



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!



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.**

I am going to show you how to create a lead generation system that:

- Leverages your time and energy
- Establishes you as a RESPECTED and SOUGHT AFTER AUTHORITY
- Draws Qualified Prospects right to your Doorstep
- Reveals the BEST method for closing those prospect into high value, repeat customers (ON AUTOPILOT)

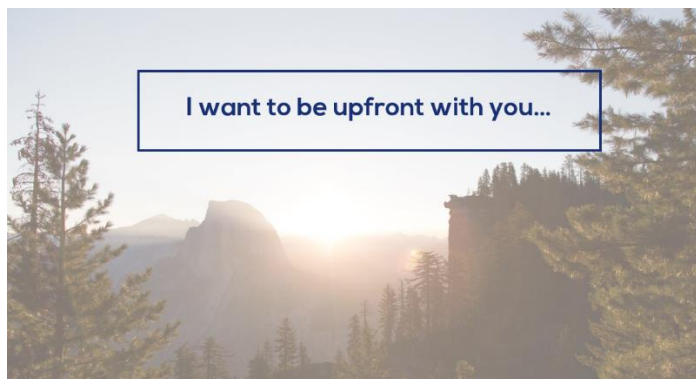
My promise to you:

By the end of this workshop, you will walk away with a ***FULL SYSTEM*** and ***STEP BY STEP*** strategy to...



Consistently Convert High Value Clients
Into Your Business Automatically,

Without Spending Tons Of Time
Or Energy.



I want to be upfront with you...

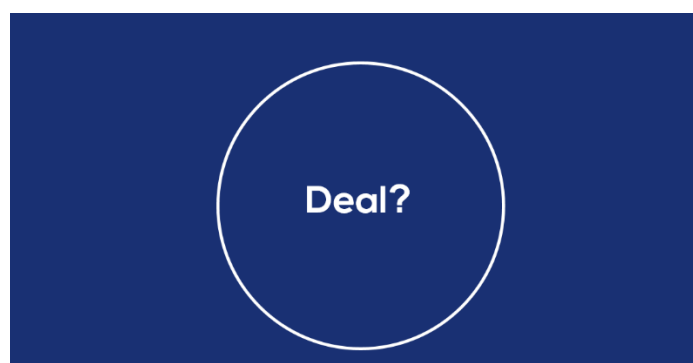
Today, I'm going to be making you an offer to become a charter member of our newest program and automated software, Connect 365.

HOWEVER...

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

Unless, I live up to my promise to show you how to use this system to get more high-value leads, more consistently, with a fraction of the effort.

If I fulfill on my promise...and I show you step-by-step, how to consistently attract clients, automatically with little ongoing effort.... you should invest in this solution.



A few questions...



**Does This
Sound
Like You?**

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

- 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?

**If those problems
sound familiar, I have
some bad news...and
some good news.**

**The BAD
News**

YOU ARE NOT ALONE

After surveying over 2000 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 SYSTEM.

Once you have the right SYSTEM 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-bidders who'll never bother you again.**



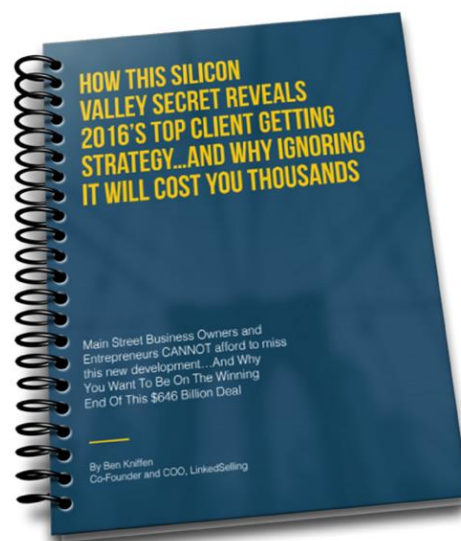
But what system?

How do you figure out what is the RIGHT system that you can really count on and rely on?

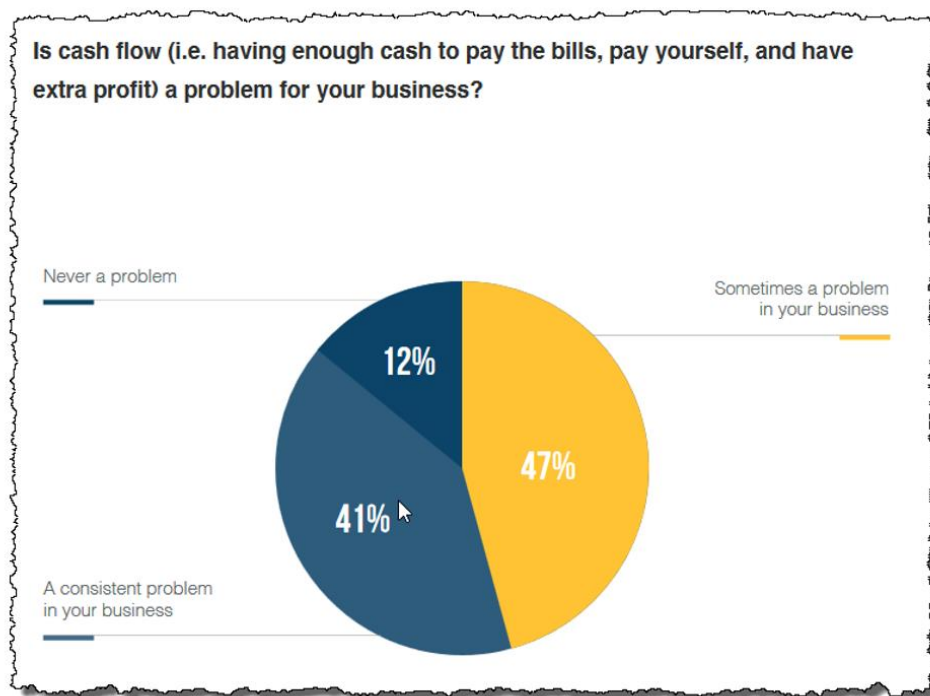
We wanted to answer that question, and we really wanted to uncover...

What's working best for getting clients?

- 10 months to develop this study.
- Surveyed & interviewed over 2,000 businesses.
- Hired 2 independent market researchers.



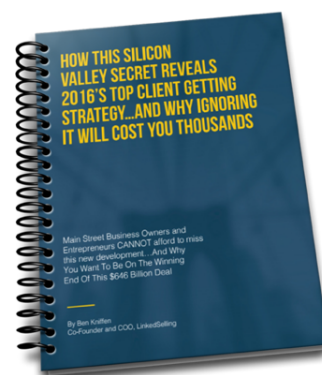
And let me tell you. We found some really startling and surprising information.



For one, we found that 88% of businesses struggle with cash flow. Only 12% of businesses reported that they consistently maintain positive cash flow.

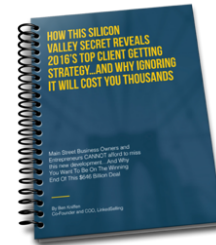
“ Of respondents who said maintaining cashflow IS a consistent problem in their business, 77% also said they DO NOT have processes in place that consistently generate new leads and clients.

On the other hand, out of the 13% of business owners who report that they DO NOT have cashflow problems, 83% of these profitable, successful businesses DO have systems in place to generate leads and appointments consistently. ”



If you want to get off the cash flow rollercoaster, you need marketing SYSTEMS to bring in new leads and clients.

But just knowing that isn't enough. We wanted to dig deeper, and figure out...



What kind of systems?

- We studied the successful 12% to learn what they're doing.
- We hired 2 independent market researchers to compile all of the market data.

What we found was pretty remarkable.

Facebook? Not #1.

LinkedIn is, across the board, regarded as the most effective channel for businesses to get clients.



CONTENT
MARKETING
INSTITUTE™



REPLICON™



SocialMedia
Examiner



Content Marketing Institute and MarketingProfs, found that...

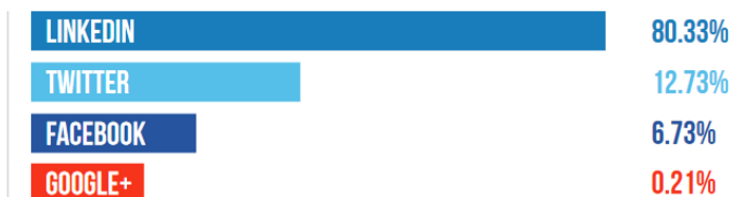
“LinkedIn is the industry’s most popular social network. A majority of marketers believe it to be the most effective social media platform.”



A study from analytics firm Kissmetrics discovered that...



WHY IS LINKEDIN THE BEST LEAD GENERATION TOOL FOR B2B SOCIAL MEDIA MARKETERS? OVER 80% OF LEADS GENERATED THROUGH SOCIAL MEDIA FOR B2B MARKETERS COME FROM LINKEDIN - THAT'S WHY!



And a recent study by DemandWave also found...

Top in lead generation...by a long shot



Though social media
for B2B marketers come from

LINKEDIN



Replicon found LinkedIn messages to generate...



REPLICON™

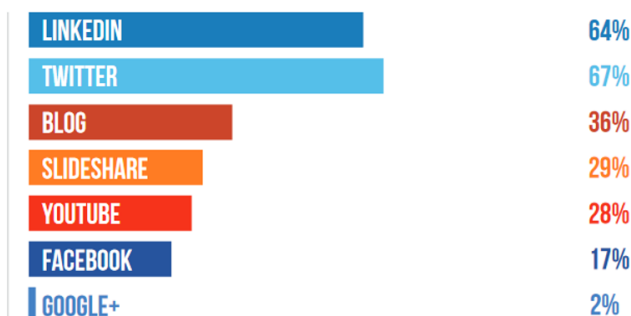
...compared with other methods.

