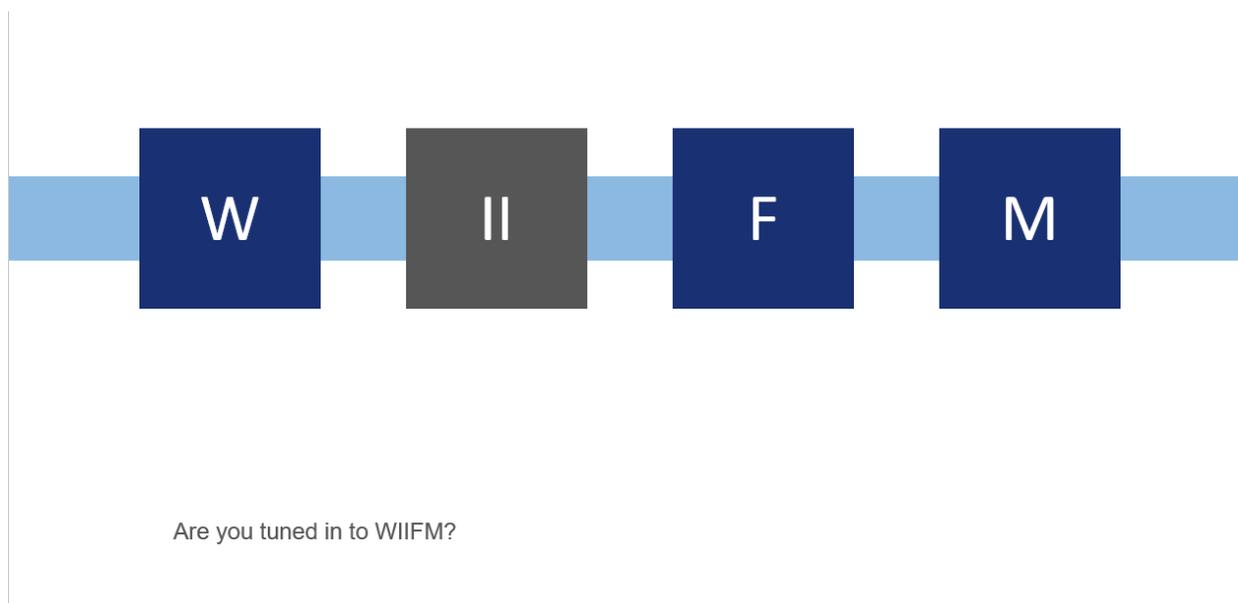
**Positioning yourself is actually pretty straightforward,
but it does require some specific tactics that
we teach inside Connect 365.**

I want to show you a couple of them to get you started...

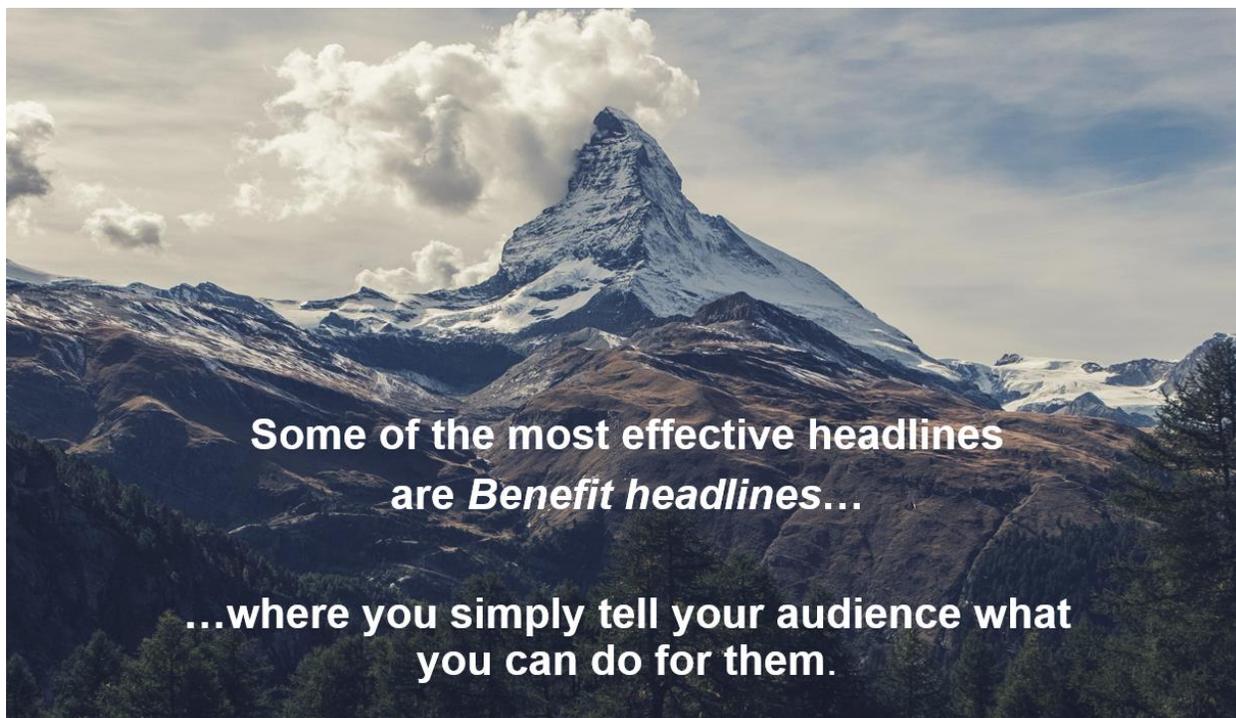
First, you'll want to spend some time on your headline on LinkedIn. That's the area right next to your profile picture that allows you to say what you do.

**Instead of simply putting “marketing consultant” or
“massage therapist” like 90% of other profiles...**

**Put some serious thought into how you want to be perceived
in the first 2 seconds someone sees you when they're
searching, or when they see a connection request from you.**



The key is to make sure you are tuned in to WIIFM.



Here's one example of a great client of ours, Troy Owens...

Troy Owens 2nd PREMIUM

Helping Audit, Tax & Consulting professionals transition from public accounting to the best opportunities

Dallas/Fort Worth Area | Accounting

Current Brockman Owens Search & Selection

Previous the Corner Office, Ltd, The CFO Suite, LLC, Sirius Solutions, LLLP

Education University of Tulsa

[Connect](#) [Send a Message](#) ▼

500+ connections

<https://www.linkedin.com/in/troyowens> [Contact Info](#)

You can see that he clearly states who he works with, and the OUTCOME or benefit you get when you work with him.

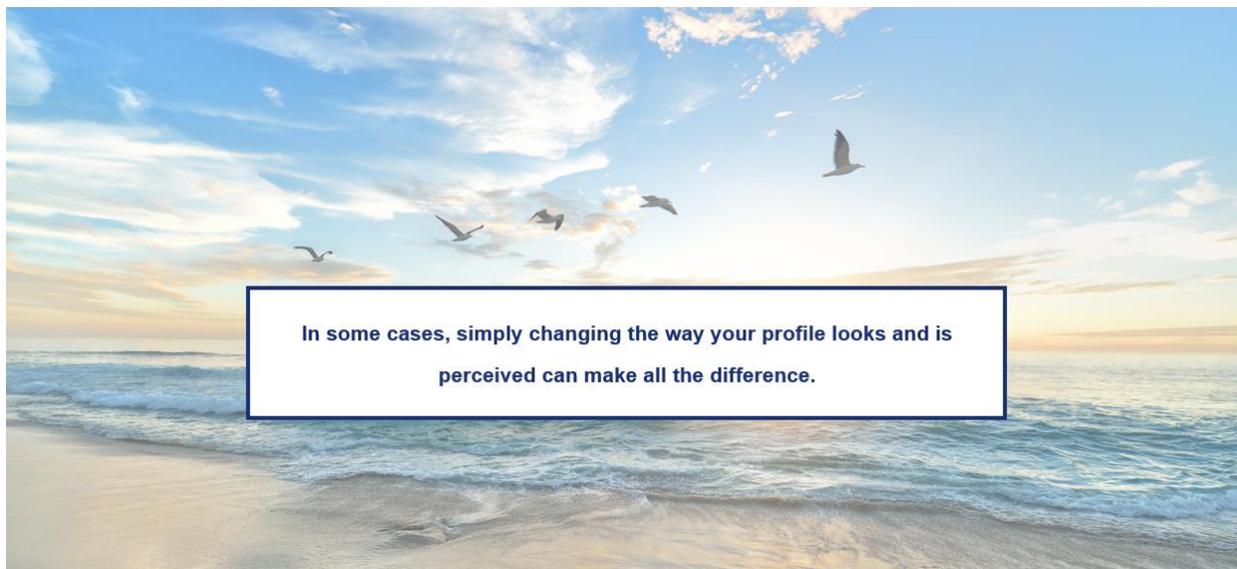
Troy helps accounting, tax and Audit professionals...transition out of public accounting...and into great opportunities.

So if you're in Troy's target market...you know exactly how he can help you. If you were in the market for Troy's services...would you feel more compelled to work with Troy...or somebody like most of his competitors who just have the word "Recruiter" in their headline?

TROY, of course!

Most people would. Most people want to work with an expert and a specialist whenever they have an issue...not a generalist who caters to everyone.

Nobody wants a “recruiter” but for Troy’s target market, they all want the outcome that he’s promising.



People just want to know what you can help them with...they aren’t lazy or inconsiderate... they’re just focused on their own problems and issues, like everyone else.

Take Ben Cohen, for example. When Ben first started working with us, he was falling into the “help everyone with everything” trap, and his profile was getting views...but no clients or leads.

We helped him position his profile so that it spoke specifically to one of the biggest problems in his industry...and suddenly people were reaching out to him and they were much more receptive to connecting with him, and talking business.



Ben Cohen
Owner at Cohen Woodworking

“As a result of this system, we’ve gotten in front of over 10,000 prospects and generated a ton of high quality leads. I was skeptical at first, and then it just started taking off. So far I’ve signed over \$10 million in new business from this system and we’re expecting a 30-40% increase in sales next year.”

And you can see here...that it’s really made a huge impact for Ben’s business....over 10,000 prospects, a ton of high quality leads...and over \$10 million in new business.

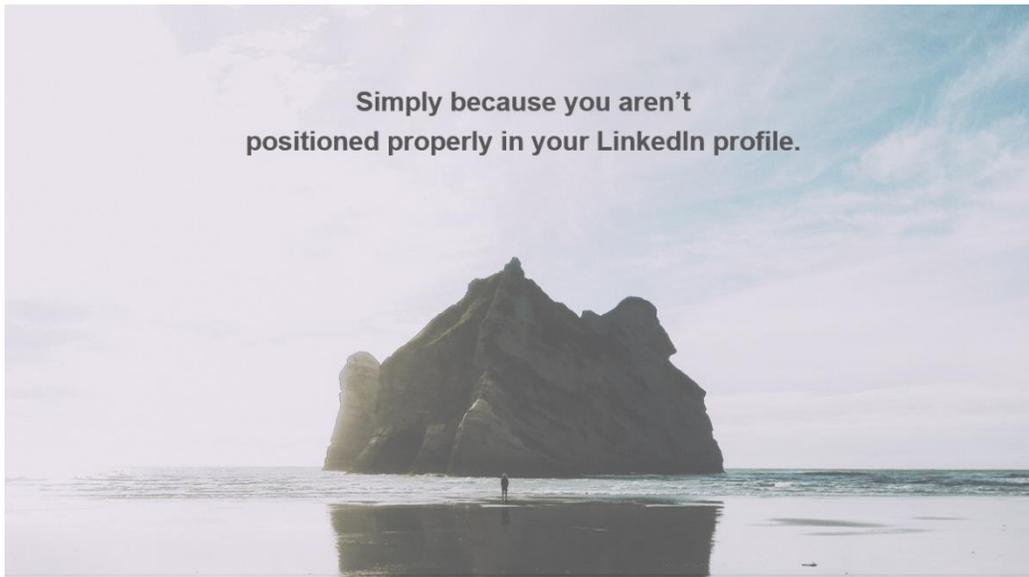
AND GUYS, Ben is a supplier to the construction industry...I mean for crying out loud, if it can work for him, it can work for freaking anybody!