Social Media Examiner discovered...

"LinkedIn is the best place to engage both before and after a sale."

SocialMedia
Examiner

Along the same lines, a study but Regalix found that...



REGALIX

LinkedIn is right at the top of the list when it comes to channels found to be most effective for customer engagement both before and after sales.

When it comes to getting clients, LinkedIn is the most effective channel.

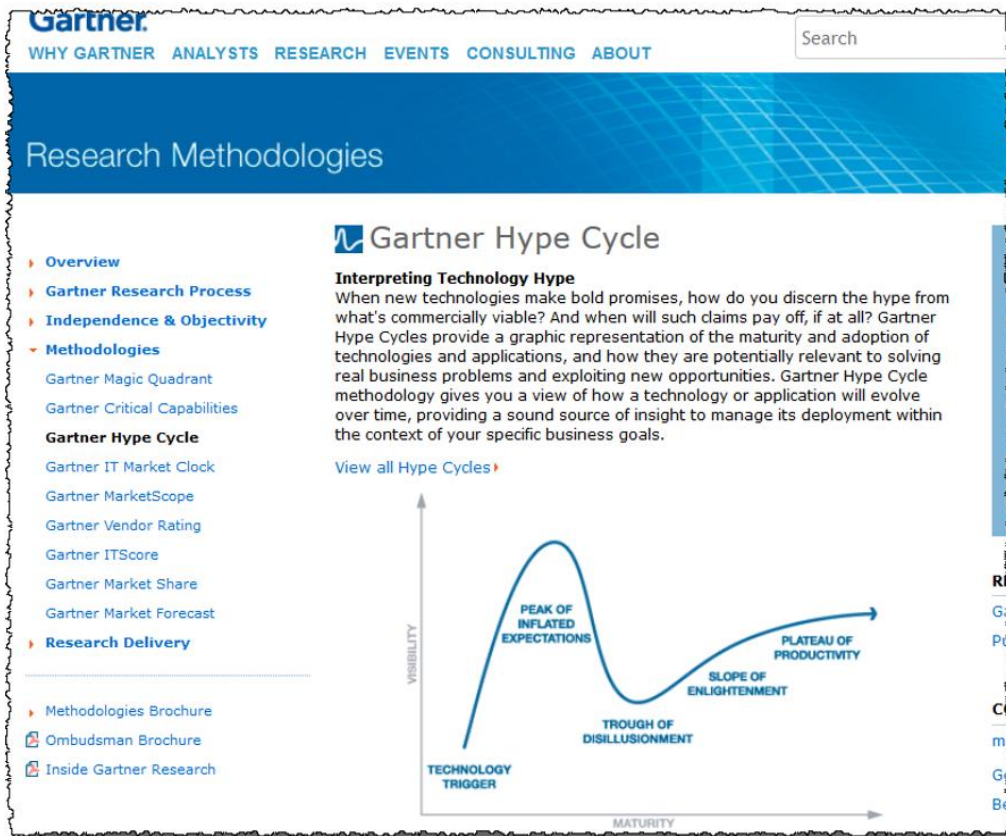
Yet, interest in LinkedIn has somehow declined!



"A majority said that they are less excited about using LinkedIn to market their business and get new clients, than they were 3 years ago."

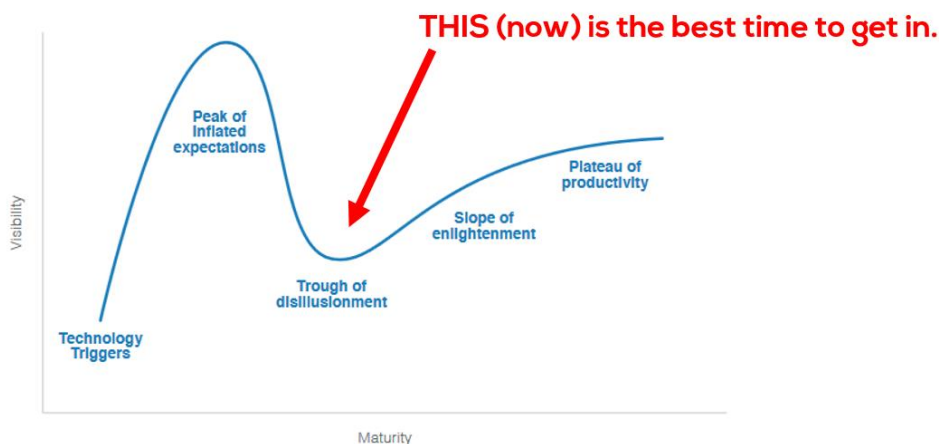
If LinkedIn is the most effective channel for getting new business online, why have so many turned to new, shiny objects?

The answer lies in a phenomena called the Gartner Hype Cycle.



**This same research shows that
LinkedIn is poised to become
even more effective.**

The Gartner Hype Cycle, is a concept for emerging technologies which predicts they'll go through five stages:



Just like most other technologies that go through this cycle, the LinkedIn buzz has died down a bit. And a lot of business owners have moved on to the next shiny thing.

But, many have NOT moved on.

And what the Gartner Curve has proven time and time again, is at these points of over correction that this is **REALLY** the best time to get in.

Why people left?



A majority of business owners found they lacked the time to properly implement LinkedIn.

Now, we saw this is a big problem.

And so over the last year, we've been developing and perfecting a solution that minimizes most of this time-intensive work.

We've solved this problem.

The data clearly shows that many business owners are indeed generating consistent results from LinkedIn.

What's really working?



Most people are following the same playbook!

In the 5 years that we have been managing LinkedIn marketing campaigns for clients across the globe, we've found a few core practices generate the vast majority of results.

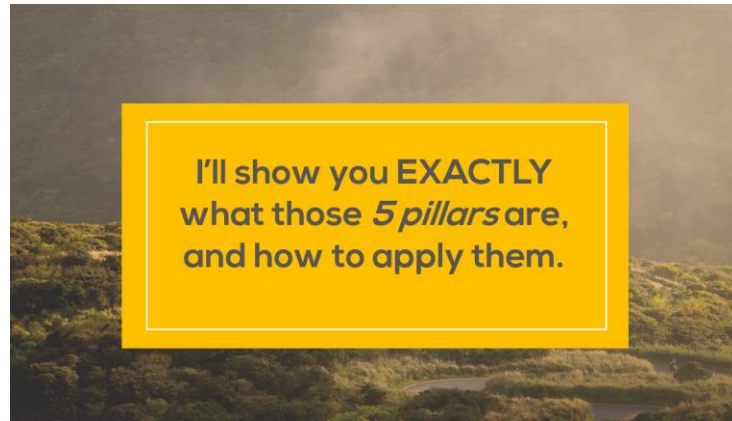
The 5, 6 and multi-7 figure deals that our clients have generated have all come from a 5 step system (the 5 Pillars), and it's what we NOW call the Connect 365 SYSTEM.

In the past, this 5-step system took too much time.

Now it doesn't have to.

This new technology has completely changed the game.

Let's talk about the 5 Pillars.



But first I want to introduce myself....

WHO IS
BEN KNIFFEN?



Co-Founder and COO of
LinkedSelling

**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.

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

Tried several times...only to keep failing.

That all changed in 2011, when I finally discovered the process that I'm going to tell you about today.

Recently, we were recognized as #252 on the Inc. 500/5000 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](#)

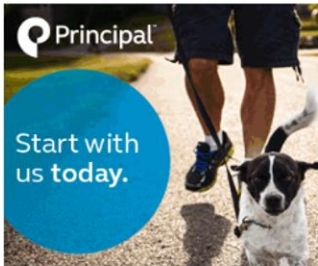
RELATED LISTS

- More Companies in MO
- More Companies in Advertising & Marketing




INC. 5000 HONORS


- #17** Top Advertising & Marketing companies
- #5** Top MO companies




We've worked for big name companies and clients.



Clients like



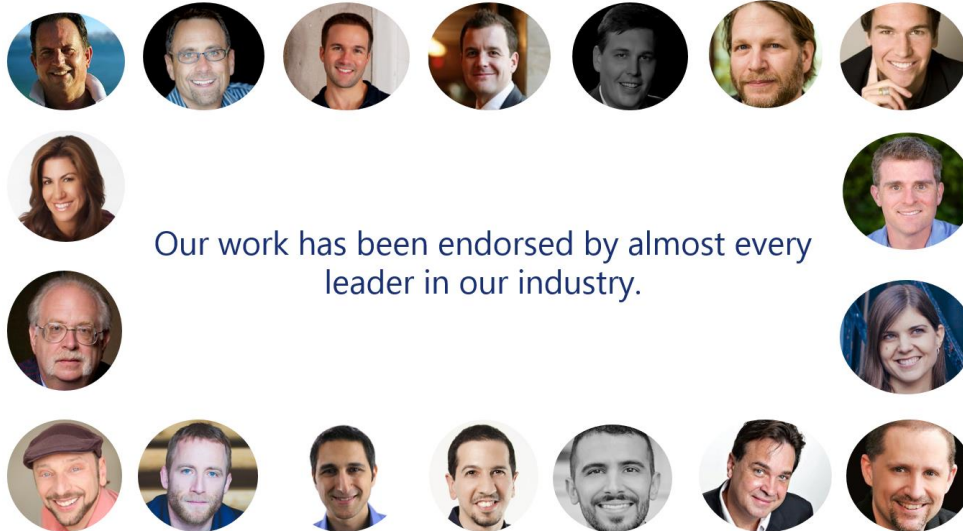
NEIL PATEL



DELL



MICROSOFT



Our work has been endorsed by almost every leader in our industry.

And we've been featured in all sorts of amazing publications.

Featured on...



Entrepreneur

WALL STREET JOURNAL

Forbes

Inc.

Newsweek



LinkedIn

THE
HUFFINGTON
POST

The Miami Herald

MIXERGY

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

Let's dive right in to The 5 Pillars...

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...

The 5 Pillars (3PCM)



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

In the first hour.

...are all done at the beginning of marketing the process, and then typically don't need to be addressed again.

Then once you've completed the 3P's you're ready to start...

The 5 Pillars (3PCM)



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

In the second hour.

The key to converting your prospects is a consistent, monthly messaging campaign to deliver these messages in a personalized, 1-on-1 manner through your LinkedIn inbox.



And the RESULTS you can expect are significant. No matter what outcome you're aiming for, the Connect 365 system delivers.

- | | | | |
|-------------------------|----------------------|-------------------------|----------------------|
| • Community | • Clients | • JV's | • Referral partners |
| • Lasting Relationships | • Product demos | • Distribution Partners | • Press & Publishing |
| • Leads & Consult | • Coffee's & Lunches | • Pilot course/buyers | • Warm referrals |



So let's dive in...



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

By not having CLARITY on their exact target market, and not speaking directly to that market's needs and pain points, they never create any compelling reason for clients to work with them over anyone else.

A recent study showed...

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

Buyer Personas allow you to market to the top 10% of your prospects who are the best fit for your services.

The #1 mistake we see people making.

Not having a crystal clear profiling and buyer personas.

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?

Getting this right means that you'll attract more leads, more clients, and more notoriety in your industry.

How to properly profile your best clients:

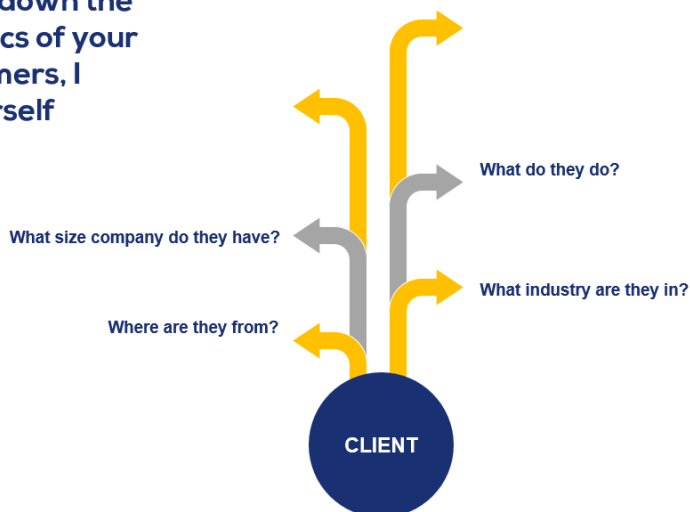
FIRST,

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

 <div style="border: 1px solid black; padding: 2px; display: inline-block;">TOP CLIENT 1</div>	 <div style="border: 1px solid black; padding: 2px; display: inline-block;">TOP CLIENT 2</div>	 <div style="border: 1px solid black; padding: 2px; display: inline-block;">TOP CLIENT 3</div>
--	--	--

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 Connect 365, but these types of questions will get you on the right track.



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?

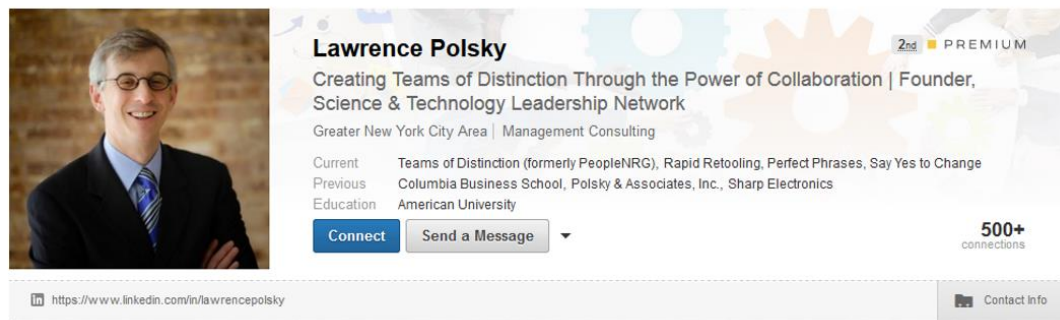
Why is that?

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

Buyer Persona

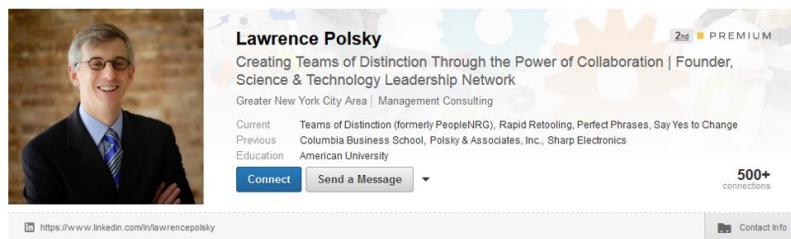


Let me share a story about one of our students...



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, but even though he started with 2,045 connections....they weren't as targeted or focused as he'd like.



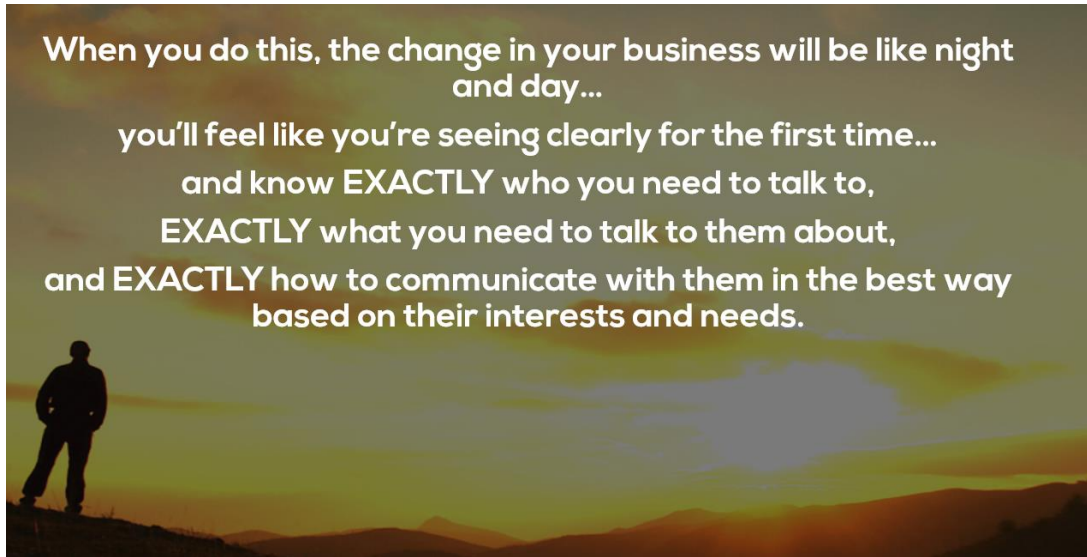
With our system, after implementing the new POSITIONING we helped him put together....he increased his connections to 2,594 in just a few days... a 27% increase

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 deals with \$80,000.



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



...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*



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

The way your LinkedIn profile is laid out and exactly what it says, and how it says it, is really critical to your success.

Research shows that 80% of all leads from social media were generated from LinkedIn...

WHY?

WHY IS LINKEDIN THE BEST LEAD GENERATION TOOL FOR B2B SOCIAL MEDIA MARKETERS? OVER 80% OF LEADS GENERATED THROUGH SOCIAL MEDIA FOR B2B MARKETERS COME FROM LINKEDIN - THAT'S WHY!

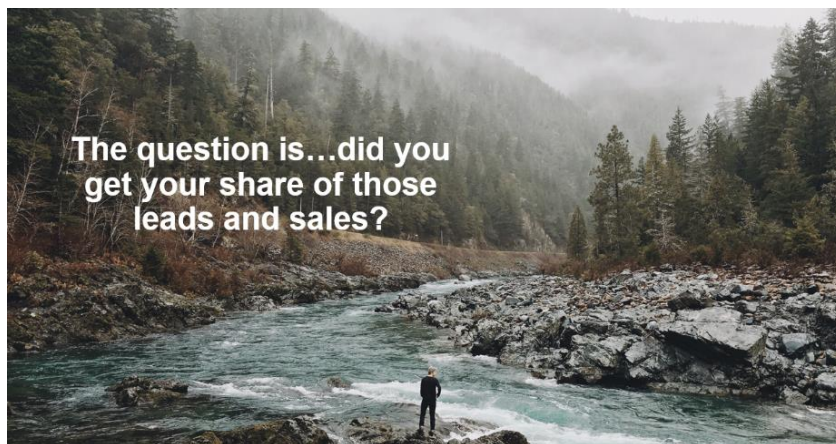


Though social media for B2B marketers come from

LINKEDIN

demandwave

kissmetrics



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.

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 consultation 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 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 agree to the tests.

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?