Just that little shift alone dramatically changed his business, because now he isn’t chasing clients or trying to fight for work based on being low price.....instead, he’s POSITIONED in a way now that he is actually turning away business.

Now, as for those who are still working to figure this positioning stuff out, well, there’s a chance....

You’re probably
scaring off potential clients...

Or worse, being ignored by potential clients...



Fortunately, it's an easy fix.

In Connect 365, we go into detail on how to set up your entire profile for *maximum results*, tying it in with your Profiling work and Buyer Persona.

But the first step is focusing on creating a Value-Based Headline to describe your service or product...in the context of WIIFM...what's in it for your clients.

Then, focus on your summary and tailor it to sound like a conversation between friends about their specific issue. You want it to be casual and not forced.

Make sense?

Cool.

Let's move on now to...

The third pillar....Prospecting.



The biggest killer of business owners and entrepreneurs is wasted time and effort.

We're not lazy...in fact, we're the ones who signed up to work 80 hours a week just so we wouldn't have to work 40 hours per week.

But the lack of direction and clarity sometimes sends us barreling off in the wrong direction for days, weeks, or months at a time...

**and it costs us money, wasted effort,
and really sets you back.**

When we conducted the interviews and surveys of nearly 2,000 business owners, the *#1 problem* that most people have with implementing an effective lead generation system was the *TIME* it took to implement and sustain it and do all the work.

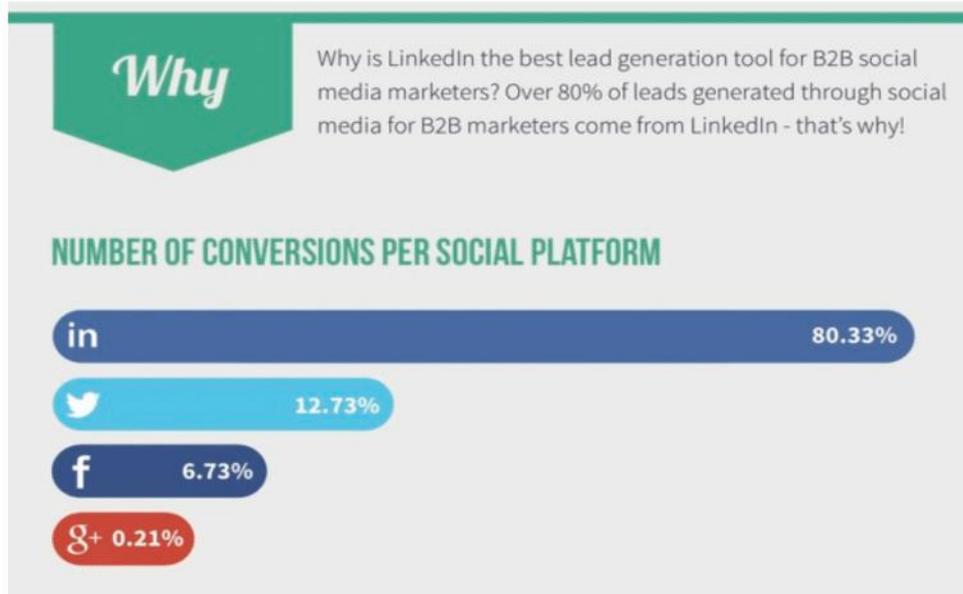
If you don't have a clear goal, you could waste hours on tasks that didn't return much of a positive ROI.

We heard things from people like, "I was spending time every day on prospecting initially, but that just wasn't sustainable. I got results, but not the kind that justified that kind of investment of my time and energy.

What's worse, this wasn't unique. Many of the respondents said similar things. In fact, over 54% cited "time needed to implement" as the major reason they stopped marketing on LinkedIn or started to pursue other channels

But here's the reality:

Just over 80% of all B2B leads that converted into sales from social media were on LinkedIn. KissMetrics did a massive study, and found this data...literally 80.3% of leads come from LinkedIn.



**The clients,
the money,
and the right
prospects are
out
there...and
someone else
is taking
them.**

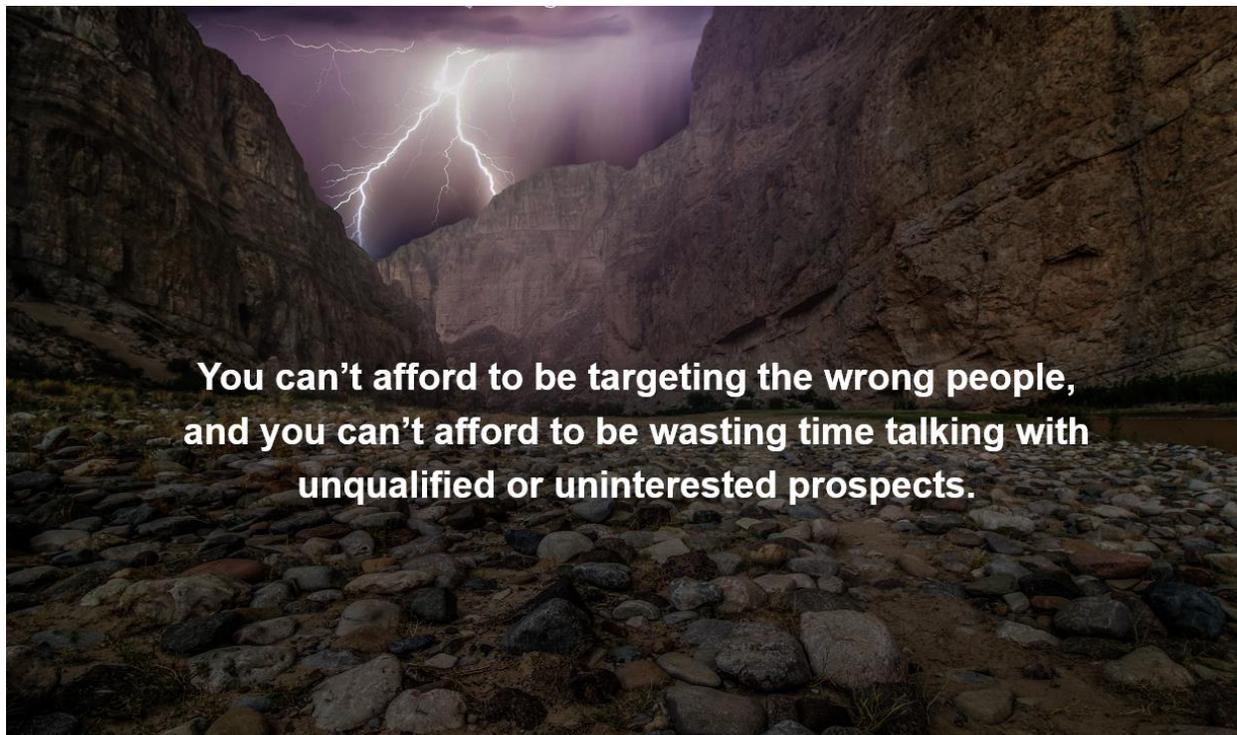




Dan Martell, a serial entrepreneur and tech investor...found that only about 7% of your entire prospect pool is ready to buy at any given time...



So WHO you target and HOW you target them *is absolutely critical to your success.*



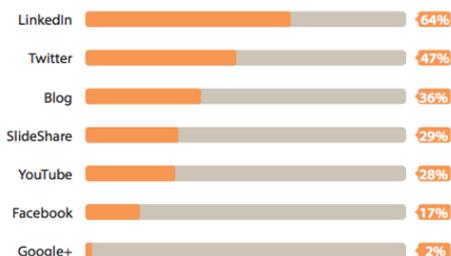
Plus, it hurts your Positioning and it shows that you don't understand the Buyer Persona if you're just reaching out to everyone you can.

Here's some more stats that are tough to ignore:

A company called Regalix did a big study...

Marketers are citing that their efforts on LinkedIn are effective
 64% of the time...
compared to Facebook, (17%) and Twitter (47%).

Which social media channel proves most effective for customer engagement at the pre-sales stage of the buying cycle?



REGALIX

If you're in business, you absolutely **CANNOT** afford to overlook LinkedIn.

But people **HAVE** been overlooking it, because they thought it just took too much time.

And we all know that time is the #1 factor in sticking with and implementing a marketing system for your business, so in Connect 365 we've developed a software platform that eliminates the most time consuming aspects of the process.

All of the reasons why people have given up in the past...now they're a non-issue, because you'll get to use our custom software to automate the messaging process.

I'll tell you more about that in a minute...

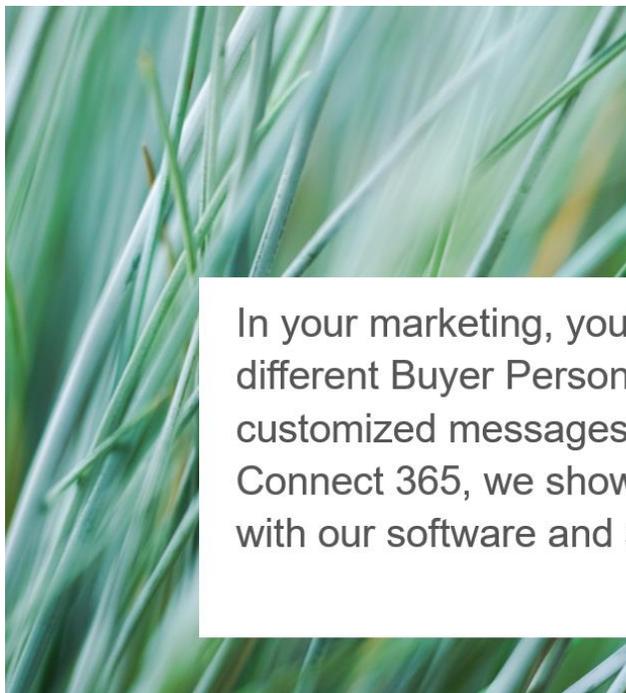
but first, let's look at the **RIGHT** way to prospect on LinkedIn to find the right clients.

Prospecting on LinkedIn starts with the Advanced People Search page.

There's the obvious stuff, like job title, location, and companies that they work for etc etc.

You can also use the Premium features to get even more granular, but you don't have to.

Ultimately the trick with Prospecting on LinkedIn is being **SUPER** clear on which Buyer Persona you are currently trying to target, and why.



In your marketing, you'll want to segment these different Buyer Persona's so that you can send customized messages and updates to them...and in Connect 365, we show you how to do that effortlessly with our software and some "tricks of the trade."

The first trick I want to show you, is how to use, what I like to call, "negative keywords" to narrow your search and bring up your perfect prospects.

Let's look at a very broad and generic example that will apply to just about anyone who is prospecting.

Everyone wants to get at decision makers at the businesses they are targeting. That typically involves going after prospects that are higher up the totem pole. Let's say that you want to go after people who are at the "DIRECTOR" level of mid to large size companies.