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

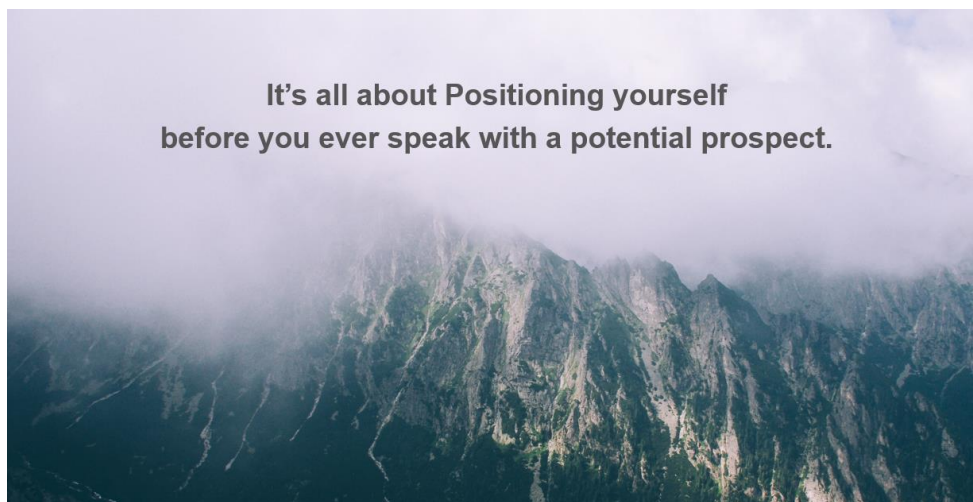
You came to him for a specific reason, and it was a reason that was solvable from his personal expertise.

You arranged 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.



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?

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

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

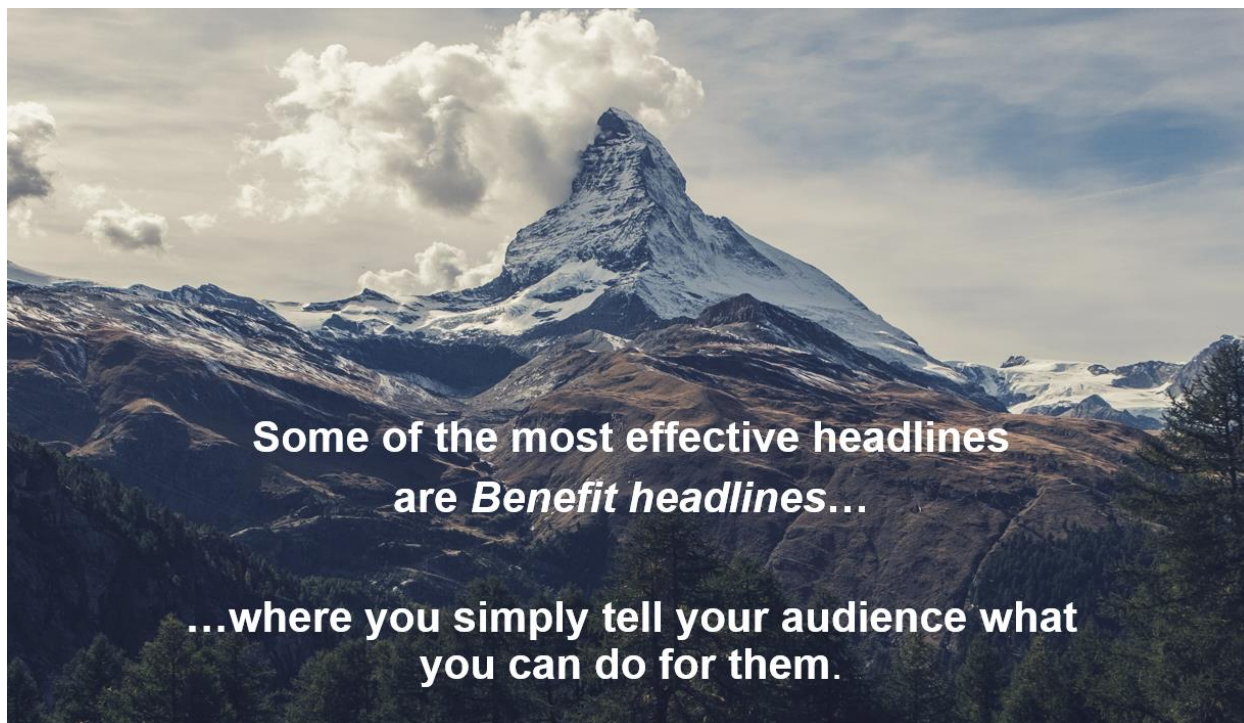
**Instead of simply putting “marketing consultant” or
“massage therapist” like 90% of other profiles...**

**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.**



Are you tuned in to WIIFM?

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



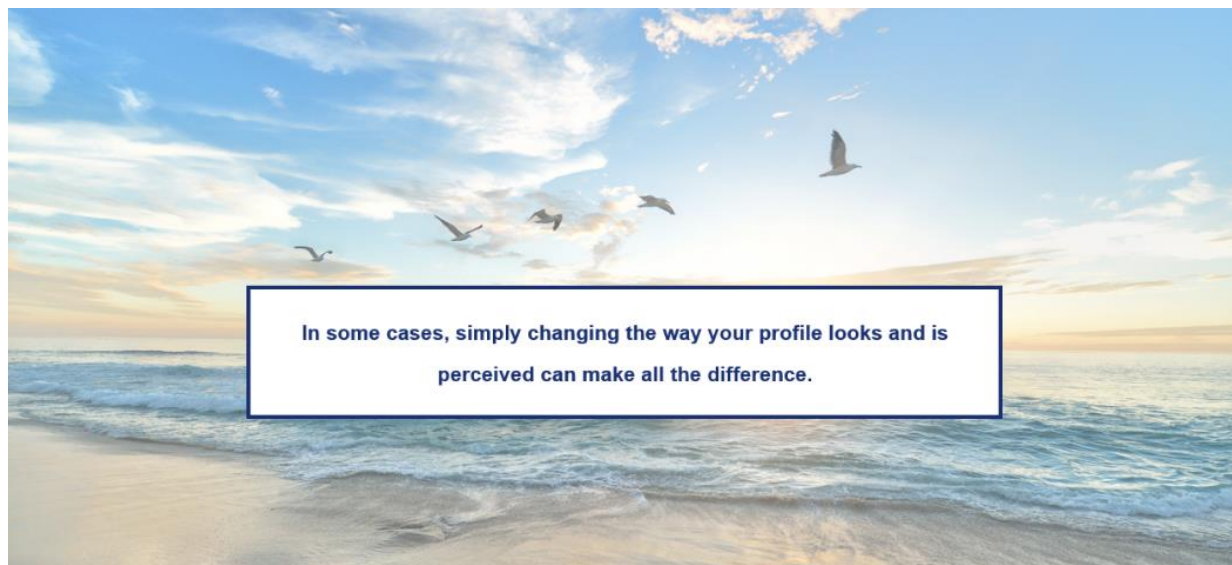
Here's one example of a great client of ours, Troy Owens...

He clearly states who he works with, and the **OUTCOME** or benefit you get when you work with him.

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



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.



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.”

He's POSITIONED in a way now that they are actually turning away business and is only working with clients that they really want to work with.

Or Tom Swip, another client of ours who has completely changed his business with this system.



"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

As he said, now he STANDS OUT as the GO TO EXPERT.

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 Personas**:

- **Step 1:**
 - Focus on creating a Value-Based Headline to describe your service or product in the context of WIIFM...what's in it for your clients.
- **Step 2:**
 - Focus on your summary and tailor it to sound like a conversation between friends about their specific issue.

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...far from it...we'll do whatever it takes.

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 complaint** with implementing an effective lead generation system was the **TIME** it took to implement and sustain it.

We heard things from people like:

"I spent time every day, but that just wasn't sustainable. I got results, but not the kind that justified that kind of investment of my time and energy."

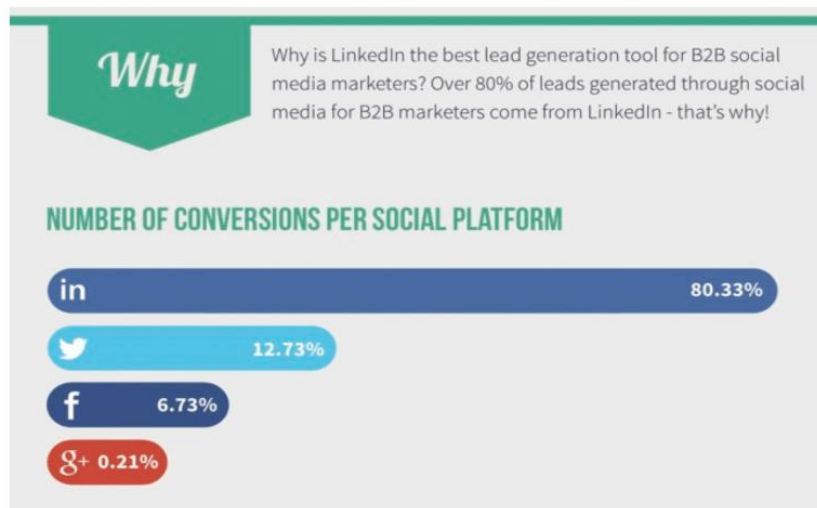
What's worse, this wasn't unique. Many of the respondents said similar things.