The problem that commonly occurs here is that you can search for these high level "DIRECTORS" but when you see the search results, you see it littered with a bunch of people who don't fit your profile.

You see tons of people that have titles like "ASSISTANT" director or assistant to the director of marketing or IT or whatever, and all those assistants are clogging up the search results and making it more time consuming for you to get to the high level directors that you are trying to get after.

Frankly it can be a pain in the butt to have to filter through search results like this.

This is where the “negative keyword” comes in to play.

When you enter a search term, you are entering keywords that you want the search engine to look for. When you enter a “negative keyword” you are asking the search engine to REMOVE all the results that have that keyword.

This is done by simply putting a minus sign at the front of the keyword you want removed, in this example “assistant.”

So to look for “DIRECTORS” while at the same time getting rid of all the “ASSISTANTS” you’ll enter a search term in the “title” section of LinkedIn’s advanced people search that looks like this:
”director –assistant”

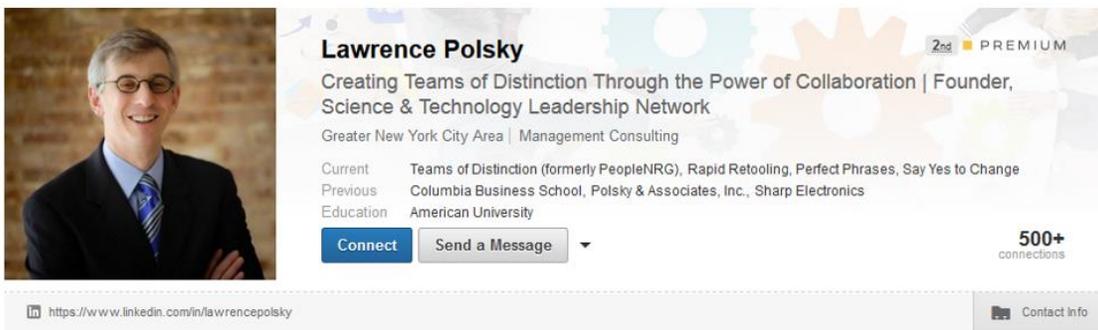
(There is a space between director and the minus sign for those who are wondering...)

You can chose several negative keywords to filter out with this method



So...this phase, the Prospecting phase, is really key.

Just ask Lawrence Polsky, who you heard about earlier...



he used our Prospecting techniques to increase his connections by 30% in a week...



But what's even better is that they were all hyper-targeted connections, based on what we teach in Connect 365.

So all of those new connections ended up converting into real business at a much higher rate than his old connections...which tells you how powerful this method is.

ESPECIALLY when combined with the automated messaging software.

I will say, you CAN do it all manually with everything I'm showing you today, and get really good results...

But you have to be willing to set aside time to make all the touch points and send the personalized messages to all of your connections.

Or if you use the software in Connect 365, it takes almost no time at all to do that.

The reason Prospecting is one of the 5 Pillars is really simple:

If you can't find your ideal Buyer Persona, you won't be able to find and attract new clients.

And you can't just rely on random profile views to come in; a plan is required to reach out to the right people, so they can see your well-positioned profile and hear what you have to say and start building a relationships with you.

And the Prospecting Phase is where you make that happen.

So those are the first 3 P's of the 3PCM pillars.

These are really the foundation, the things you need to put in place first...

But the real power comes from how you implement the next two pillars: Connection and Messaging.

I'll walk you through both of those in detail, including what an effective campaign looks like, how many messages to send...and exact scripts you can use.

But first, I want to tell you how you can get the Connect 365 system and automated software platform.

Because I know that some of you have to leave after the first hour, so I want to take a second to tell you how you can be one of the 500 who we're allowing onto the Connect 365 platform, and then we'll dive into the Connection and Messaging pillars...

Sound good?

The Connect 365 System is...



A Complete Lead Generation Solution That Helps Business Owners Automate The **Process** Of Reaching Out To Your Best Buyers Using LinkedIn And Our Custom Software

If you want to stop wasting time, stop talking to unqualified prospects, and start connecting with your perfect buyers from a position of authority and respect...**then this is for you.**

Now, I know that you've probably tried other lead generation systems in the past, but didn't have the success you wanted OR couldn't spare the TIME to generate the leads you knew you could get. I get it.

Which is WHY, when you combine the simple, but powerful tactics we'll show you...

for finding and connecting with your perfect buyers...

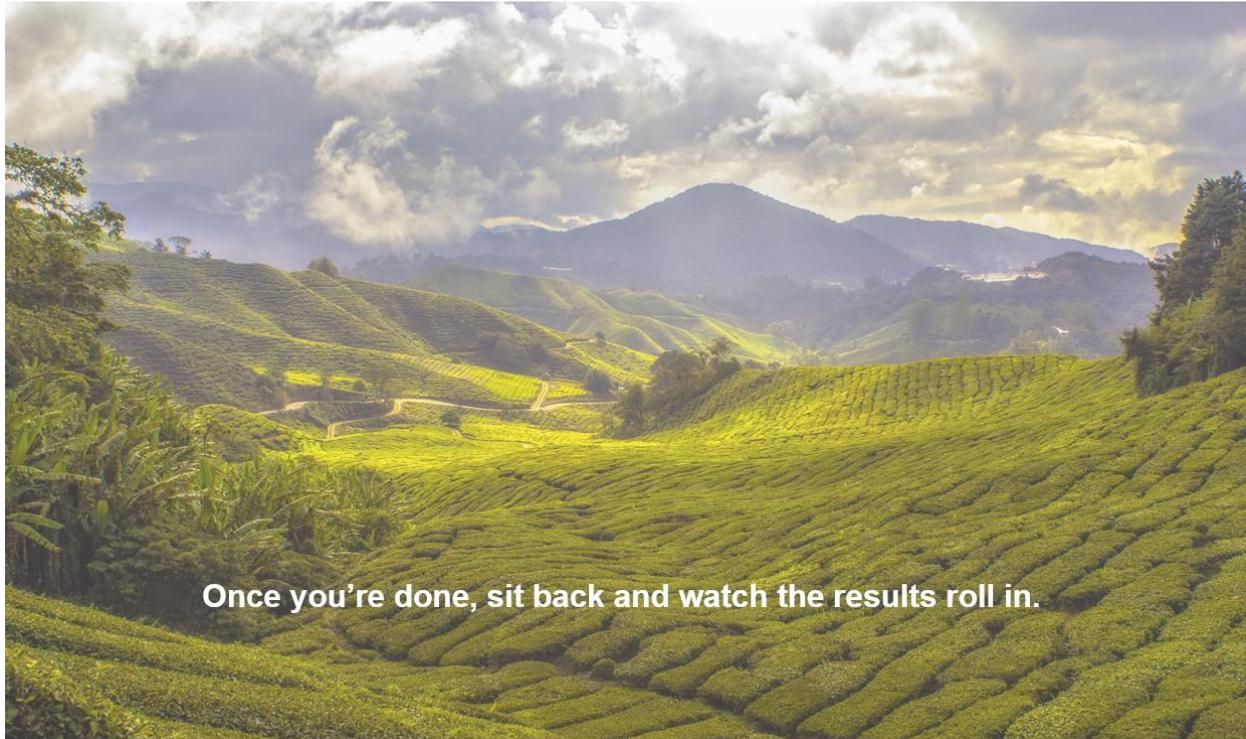
and the speed and automation of our new messaging software....

you'll finally have a lead generation system that works FOR YOU...

instead of you working for it.

You'll be able to spend more time growing your business, and working on the things that you LOVE, and maybe even taking some time off.

With Connect 365, all you have to do is implement the clear, easy to follow steps, and then use the software to automate reaching out to your connections with 1-on-1, PERSONALIZED messages.



Once you're done, sit back and watch the results roll in.



Now, I want to show you what you actually *get* inside the Connect 365 system.



Training and scripts on all 5 Pillars PLUS
The Connect 365 Automated Messaging Software PLUS
Unlimited Support from our Implementation Specialists...
...and a few amazing bonuses for today.



So let me unpack each of these real quick so you know EXACTLY what you're getting.

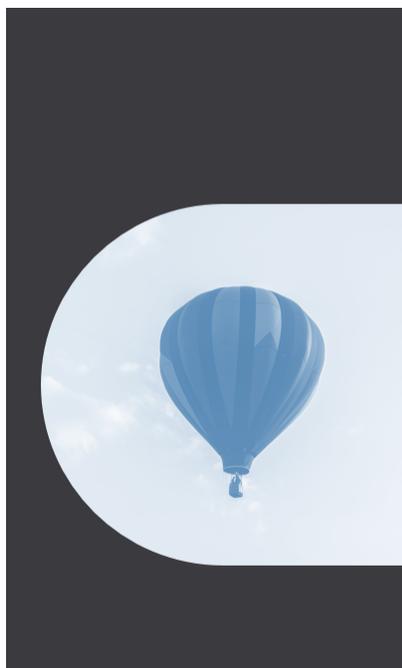
The first thing you get is training on each area of the system including step-by-step videos that come with workbooks, and lots of templates and scripts.

The first is our Brand Identity training...



Positioning and Brand Identity Training
Get **Crystal Clear** on your perfect "Buyer Persona" and your
Brand Message.





You will establish your very own Brand Identity that you can use to Position yourself

AND position your services to help your ideal Buyer Personas.

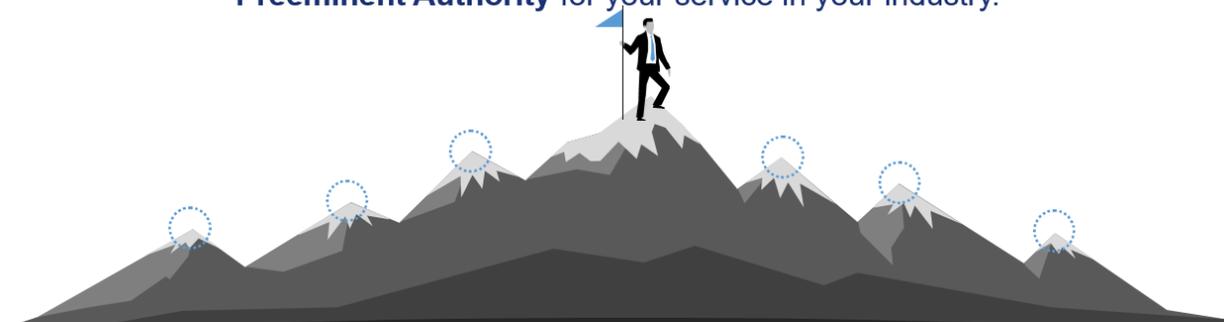
We'll also take you through the exercises to create several Buyer Personas based on your best customers or your ideal clients.

Once you've gotten that done, or if you already are clear on that, you'll move on to the next step...



Positioning Your Profile To Increase Engagement And Conversions

Straight forward, practical training on establishing yourself as the **Preeminent Authority** for your service in your industry.



And we'll be showing you very specific tactics you can use that attract your best buyers.

We'll go through them in detail, and you'll have access to our team of implementation specialists...to get personalized feedback to make sure your profile is ready for prime time.

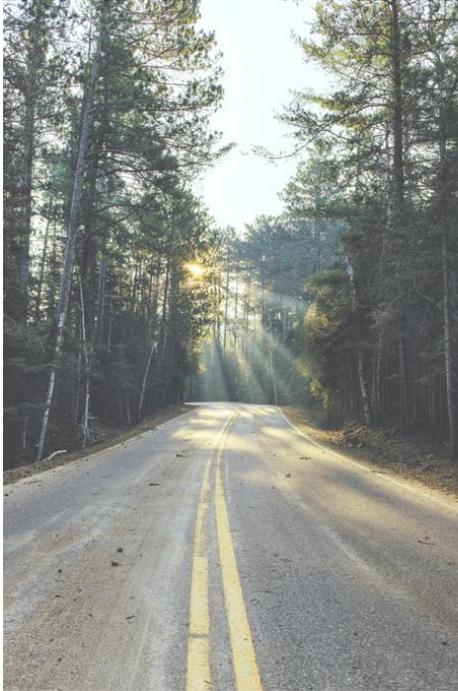
Once you have that in place, you'll be ready for the "Connecting with Your Audience" module...



Connecting With Your Best Prospects

In-depth training to help you generate thousands of new, targeted connections on an ongoing basis.





We show you exactly how to find, filter, and connect with your perfect Buyer Personas on LinkedIn.

And you'll learn our advanced search tactics that filter out unqualified potential buyers, as well as how to strategize and plan the best approach, based on the time YOU have available, not some predetermined schedule.

That gives you the flexibility to generate as much activity as you need, on your time, based on how your business functions.

Most marketing systems require your specific input and attention for long periods of time.

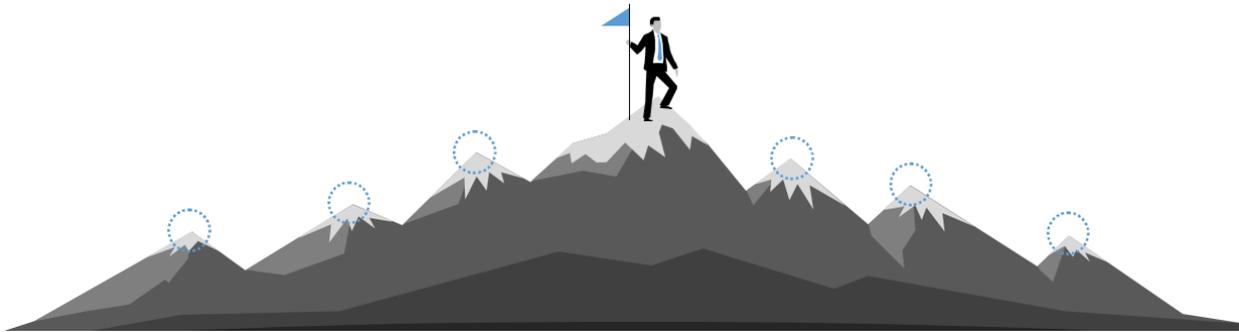
But because this system is so hands off, once you get things set up...it's just a few pushes of a button, to do what used to take HOURS.

You'll also get our Audience Engagement Strategy training...

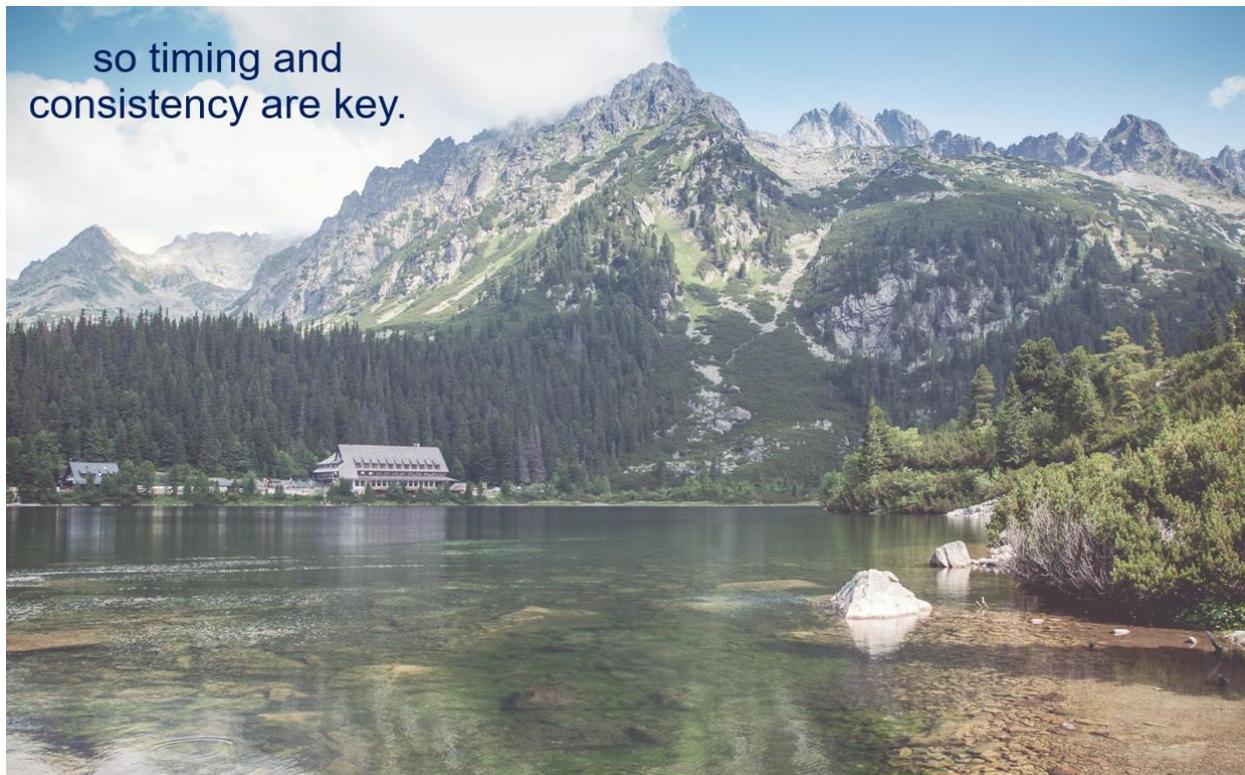


Audience Engagement Strategy

Making sure you have the perfect plan to send the Right Message to the Right Person at the Right Time.



We already talked about how studies show that only 7% of your target audience is ready to buy right now...



You'll get the entire playbook for staying relevant, and keeping your name in front of your best prospects in a way that will make you look like a million bucks.

It's all about connection and relationships, and showing up as a good person that truly wants to help.

When you do that...that's how you build a great brand and get great clients. **And we'll show you how to do it at scale.**

You'll also get our "Creating Your Editorial Calendar" training...



Creating Your Editorial Calendar

You'll know **EXACTLY** what your marketing plan is for the next 12 months.





Communication that is planned out in advanced.

This where most people get hung up...they don't have a long term plan to communicate with their prospects, and so they burn out or use the same stuff over and over, which alienates your audience instead of engaging it.

We'll make sure that doesn't happen to you.

And one way we do that is through our "TOMA" Scripts and Templates that you'll have access to.



Our “TOMA” Scripts and Templates

The exact messages and strategies we use to get clients to respond, engage, and convert.



There are 14 different templates inside for any situation you’ll find yourself in using our system, so don’t worry about copywriting or thinking up something to say on the spot...we’ve got you covered.

And I’m gonna show you a few examples of these scripts in the second part of the workshop coming up in just a few minutes.

**These training modules alone, if we sold it by itself,
is easily worth \$997.**

Because, for a lot of people...these modules of on-demand training are all you will need to get rolling quickly, and these systems that you’ll learn have literally taken us years to develop.

But we know that you need an efficient solution that ELMINATES the time consuming messaging work...



As a charter member when you join today, you'll get a
LIFETIME license to the
Connect 365 Automated Messaging Platform.



In the training, we'll show you how to build a hyper-targeted, large list of qualified prospects, direct clients, referral partners, JV partners.....you name it!

With the automated messaging platform, you'll be able to easily
send hundreds of
personalized 1-on-1 messages through LinkedIn....
to attract clients,
drive traffic to content,
get more webinar attendees,
sell more courses,
book more appointments and strategy sessions,
get featured in the press,
find new JV and referral partners....
ANY business objective you have.

And the best part is that with the software, the heavy lifting is totally hands off.

We have been developing this platform for over a year, to make sure it's a great fit for any type of business, and now you get to skip all the trial and error, and finally have a marketing system that you can rely on....without having to spend a bunch of time doing it.

So, let me show you what it looks like...

Step 1: Sync connections.

The screenshot shows the 'Linked Selling' interface with the 'Connections' tab selected. A red arrow points to the 'Upload Connection CSV' button. Below it is a 'Load Connection file' button. The table below shows 'No matching records found' with a search filter of 'testing'.

| First Name | Last Name | Email | Company | Job Title | Direct Messaging Link | Tags | Actions |
|---------------------------|-----------|-------|---------|-----------|-----------------------|------|---------|
| No matching records found | | | | | | | |

Step 2: Select which connections to message.

The screenshot shows the 'Linked Selling' interface with the 'Connections' tab selected. A red arrow points to the 'Edit Tags' button in the Actions column. The table below shows one entry for 'Ben Kniffen' with a search filter of 'kniffen'.

| First Name | Last Name | Email | Company | Job Title | Direct Messaging Link | Tags | Actions |
|------------|-----------|-------|----------|---|--|----------------------|-----------------------------|
| Ben | Kniffen | | Webinari | Director of Campaign Management & Client Services | https://www.linkedin.com/messaging/compose?connId=38393476 | Ceo LinkedSelling | Edit Tags Edit Delete |

Step 3: Load your templated message.

The screenshot shows the 'Linked Selling' interface. On the left is a navigation menu with options: Dashboard, Campaigns (My Campaigns, All Campaigns), Clients, LinkedIn Messenger, and Administration. The main content area displays campaign details for 'Software Example 1' with a start date of 2016-08-07 and an end date of 2017-06-16. It includes an 'Associated Tags' section with a 'CC Example' tag and buttons for 'Manage Tag(s)' and 'Edit'. Below this is a 'Messages' section with a table of 3 entries. A search bar and 'Add A Message' button are also visible. Red arrows point to the 'Manage Tag(s)' button, the 'Add A Message' button, and the 'Scheduled On' column header.

| Subject | Scheduled On | Tags | Status | Action |
|--------------------------------------|--------------|---------------|-----------|---|
| I thought you might be interested... | 2016-08-17 | CC Example | scheduled | view edit |
| Thanks for connecting | 2016-08-07 | LinkedSelling | scheduled | view edit |
| You gotta check this out.... | 2016-08-23 | CC Example | scheduled | view edit |

Step 4: Hit the “Run” button.

The screenshot shows the 'LinkedIn Messenger' interface for 'LinkedSelling'. It displays 'Message Detail For 8/23/2016' with the following information: Client: Software Example 1, Campaign: LinkedSelling Employee Campaign, Subject: You gotta check this out..., Messages Pending: 142, Messages Sent: 0. A prominent blue 'Run Bot' button is shown with a red arrow pointing to it. Below the message details is a 'Message' input field and a table of connections with pending status.

| Connection | Company | Status |
|---------------------------------------|------------------|---------|
| LinkedIn Company: Business Consultant | Example Corp LLC | pending |
| Example LinkedIn Company | Example Corp LLC | pending |

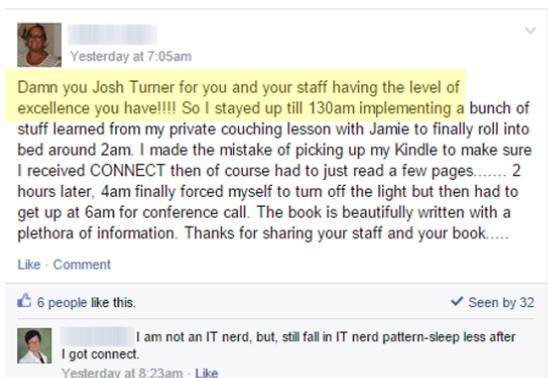
When we release this to the public, it will likely be at least \$100/month on a subscription...so if you think about the lifetime value of your LIFETIME license...we think it's worth every bit of \$4,995....probably more, but either way we can probably agree that something as game-changing as this...well, we could charge almost anything for it.