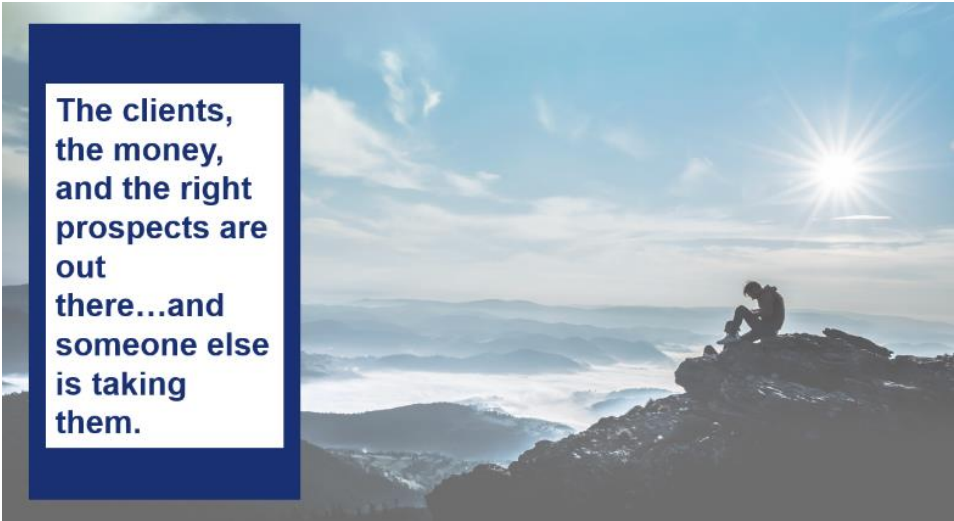
In fact, over 54% cited "time needed to implement" as the major reason they stopped marketing on LinkedIn or started to pursue other channels.

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...






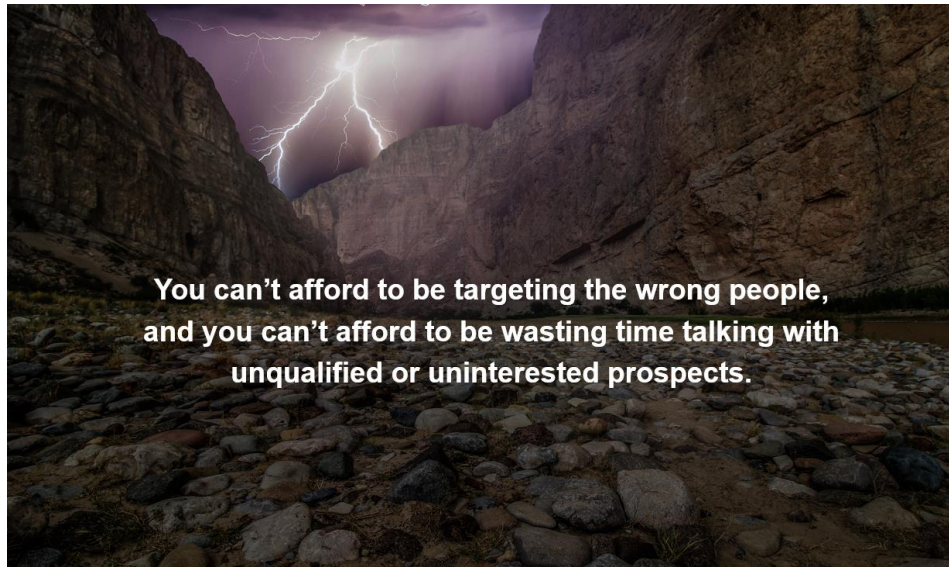
The clients,
the money,
and the right
prospects are
out
there...and
someone else
is taking
them.



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...

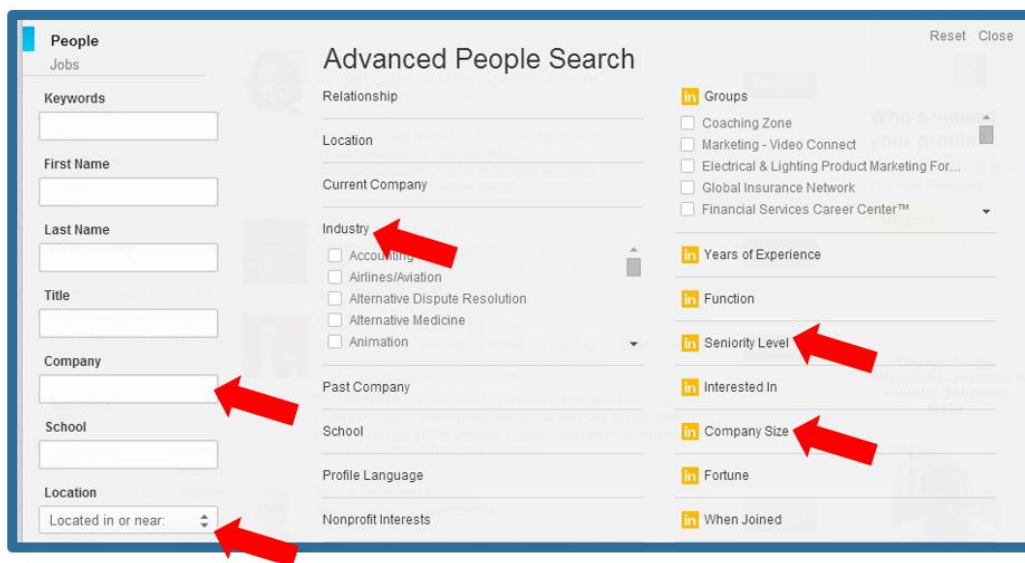


So WHO you target
and HOW you target
them *is absolutely
critical to your success.*



Prospecting on LinkedIn starts with the Advanced People Search page.

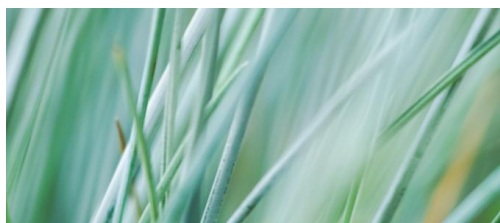
There's the obvious stuff, like job title, location, and companies that they work for.



The screenshot shows the LinkedIn 'Advanced People Search' page. On the left, there are input fields for 'Keywords', 'First Name', 'Last Name', 'Title', 'Company', 'School', and 'Location'. The main section contains filters for 'Relationship', 'Location', 'Current Company', 'Industry' (with a dropdown menu), 'Past Company', 'School', 'Profile Language', and 'Nonprofit Interests'. On the right, there are filters for 'Groups', 'Years of Experience', 'Function', 'Seniority Level', 'Interested In', 'Company Size', 'Fortune', and 'When Joined'. Red arrows point to the 'Industry', 'Company', 'Location', 'Seniority Level', and 'Company Size' filters.

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

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

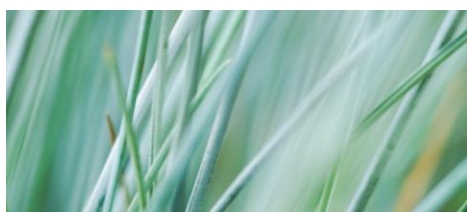


You might want to segment your different Buyer Persona's so that you can send customized messages and updates to them...and in Connect 365, we show you how to do that effortlessly with our software and some "tricks of the trade."

The first trick I want to show you, is called, "negative keywords" to narrow your search and bring up your perfect prospects.

Let's look at an example.

If you're selling a service that helps small businesses automate their HR paperwork and taxes, then you're probably not going to want to connect with HR managers.

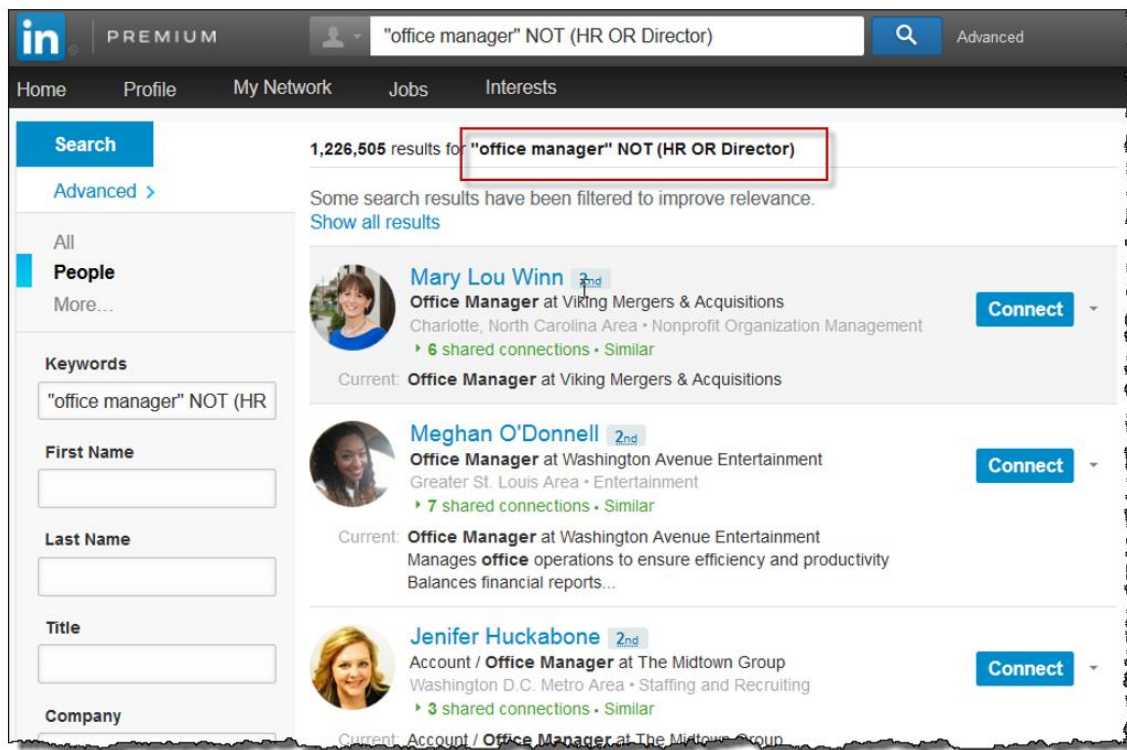


Instead, you're probably looking for people with titles like "Office Manager" at companies with 11-50 people...small enough that it's likely that they don't have an entire dedicated HR staff, but big enough that HR and taxes are an issue for them.