Now, another thing that's important for you to know is that...our company always works hard to go above and beyond to make sure our clients have the support they need.

And I know that you might have questions along the way, and want feedback about your specific situation.

So we're also including lifetime access to our Connect 365 implementation support community, where you'll be able to get personal feedback from my team of implementation specialists any time you need help.

LIFETIME access to our Connect 365 implementation support community!



And another thing, is that we really take a vested interest in getting to know our clients.

You'll also be getting a 1-on-1 welcome call with one of our specialists, to make sure you're ready to get the most value and results, quickly.



Plus we're also going to reserve a...

Complimentary Ticket to...

June 2017
(value: \$995)



We've truly designed this system to be a "Works Out Of The Box" solution...and a complete solution to help you grow.



1



2



3

As a thank you for being one of our charter members...
we're including 3 Early Bird Bonuses.



Keep in mind, Connect 365 is not available to the public yet, and we're only sharing this today with you guys.

Early Bird Bonus #1

Private Training on how we used the C365 System to Launch our online course, Linked University

Value: \$2,000

****Only for those who join on this workshop****



We'll walk you through all of the details for how we launched Linked University, which is one of our most popular courses that has gone on to do several million in sales...and how we started it with nothing.

We did this using the Connect 365 process, by creating a targeted list virtually out of thin air (utilizing LinkedIn connections), and executing on a 2 month messaging campaign to warm these prospects up and present them with an offer.

Early Bird Bonus #2

1 hour, 1-on-1 Strategy Call with our Director of Lead Generation

Value: \$400



****Only for those who join on this workshop****

After you get your Connect 365 campaign set up and ready to launch you'll be able to jump on a strategy call with our Director of Lead Generation to review your campaign and business goals and put together the best plan for you moving forward.

This is one of our most senior strategists on our team, and spending an hour on the phone with him will help you get even greater results.

Early Bird Bonus #3

**Live
Messaging and
Script Writing
Bootcamp**
Value: \$997



****Only for those who join
on this workshop****

This is a live training event where senior members of the LinkedSelling staff will walk you through the science of writing effective messaging scripts that help you to immediately build rapport with your prospects and persuade them to take action.

In the program, of course you'll have all of our templates.
But there will be situations where you'll want to customize them
for your own needs.

...and if you could see that as a possibility, then this script writing bootcamp will be HUGE for you.

How valuable is it to you to have a consistent marketing system in place that is working for your business every month, every week, even every day?



How much is just 1 perfect customer worth to you?

How about 10?

How about 10 per month?

We're not discussing some throw-away e-book here, or a business book you read 1/3rd of the way through and then forget.

This is life changing.

I've seen businesses pulled back from the absolute brink of disaster because they implemented our systems and started to see cash flow come back in.

And with the software to help you automate and scale your outreach, it's a no brainer.

We could easily charge \$9,000 for this entire program and the automated software and it would be worth every penny.



| | |
|--|--------------------|
| Lifetime license to the Connect 365 Automated Messaging Software | \$4,995 value |
| Lifetime access to the Connect 365 modules + lessons | \$997 value |
| Lifetime access to the Implementation Support Group | \$1,400 value |
| Complimentary Ticket to Ascend, June 2017 | \$995 value |
| Bonus Sales Training Session | <u>\$495 value</u> |

TOTAL VALUE: \$8,882



But we want this to be accessible to EVERYBODY so I have a special opportunity for you guys today.

Now, before I reveal the charter member price....First, I want to share something unique about our company, something that other companies wouldn't dare do:



Our Results Guarantee. We guarantee your results.

But look, here's the deal. What we're NOT going to do is give you some silly 30 day money back guarantee, because honestly...we're showing you EVERYTHING.

You've got the entire system laid out in front of you. You know now whether or not this is the right fit for you.

We're not interested in tire kickers and people who buy stuff just to refund, because it takes my team's energy away from working with our serious clients who are getting *results*.

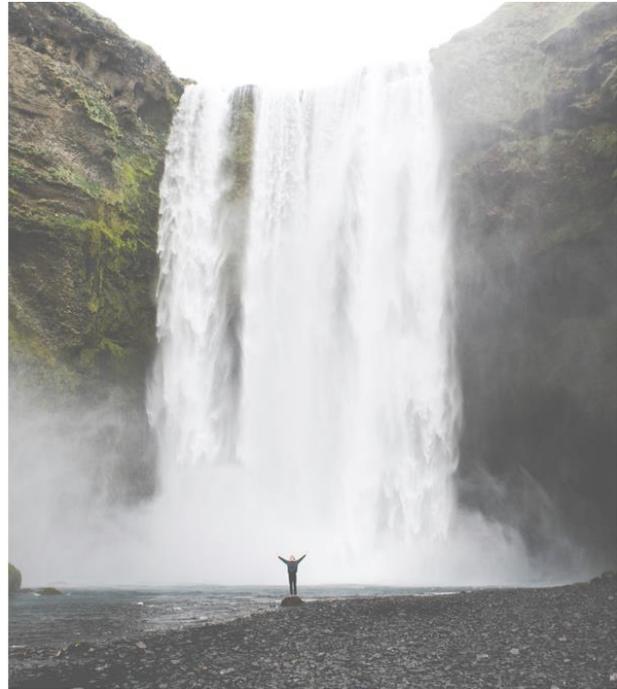
So we don't play that game.

But like I said, **we DO guarantee your results.**

And here's how that works.

If you follow the system and utilize the software,
And in the next 6 months you don't have a list of at least 500 qualified prospects,
and an ironclad system in place for consistently staying in front of them to generate leads, traffic,
and more opportunities for your business...

Then we will double your money back.



**So there is literally no way you can lose here...
you only stand to gain,**

**and when you implement the Connect 365 system...
you're going to gain in a big, big way.**



We're a real company, with a team of 25, and above all else...
We are extremely committed to customer service.

When you become a part of our family, you'll learn that quickly!

So, your results are guaranteed if you implement the program.

So if the new revenue you'll be getting from having this system in place is worth many thousands of dollars to you...

5, 6 or maybe even 7 figures....

Then you just got to ask yourself if you can afford to pass this up?

You'll be getting the entire Connect 365 training program...



| | |
|--|--------------------|
| Lifetime license to the Connect 365 Automated Messaging Software | \$4,995 value |
| Lifetime access to the Connect 365 modules + lessons | \$997 value |
| Lifetime access to the Implementation Support Group | \$1,400 value |
| Complimentary Ticket to Ascend, June 2017 | \$995 value |
| Bonus Sales Training Session | \$495 value |
| Early Bird Bonus: How to Use Connect 365 to Launch a Course | \$2,000 value |
| Early Bird Bonus: 1-on-1 Strategy Call | \$400 value |
| Early Bird Bonus: Messaging and Script Writing Bootcamp | <u>\$997 value</u> |

TOTAL VALUE: \$12,279

So the course is going to cost \$1,497 when we release it to the public, but you're not going to pay that today....



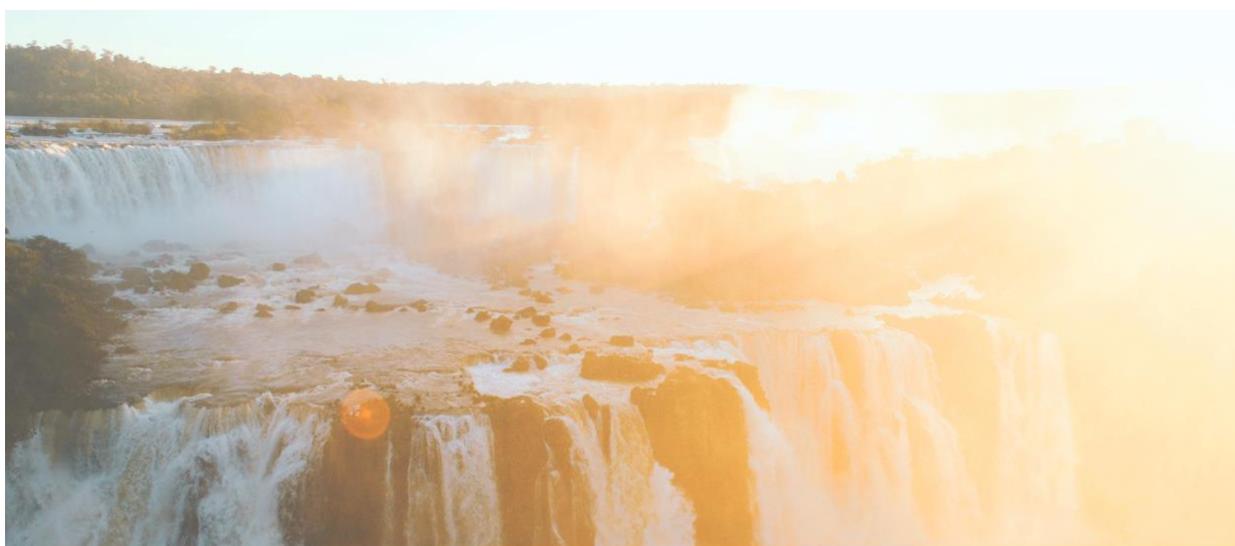
| | |
|--|---------------|
| Lifetime license to the Connect 365 Automated Messaging Software | \$4,995 value |
| Lifetime access to the Connect 365 modules + lessons | \$997 value |
| Lifetime access to the Implementation Support Group | \$1,400 value |
| Complimentary Ticket to Ascend, June 2017 | \$995 value |
| Bonus Sales Training Session | \$495 value |
| Early Bird Bonus: How to Use Connect 365 to Launch a Course | \$2,000 value |
| Early Bird Bonus: 1-on-1 Strategy Call | \$400 value |
| Early Bird Bonus: Messaging and Script Writing Bootcamp | \$997 value |

TOTAL VALUE: \$12,279

Get started today for only **\$997** at LinkedSelling.com/join-C365

I want to dive into the last 2 pillars now, Connection and Messaging.

So with everything we've done in the first 3 phases you're now crystal clear on who your ideal client is, where they can be found, how to find them, how to communicate with them, and you're positioned in a way that will attract more and more of them.



But...there is one final ingredient that I hinted at earlier.

The 3PCM Pillars make up the Foundation of your marketing and sales efforts, and alone they can improve your business by 2x-3x...

The missing ingredient that I've mentioned is **Time**.

It takes **Time** to do this work if you do it the old fashioned manual way, especially when you're doing it on your own, without guidance or expertise.

It took us *6 years* to do this ourselves and perfect the system, and it also cost 100's of thousands of dollars, entire months of *wasted time* going in the wrong direction, and a lot of time that my team could have been so much more productive with.

But it was all worth it, because we've solved the **TIME** problem, and now I'm gonna show you how it works with the Connection and Messaging phases of the system, and the software that comes with Connect 365.

First, let's recap really quick what we've already covered.

Your first step is gonna be creating your individual Buyer Personas and your company's Brand Identity.

The next step is to Position yourself effectively, by focusing on what your prospects want and need, and building your presence into one that establishes authority.

Third, you'll need to find your ideal clients and Buyer Personas on LinkedIn with accuracy, and weed out prospects that don't fit.

So these first 3 phases, they go SUPER quick.

And then once you've found them, which is really easy to do, you're ready to start:



The Fourth Pillar: Connecting

This is the art of reaching out to your best prospects that fit your Buyer Persona in a professional and courteous way, builds you a very targeted and large LIST of prospects, and generates more leads and potential sales for you.

How many times have you gotten a connection request that sounded like this....

"Hello sir or ma'am, it is my very great honour to connect with you regarding business in this manner. We are professional SEO company from Malaysia..."

Intros like that don't earn trust or authority...they earn blocks or ignored invitations.

It's no great secret that unsolicited invitations are viewed with some level of suspicion or "What's this guy's angle?" type thinking.

I mean, just think about your own reaction to unsolicited invites.

ESPECIALLY on LinkedIn, where the environment is more professional and everyone is on there to do business, it's really important to control how you're perceived.

**I can't overstate how important it is to control your perception
in the mind of your potential buyers.**



**And if you are going to get real, lasting
results...
then the methods you use need to be
sustainable.**



You can't burn through all of your connections.

ESPECIALLY on a more intimate and relationship focused platform like LinkedIn.

The goal is to make things feel as authentic and personal as possible...while achieving the most efficiency and systemization possible so you can leverage your time.

Our software helps with this in the Messaging phase, but when adding CONNECTIONS, there are certain angles to consider.

For example, when connecting, it's often best to be upfront about why you're reaching out.

It might sound counter-intuitive, but think about it, if you see an invitation from someone you don't know, you're immediately thinking, "Who is this person and what do they want?"

That's why you tell them immediately in your first message.

We have specific scripts for you in Connect 365.

One of the more common and successful ones is simply...

"Hi {name}, I'm {your name}, and I'm trying to expand my network in {your prospect's area/industry} and you looked like a great person to connect with. I'd love to connect if you're open to it!"

Short, simple, straightforward...but completely psychologically disarming.

You just told them exactly why you were reaching out...no veiled intentions.

When you do that, people drop their guard...even if they were suspicious initially.

And there are certainly more advanced tactics, especially for influencer connections or high value prospects...but often, the simplest tactics are the best.

And guys, this is the same system that all the clients I've told you about today have used....but they didn't have the advantage you will have...because they didn't have the software.

Like Tom Swip here, an IT consultant and great client of ours who has connected with over 5,000 new prospects, and has done a lot of business from it, as you can see there.



"Ben and his team have been great to work with. They've helped me connect with over 5,000 prospects. These are high quality, engaged professionals that really enjoy the content and information I provide for them. I stand out as the go to expert now, and I've done over \$600,000 in business from the leads generated with this system, and am currently working on a half a million dollar deal."

- Tom Swip, Founder of Swip Systems

It might seem simplistic to focus on just the first interaction with a new prospect...but that first interaction is the lifeblood of any new relationship, and it's just the first step to nurturing them toward a next step.

And by controlling how you're POSITIONED when you're reaching out to your new connections, they actually WANT to connect with you, rather than you being an annoyance.

And when you follow the system, in this phase you'll end up adding hundreds of targeted connections...in a very short amount of time.

Which then gives you an amazing database of potential clients to start working through the ...



The Fifth Pillar: Messaging

This is where you'll use the automated messaging software to send hundreds of personalized 1-on-1 messages to your most important prospects.

This is really where the rubber meets the road...and where you can get real leverage and growth.

**Pillars 1-4 will produce about 7% of your total results...
Messaging is where you get the other 93%.**

Dozens of studies show that only about 2-3% of all sales are made on the first contact...and nearly 60-70%, depending on the industry, are made after the 5th attempt.

But most people never follow up. If they do, they certainly don't do it by providing value.

By doing the upfront work with the first 4 pillars, your Messaging becomes a valued addition to your prospect's business and life...which is what allows you to turn them from a prospect to a client.

Most of your competitors are leaving thousands of dollars on the table simply by not following up, not providing value, and not having a plan and a system for delivering those follow-ups and value.

Which means...all you need to do....is do it yourself, and you'll be on top.

Think about your closest competition...

Do you think they have an automated messaging process to keep them in front of hundreds of their most important prospects by sending personalized messages?

Are they customized to each prospect, and consistent in their delivery?

No...of course not, very few do.

Which is why I'm really excited for you to be here, and to be in a position to just do so well with this...

So when it comes to the MESSAGING phase, we have a library of unique scripts, campaigns, strategies and scenarios inside the Connect 365 system, but I wanted to teach you 2 of the most valuable today.

Let's talk about the first one, which we call the "Share an Industry Resource" message...

This is a message to just keep your name in front of your best prospects with some piece of content that you KNOW they'll get a lot of value out of.

And this *could* be one of your own pieces of content, but it doesn't have to be...it could be anything, just so long as it's actually really good.

But...it's not just about sharing a link in a message...it's about HOW you word it.

The “Share An Industry Resource” message...

Hi [First Name],

I wanted to take a quick moment to share with you a quick [article, guide, infographic, video, etc] that explains [introduce pain point]. Here is the link if you want to check it out. <<<<Link>>>>

I think it does a great job of [explain your opinion and include how you are able to help]. I'd love to hear your thoughts or any questions you might have on this!

[Your Name]

So, here's why it works so well...

It gives you the credibility of the resource you're sharing.

Odds are, your prospect will read your opinion FIRST, before reading the resource, and then he'll be reading it through YOUR lens.

And then, you get responses from a TON of your connections, which you can then develop those conversations into productive relationships and move a percentage of them to real world business.

Now, the second message I want to share with you today, is The “All Killer, No Filler” message.

This one uses the power of social proof, but wraps it into an educational, non salesy message.

Here's how it works:

First, you identify a problem your prospect is dealing with, and then you send a message with the “answer” you gave to another one of your clients in the same niche as your prospect.

The “All Killer, No Filler” message...

Hi [First Name],

Your name popped into my head and I thought you might get something out of this...

I recently had a client ask me, “[enter typical question you get that you can answer below].”

I included my answer to my client below. I hope you get something out of it, and I’d love to hear your thoughts on it.

{insert text of the answer to this question}

Thanks!
[Your Name]

Just like that.

Those are just 2 of the 14 templates we have inside Connect 365, and our software allows you to automate messages like that to your audience, saving you time, engaging your prospects more often, and giving them a personalized experience.

Guys this stuff works. It’s worked for so many of our clients, people like Dan Demers....who has completely changed his business with this system.



"I've got to tell you, within DAYS of using your techniques, I've landed two engagements that are in the low to mid five figures. It usually takes me over a year to gain the trust and privilege to entertain that level of proposal. The best training and system I've ever come across."

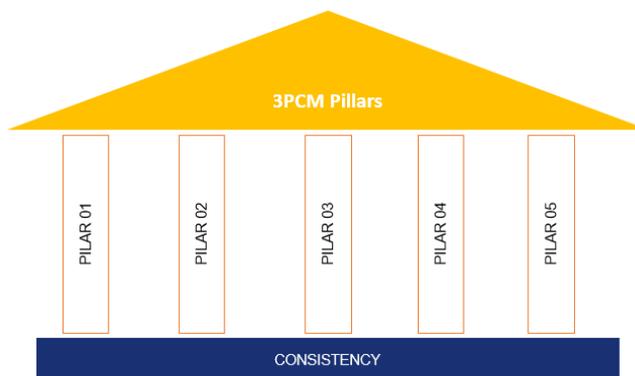
- Dan Demers, Business Consultant

As you can see he's getting clients QUICKLY...it's worked for Dan, so many of our other clients...and it's gonna work for you too.

The biggest key to messaging...

It needs to be personal, relationship focused, and above all...

CONSISTENT.



Most sales don't happen on the first contact...or even the 5th.

Consistency will be the one thing that puts you ahead of everyone else in your industry.

Consistency. AND Speed.

Both of which you get when you invest in Connect 365 today.

So let me show you exactly what the messaging software looks like, and it's really pretty straightforward...it's really just a 4 step process.

Now, you can technically do all of the things we've talked about in the 5 Pillars manually, the old fashioned way...but if you really value your time, and know that you need an efficient way to achieve these results...then I want to show you exactly how using the software will speed things up by 5-10x and help you stay consistent and relevant in all of your marketing.

Now before I show you how it works, keep in mind that as a charter member...you're getting access before anybody else except for the small group of clients who were part of our internal beta.

And one thing we decided a couple months back...was that we wanted to invest heavily into FUNCTIONALITY and making the platform work amazingly....and not to spend time and money on making it look pretty.

Because I think you'll agree...it's the results that matter, not how pretty something looks.

So I just want to mention that to you, because you have a special opportunity today to get in on the ground floor...and over the next few months, we'll be rolling out a new pretty design...but of course when that happens the cost will be a lot higher.

So here's how it works:

Step 1: Sync connections.

The screenshot shows the 'Linked Selling' dashboard. On the left is a navigation menu with options: Dashboard, Campaigns, Clients (expanded to show My Clients and All Clients), LinkedIn Messenger, and Administration. The main content area is titled 'Client Information', 'Active Campaigns', 'Connections', and 'Tags'. The 'Connections' tab is active. Below the tabs, there is a search bar and a 'Load Connection file' button. A red arrow points to the 'Upload Connection CSV' button. Below this, there is a table with columns: First Name, Last Name, Email, Company, Job Title, Direct Messaging Link, Tags, and Actions. The table currently shows 'No matching records found' and a status 'Showing 0 to 0 of 0 entries (filtered from 575 total entries)'. There are 'Previous' and 'Next' navigation buttons at the bottom right of the table area.

Step 2: Select which connections to message.

Client Information Active Campaigns **Connections** Tags

Upload Connection CSV

Load Connection file

Show 10 entries Search: kniffen

| First Name | Last Name | Email | Company | Job Title | Direct Messaging Link | Tags | Actions |
|------------|-----------|-------|-----------|---|--|-----------------------|---|
| Ben | Kniffen | | Webinarli | Director of Campaign Management & Client Services | https://www.linkedin.com/messaging/compose?connId=38393476 | CCes LinkedSelling | Edit Tags Edit Delete |

Showing 1 to 1 of 1 entries (filtered from 575 total entries)

Previous 1 Next

Depending on how you want to classify and message your different connections, you can set up different groups and segments...like CEOs or "St. Louis Manufacturers" or "Potential JV/Referral Partners".

Step 3: Load your templated message.