You can't just type in "Office manager" and leave it because that title often comes with HR Director, Accounting, or other titles that would mean that she isn't a perfect prospect.

This is where the "negative keywords" comes in.

First, you enter a "minus" sign use the word NOT next to the word that you don't want to target in the search bar here:



This will filter out anyone with that word in their title.

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



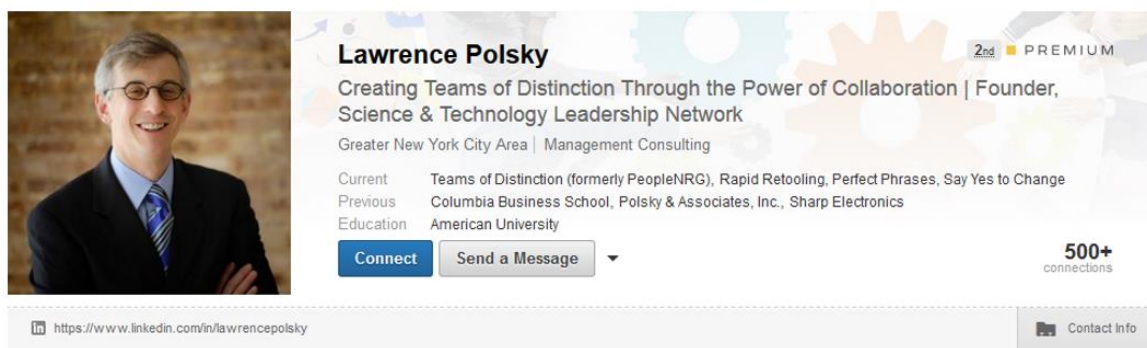
In this example, I'd go with negative keywords like "HR", "Accounting", and "Director", because all of those terms tend to be associated with bigger businesses with HR teams.

Prospecting for the RIGHT type of people is key.

It's the reason why Davide Di Giorgio went from 17 to 400 targeted, high-value prospects in just a few days.



And Lawrence Polsky, who you heard about earlier...



He used our Prospecting techniques to increase his connections by 27% in a week...



Or there is Aaron Agius, who runs a marketing agency.



4,506 New, Targeted Connections

He went from almost nothing to 4,506 new connections, and has done multiple six figures in new business directly as a result of this system.

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.

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.

The Prospecting phase is where you make that happen.

So those are the first 3 P's of the 3PCM pillars. Profiling, Positioning, and Prospecting.

The real power comes from how you implement the next two pillars:

Connection and Messaging

In the next hour 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.

Connect 365 is a...



**A Complete Lead
Generation and
Marketing System that
Automates the Process
of Reaching Out to Your
Best Buyers using a
Time-Tested LinkedIn
Strategy Combined with
Our Custom Software**

**If you want to stop wasting time...
Stop talking to unqualified prospects...**

**And start building relationships with your perfect
clients from a position of authority and respect...
...and have a marketing system that works FOR YOU....**

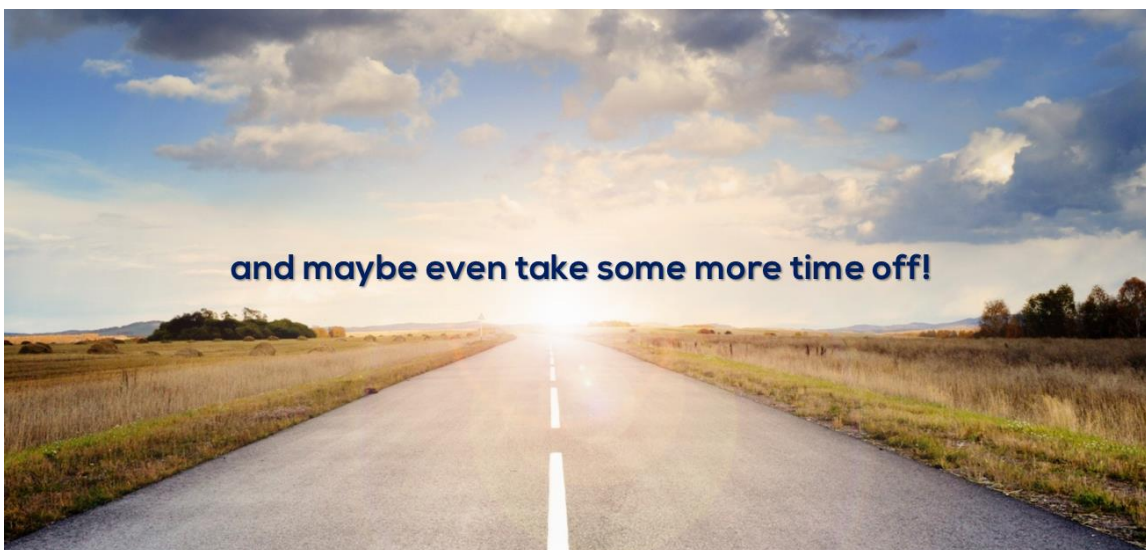
Then Connect 365 is for you.

**You've probably tried other programs in the past, but didn't see the results you
wanted OR couldn't find the time to work 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.**

And we guarantee results.



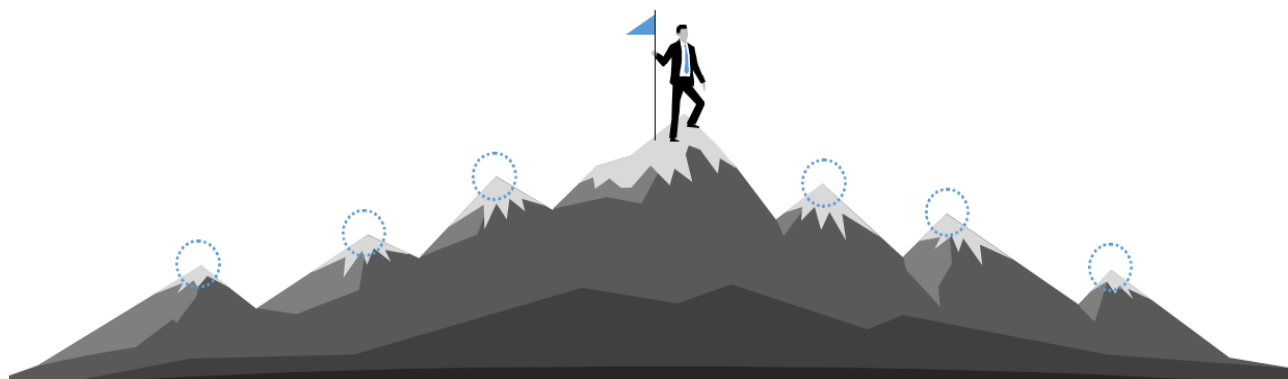
Just implement the clear, easy-to-follow steps in the training,
and then use the software to automate the system.

1-on-1 personalized messaging to all of your connections...
....100% on autopilot.

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.

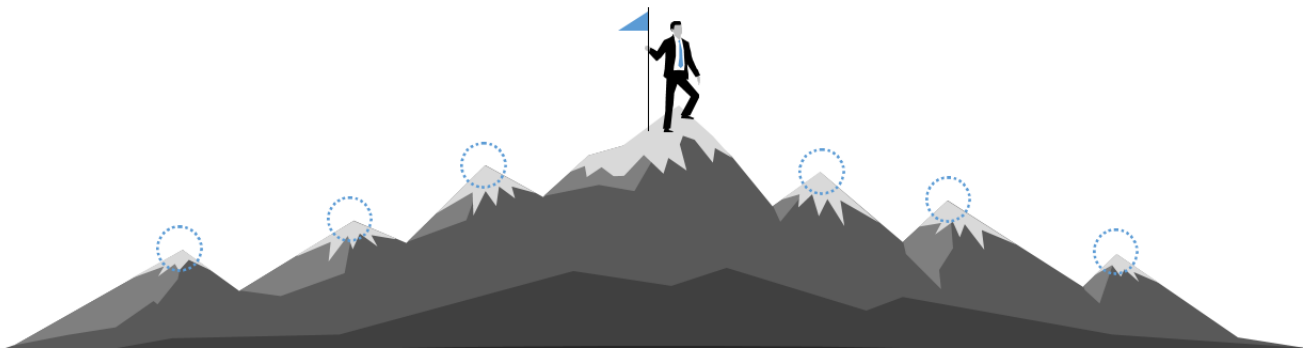


So let me unpack each of these real quick so you know **EXACTLY** what
you're getting.

The first 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.

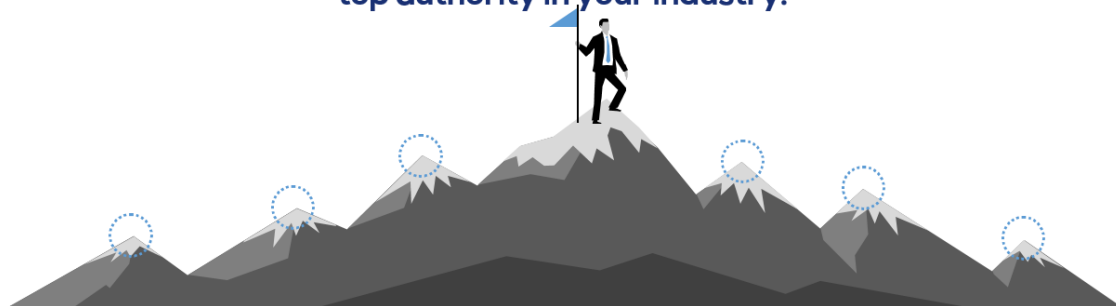
It will also take you through the exercises to create
several Buyer Personas based on your best
customers and *your ideal clients*.

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 Conversions

Straight forward, practical training on establishing yourself as the top authority in your industry.



There are very specific tactics you can use that attract your best buyers.

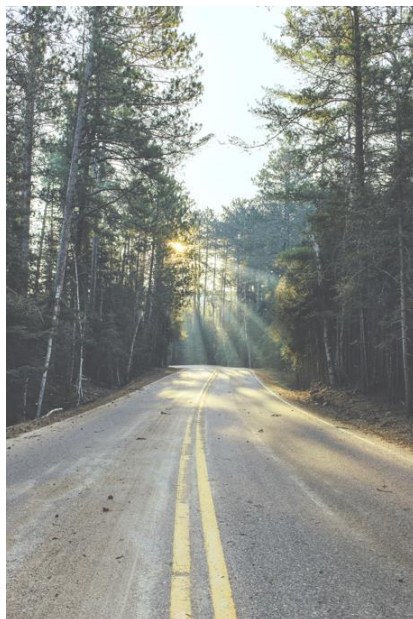
Once you have that in place, you'll be ready for...



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.

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.

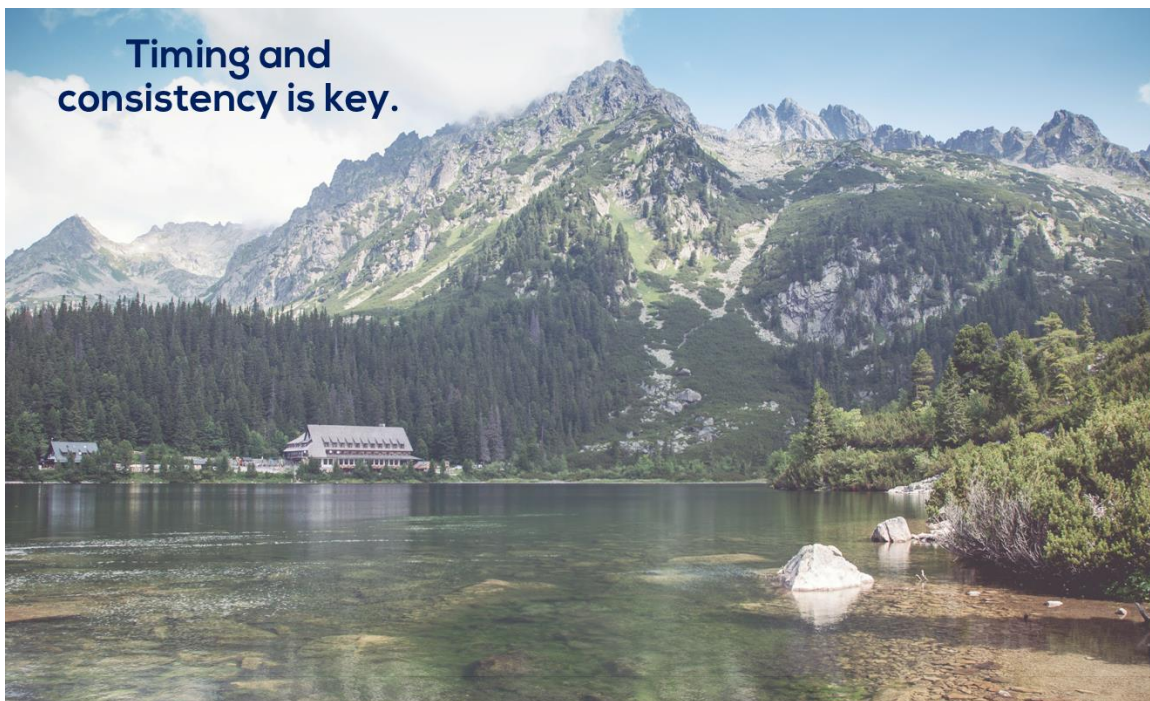
You'll also get ...



Messaging & Prospect Engagement Strategy
Making sure you have the perfect plan to send the Right Message to the Right Person at the Right Time.



Studies show that only 7% of your target audience is ready to buy right now...



We'll give you all the ideas, scripts and templates that you will need, to keep your messaging relevant, fresh, and effective.



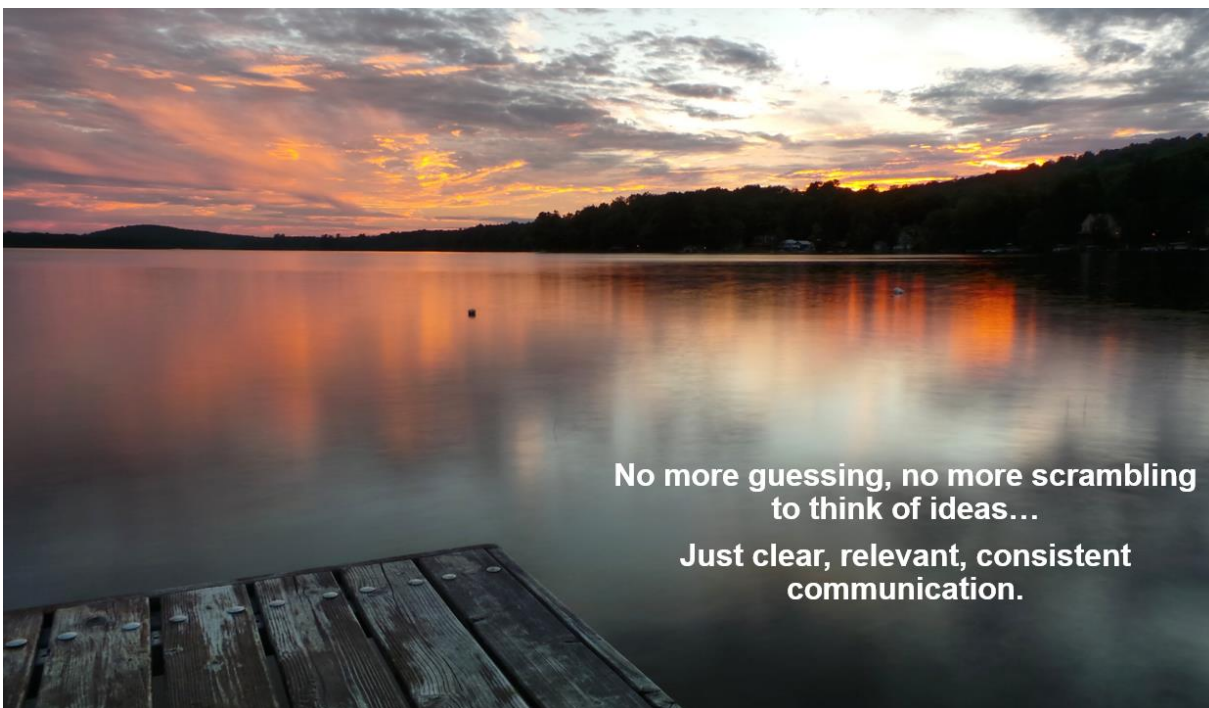
When you do that...that's how you build a great brand and get great clients.
And we'll show you how to do it at scale.

You'll also get...



Creating Your Editorial Calendar

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



No more guessing, no more scrambling
to think of ideas...

Just clear, relevant, consistent
communication.

And one way you do that is through...



Our "TOMA" Scripts and Templates

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



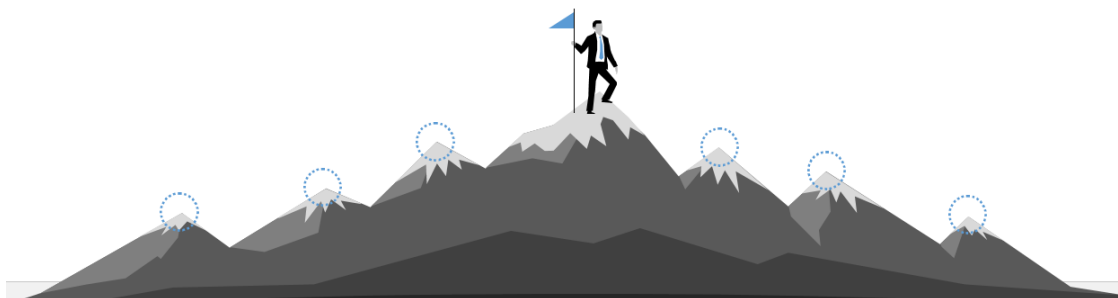
There are 30+ pages of templates for any objective you want to use the system for.



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



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



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.

With the software, the heavy lifting is totally hands off.

**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...

...it's a 4 step process...

Step 1: Sync connections.

Linked Selling

Dashboard

Campaigns

Clients

My Clients

All Clients

LinkedIn Messenger

Administration

Client Information

Active Campaigns

Connections

Tags

Show 10 entries

Search: testing

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

Showing 0 to 0 of 0 entries (filtered from 575 total entries)

Previous

Next

Step 2: Select which connections to message.

Linked Selling

Dashboard

Campaigns

My Campaigns

All Campaigns

Clients

LinkedIn Messenger

Administration

Client Information

Active Campaigns

Connections

Tags

Show 10 entries

Search: 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	<div> <div>Close</div> <div>LinkedSelling</div> </div>	<div>Edit Tags</div> <div>Edit</div> <div>Delete</div>

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

Previous

1

Next

Step 3: Load your templated message.

Linked Selling

Dashboard

Campaigns

My Campaigns

All Campaigns

Clients

LinkedIn Messenger

Administration

Client: Software Example 1

Start Date: 2016-08-07

End Date: 2017-06-16

Associated Tags: CC Example

Manage Tag(s) Edit

Messages

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

Add A Message

Step 4: Hit the “Run” button.