Client Software Example 1

Start Date 2016-08-07

End Date 2017-06-16

Associated Tags CC Example

Manage Tag(s) Edit

Messages

Add A Message

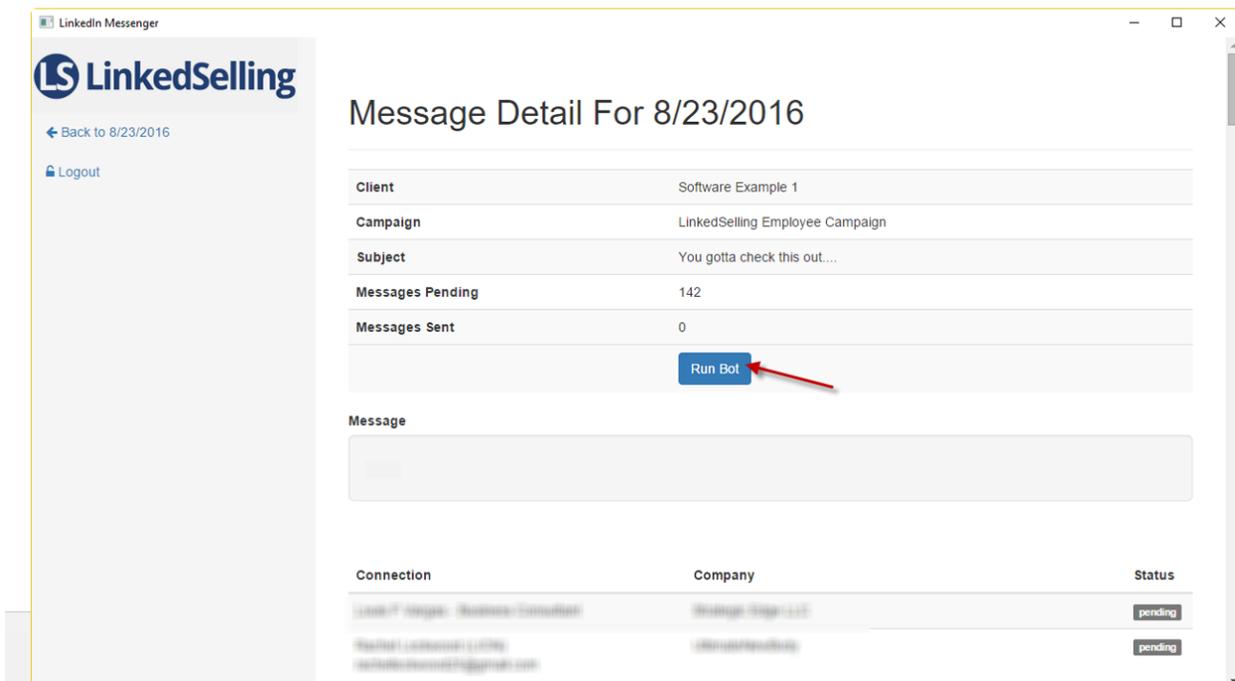
Show 10 entries Search:

| Subject | Scheduled On | Tags | Status | Action |
|--------------------------------------|--------------|---------------|-----------|---|
| I thought you might be interested... | 2016-08-17 | CC Example | scheduled | view edit |
| Thanks for connecting | 2016-08-07 | LinkedSelling | scheduled | view edit |
| You gotta check this out.... | 2016-08-23 | CC Example | scheduled | view edit |

Showing 1 to 3 of 3 entries

Previous 1 Next

Step 4: Hit the “Run” button.



And you’re off to the races....with the platform sending personalized, 1-on-1 messages to hundreds of your connections.

Can you guys see how this is a complete game changer?

And now that you’ve seen exactly how the software works, and you’ve got the blueprint for the entire Connect 365 system....you’ve got everything you need.

But you might also be thinking, “Ben, this is awesome...but I’m feeling a little overwhelmed. I don’t even know where to start.”

And that’s a completely normal reaction to learning something new...especially something as important as what we’ve created here...which is a NEW technology.

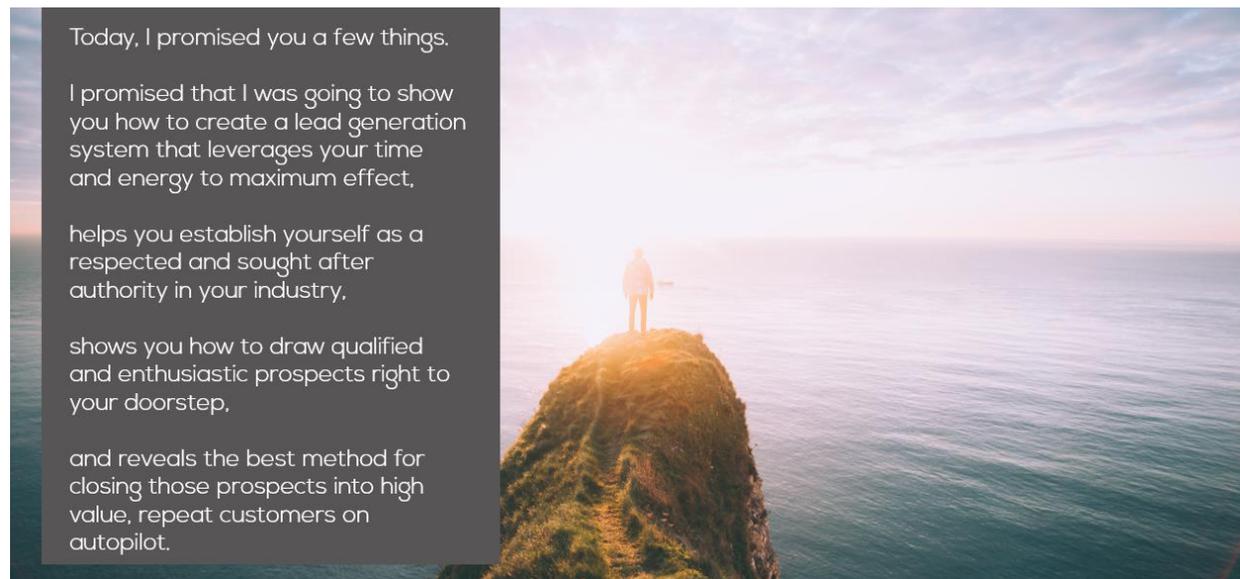
So that’s totally understandable.

But I want to assure you that you’re in the right place and this is EXACTLY what you need right now.

The only question is HOW you’re going to use it. Because you can’t NOT use this information.

You've seen how powerful this system is, and how it's impacted hundreds of people just like you

If you don't take this information and use it, it's a waste of a few hours of your time...but it's also a risk to your business that you can't afford.



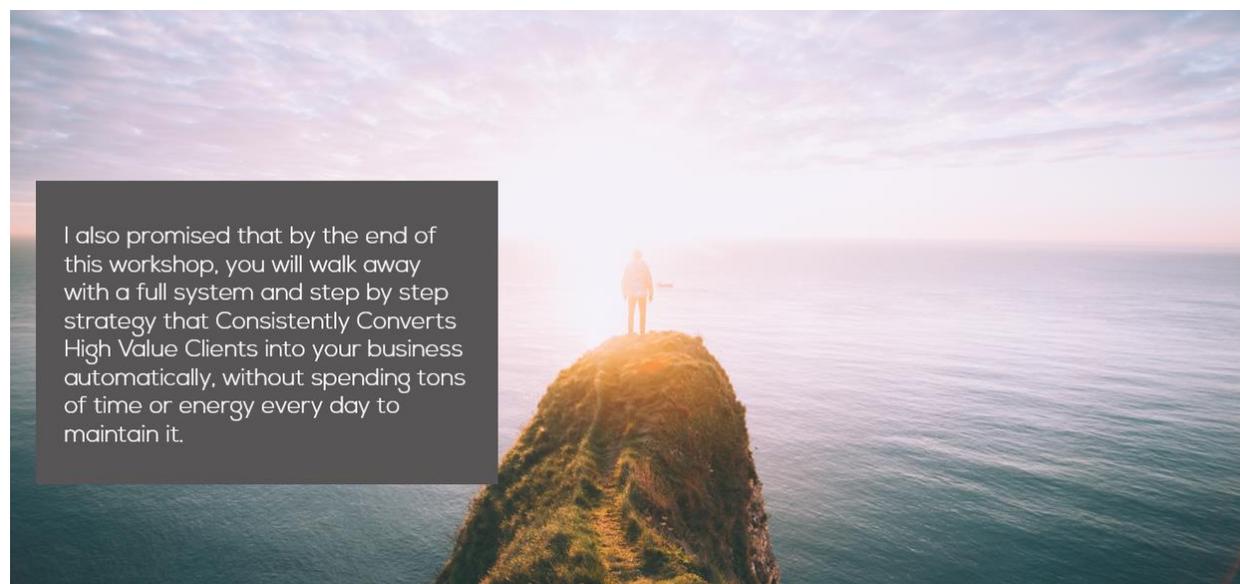
Today, I promised you a few things.

I promised that I was going to show you how to create a lead generation system that leverages your time and energy to maximum effect,

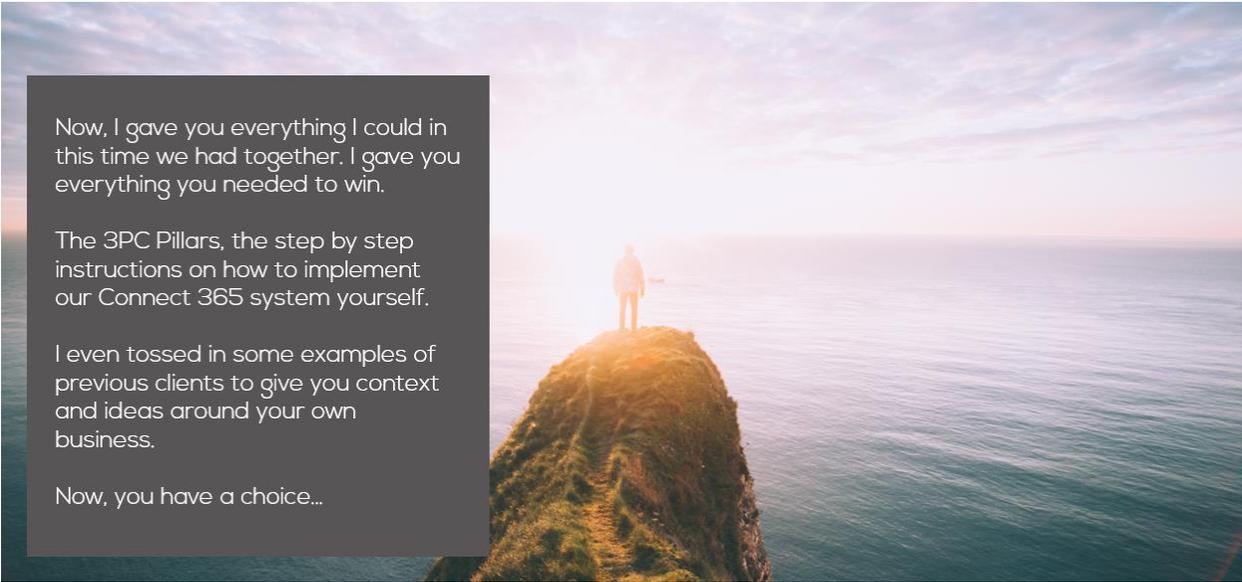
helps you establish yourself as a respected and sought after authority in your industry,

shows you how to draw qualified and enthusiastic prospects right to your doorstep,

and reveals the best method for closing those prospects into high value, repeat customers on autopilot.



I also promised that by the end of this workshop, you will walk away with a full system and step by step strategy that Consistently Converts High Value Clients into your business automatically, without spending tons of time or energy every day to maintain it.



Now, I gave you everything I could in this time we had together. I gave you everything you needed to win.

The 3PC Pillars, the step by step instructions on how to implement our Connect 365 system yourself.

I even tossed in some examples of previous clients to give you context and ideas around your own business.

Now, you have a choice...

Here's the first alternative:

Hire a coach or mentor to help you implement this.

They typically cost somewhere around \$15k to \$30k

The second option is to do this all yourself.
Which may work over time...but there's a real opportunity cost to going through a trial and error phase...
and a real cost involved in your time, if instead of growing your business...
...you are spending a bunch of time sending manual messages to hundreds of prospects.
I don't think this option is a good one. I've seen too many people go down that road, and until now...there wasn't a solution.

The third option: you can hire our agency to this all for you.
Prices start at \$24,000.

Our agency clients are happy to pay that because they're getting great ROI and tons of new business.

But if you're not in a position to do that, it can be cost prohibitive.



The fourth option is to join us today in Connect 365.



| | |
|--|--------------------|
| Lifetime license to the Connect 365 Automated Messaging Software | \$4,995 value |
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| Early Bird Bonus: Messaging and Script Writing Bootcamp | <u>\$997 value</u> |
| TOTAL VALUE: | \$12,279 |

Get started today for only **\$997 at LinkedSelling.com/join-C365**

You're probably wondering how much time it will take to get things ready...which is a great question.

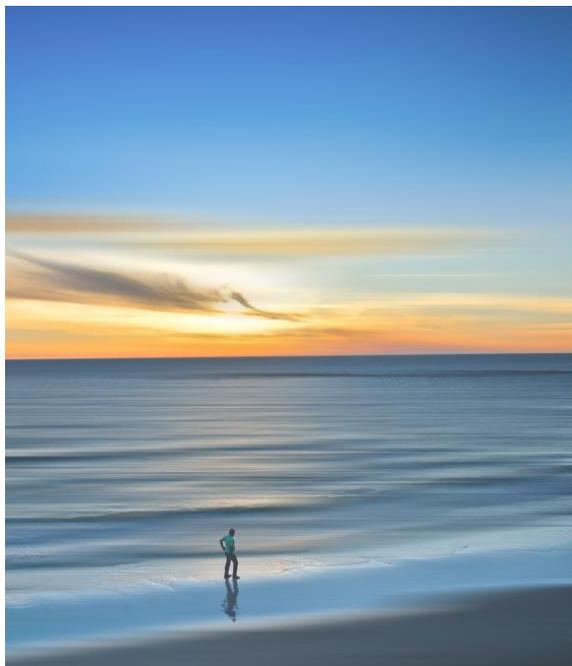
So, if you're brand new and starting from pretty much square one...you'll spend a few hours going through the content and getting your Profiling, Positioning, and Prospecting down.

And then you can start connecting and messaging your ideal prospects.

It is VERY possible that you could be connecting with your perfect buyers within a few hours of joining and investing in Connect 365.

Then, you'll be ready to start using the software to get your processes automated and start generating leads on autopilot.

AND, with any of your existing connections...you can begin using the software as soon as you'd like.



Obviously, I think the Connect 365 system is the best option for you today.

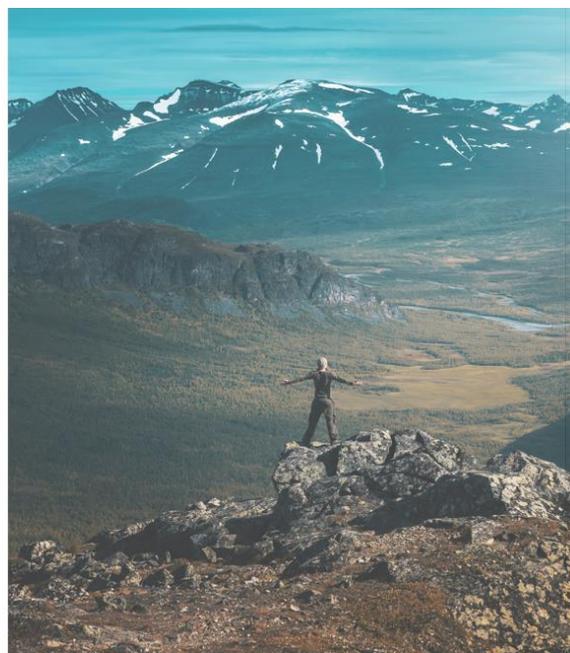
I'd rather see you succeed FAST and not waste time, money, and opportunity on doing this in a different way.

But I'll be honest...there's a fifth option that most people won't talk about.

The 5th option is doing nothing.

Your business will stay exactly where it is.

Nothing will change.



If you don't want ANYTHING to change in your business...if you're perfectly happy with the quality and quantity of clients you're getting and how much time you spend working IN your business...if you're totally fine with how much you're making, and really don't want to grow...then AWESOME!

That is a great place to be. And for you, you can do nothing.

This system isn't for you.

**But I know that YOU are on this workshop right now
because you DO need this system in your business,
and I'd love to have you on board so we can start making it
happen for you.**

And the next step to do that, is to join Connect 365 today.



The Connect 365 system is a complete lead generation and marketing solution that automates the process of reaching out to your best buyers using LinkedIn and our custom, automated messaging software.

And the key thing here guys, is automation.

We know that so many people have failed to implement the marketing systems that would make all the difference in their business....because they just didn't have the time to do the work.

Which is why this is such a game changer.

And with the speed and automation of messaging software....you'll finally have a lead generation system that works FOR you...instead of you working for it.

All you have to do is implement the first set of easy to follow steps, and then use the software to automate reaching out to your connections with 1-on-1, PERSONALIZED messages.

Once you're done, you sit back and get to work on the things in your business that you really LOVE working on, or spending more time with your family...or whatever it is that you REALLY want to be spending your time on.



How valuable is it to you to have a consistent source of high quality leads coming into your business every month, every week, even every day?

How much is just 1 perfect customer worth to you? How about 10? About 10 per month?

Write that number down to keep it in the front of your mind.

We could easily charge \$12,000 for this entire program with the automated software and it would be worth every penny.



| | |
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You're covered by our Results Guarantee.

We guarantee YOUR results.

But look, here's the deal. What we're NOT going to do is give you some silly 30 day money back guarantee, because honestly...we're showing you EVERYTHING.

You've got the entire system laid out in front of you.

You know now whether or not this is the right fit for you.

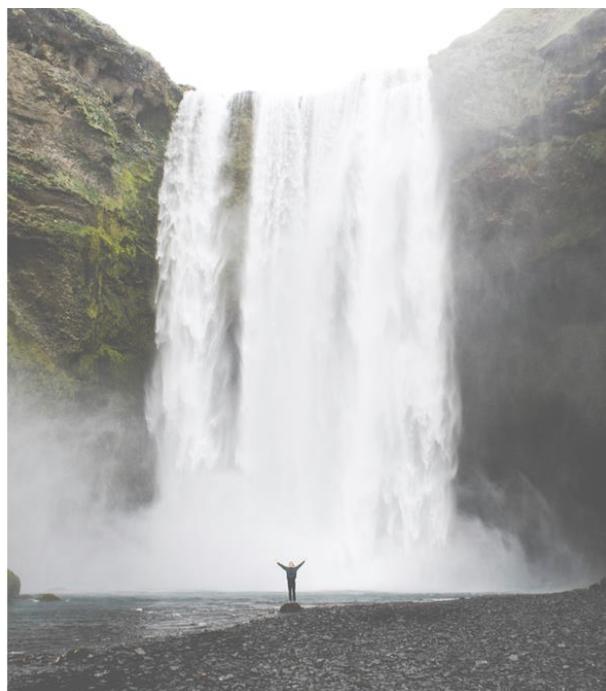
And we're really just NOT interested in tire kickers and people who buy stuff just to refund....

...because it takes my team's energy away from working with our serious clients who are getting results. So we don't play that game.

But like I said, we DO guarantee your results. And here's how that works:

**If you follow the system and
utilize the software,
And in the next 6 months you
don't have a list of at least 500
qualified prospects,
and an ironclad system in place
for consistently staying in front
of them to generate leads,
traffic,
and more opportunities for
your business...**

**Then we will double your
money back.**





Questions?

Anything goes. Don't be shy!



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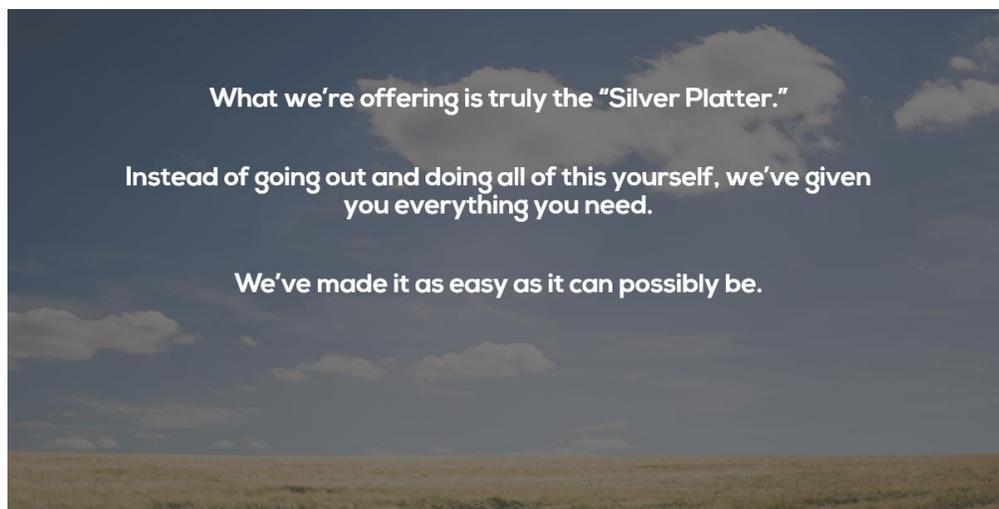
LinkedSelling.com/join-C365

Now, I want to close with a few final words that I think might be the most important from our time together today...

Listen, you've got everything you need in this offer.

I'm sure that some of you could take what we taught on this workshop, implement it yourselves, and see results.

That's what we try to do here... give you a ton of value and detail, and then let you make the choice for yourself...



The only real question is:

Do you want to do this on your own?
Or do you want the exact steps, support and automated software that you get with Connect 365?

If yes...join us today.

Now, I also want to say something else....

Because, we're talking a lot about getting clients, and making more money...and maybe that's not everybody's biggest motivator.

Maybe that's not the most important thing to you? But it is ABSOLUTELY one of the surefire ways to get more freedom in your life, and to make a bigger impact in the world.

So whether you're looking for more income, freedom, or impact....There is nothing wrong with making money. And so often, that's where it starts.

What really matters most to you?



I'm a family man. My kids and my wife are the most important thing in my life.

But when I didn't have money, I felt like I was failing them.

I couldn't give them what they deserved, and I couldn't take care of them the way I wanted to.

Now that we're doing well, I can create an amazing life for my family while feeling great about how I'm making that money.

Money is good.

And growing your business and putting a system in place, that's the key to getting off the cash flow rollercoaster.

And it's even better when you have the time to spend with your family, instead of constantly chasing new clients and new prospects. It's so much better than worrying about how you'll pay the bills next month.

And on that note...there's also something else I wanted to mention. Today, I've left it all on the field for you...just giving you our best stuff in the time we have.

But information is only valuable if you take action on it. Without action, information is useless.

So if you're going to get ANYTHING from this training today, you MUST take action on what you've learned.

You can't say, "I'll get to this later" or "This will be great to start next quarter"... you've got to do it now!

Taking that first step is key.

Like I said, you've got everything you need with this system.

Sure, you could take what you've learned on this webinar and try to do it yourself, but you probably already have some questions or have forgotten what we talked about an hour ago...which is why my team is going to be there for you to support you and get your questions answered.

What we've tried to do for you today is teach you what you need...but this is the "Silver Platter." Instead of going out and doing all of this yourself, we've given you everything you need.

There isn't another system out there like this. I know. I've checked. We've purposely built this system and automation software from the ground up to be the BEST LinkedIn marketing solution on the planet. Other companies, gurus, or coaches just can't match it. Other systems leave holes in their methods, but we focus on the whole picture.

You've got everything you need when you join today. You'll have all the training to quickly implement the system, the support you will need along the way, plus...

The Automation software will take 90% of the workload off of you, saving you hours and hours of time every week and getting the same results as if you put a full time employee on it.

And then there's our early bird bonuses...all of which is worth over \$3,400 by itself...



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As a thank you for being one of our charter members...
we're including 3 Early Bird Bonuses.



...and you're getting EVERYTHING for just \$997 today.



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