LinkedIn Messenger

LinkedSelling

Back to 8/23/2016

Logout

Message Detail For 8/23/2016

Client: Software Example 1

Campaign: LinkedSelling Employee Campaign

Subject: You gotta check this out...

Messages Pending: 142

Messages Sent: 0

Run Bot

Message

Connection	Company	Status
LinkedIn Message: Software Example 1	Software Example 1	pending
LinkedIn Message: Software Example 1	Software Example 1	pending

When we release this to the public, it will likely be at least \$100/month on subscription. So if you think about the lifetime value or your LIFETIME license, we think it's worth every bit of \$4,995.

And I know that you might have questions along the way, so we're also including...

LIFETIME access to our Connect 365 implementation support community!

 Yesterday at 7:05am

Damn you Josh Turner for you and your staff having the level of excellence you have!!!! So I stayed up till 130am implementing a bunch of stuff learned from my private coaching lesson with Jamie to finally roll into bed around 2am. I made the mistake of picking up my Kindle to make sure I received CONNECT then of course had to just read a few pages..... 2 hours later, 4am finally forced myself to turn off the light but then had to get up at 6am for conference call. The book is beautifully written with a plethora of information. Thanks for sharing your staff and your book.....

Like · Comment

6 people like this. Seen by 32

 I am not an IT nerd, but, still fall in IT nerd pattern-sleep less after I got connect.
Yesterday at 8:23am · Like

 **Susan Phillips**
23 hrs · Eugene, OR

I just got my first actual bid last Friday totally from this program. I have several other fish on and waiting to hear back on projects coming up. The networking has been invaluable and incredible. I am just under 2000 connections (most of them very specific) and growing! Best thing I ever did was join LinkedIn and this group!

Like · Comment

You, Josh Turner and 4 others like this. Seen by 30

View 10 more comments

 **Sean Cavanaugh**
October 15 at 3:01pm

Was not sure where else to leave a review. I just want to say this software is incredible. Having been in TAG for about 8 months I was beginning to get a little overwhelmed. Every few weeks would be about a half a day of sending message. Now it's done in minutes. If your not quite understanding the overall value it's the potential growth. Now I can concentrate on adding connections much faster without the worry of how long it will take to keep in touch.

Like · Comment

You, Steph Kelly, Pat Henseler and 4 others · Seen by 50

 **Josh Turner** Awesome to hear Sean!
Like · Reply · October 15 at 3:29pm

 Write a comment...

 **Bill Friend**
September 28 at 9:56pm

My Intern Dan set up a 100 emails Mon and Wed for the next 10 mos. We have 8,000 emails in one category and 2,000 in another. We have a sequence of 4 going out 7 days apart to those who answer the first. Then the ones who do not answer, we will out on every 8 weeks for product update.

- 1 wk - asking for specialization.
- 2 wk - sending link to 3 min video asking for critique. Also directs set up...
- 3 wk - sending another 2 min video asking for critique. Also directs set up...
- 4 wk - sharing advice best practices for increasing and diversifying income streams.

We are very well excited as this is truly an "automated" system for gaining clientele. Will report more as we go...

Bill Friend

Like · Comment

You, Steph Kelly, Sue Friedland and 1 other · Seen by 39

 **Steph Kelly** Congratulations, Bill! We are looking forward to hearing your updates!
Like · Reply · 1 · September 28 at 10:14pm

 **Sue Friedland** That sounds awesome, Bill!
Like · Reply · 1 · September 29 at 8:49pm

 **Bill Friend** Traveling on business - will report results next week - system on autopilot...

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.**



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 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.

We can't offer this for everybody, so again this is only for those of you jumping in today, as part of the Early Bird special.

And it's a \$400 value

Early Bird Bonus #3

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

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



You'll learn how to write 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?

**If you had an automated system for growing your business...what would that do
you for you?**

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



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	



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

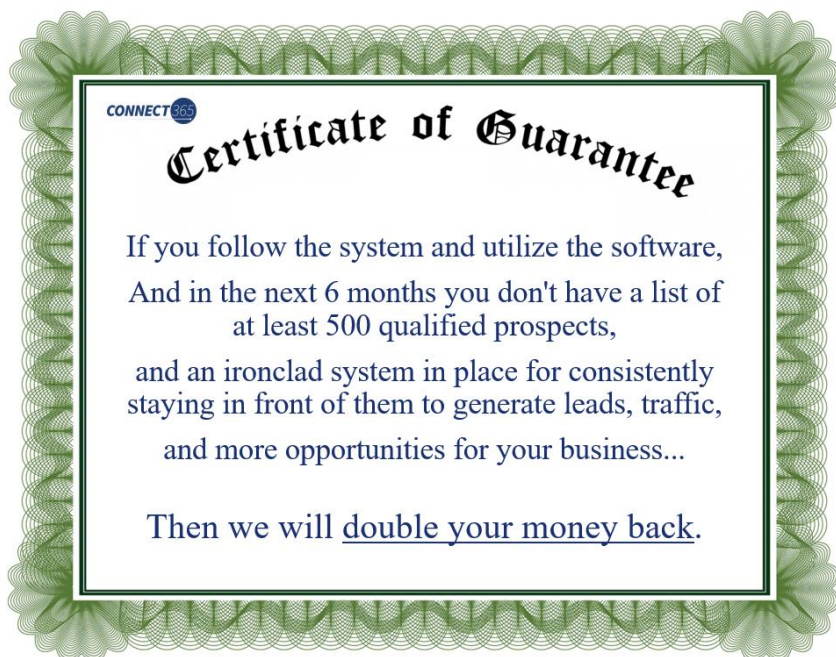
But we want this to be accessible to everybody.

**I want to share something unique about our company,
something that you don't often see....**



We guarantee your results.

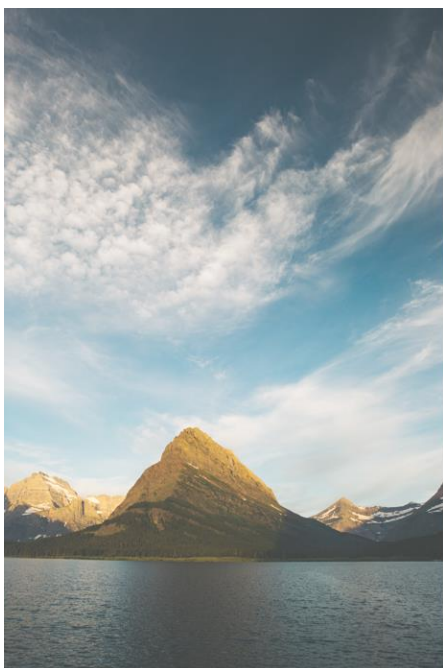
**We're not interested in tire kickers and people who buy stuff
just to refund, because it takes my team's energy away from
working with our serious clients who are getting *results*.**



**So 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've been in business for over 6 years, and have a flawless A+
rating with the Better Business Bureau,
and we were recently named #252 on the Inc. 5000 list of the
fastest growing private companies in the US.**



**We're a real company, with a
team of 31, 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...
the system has helped thousands of people already...**

**you could start bringing in droves of new prospects and clients
very quickly when you implement Connect 365...**

**And the new revenue you'll be getting from new prospects and
clients makes this investment a complete no-brainer.**

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	\$997 value

TOTAL VALUE: \$12,279

**Get started today for only \$1,497
at Linkedselling.com/join-C365**

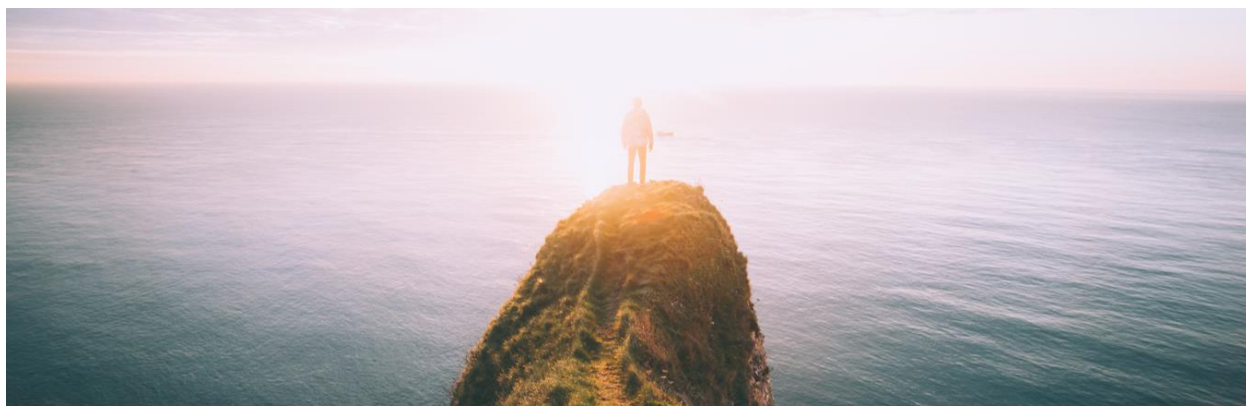
Are you ready for the final 2 pillars?

Connection and Messaging

**Keep the questions coming along, we'll be
doing a lot of Q&A at the end of hour 2**



**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.
Everything that I'm showing you today, by itself, can help you grow your business.**

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.

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.

Step 1:

Create your individual Buyer Personas and your company's Brand Identity.

Step 2:

Position yourself for success by tightening up your profile, focusing on what the
buyer wants and needs, and proving your authority (without coming off weird
or salesy).

Step 3:

Target your 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, you're ready to start:



The Fourth Pillar: Connecting

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..."

It's no great secret that unsolicited invitations are viewed with some level of suspicion...

"What's this person's angle?"

Just look at 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.

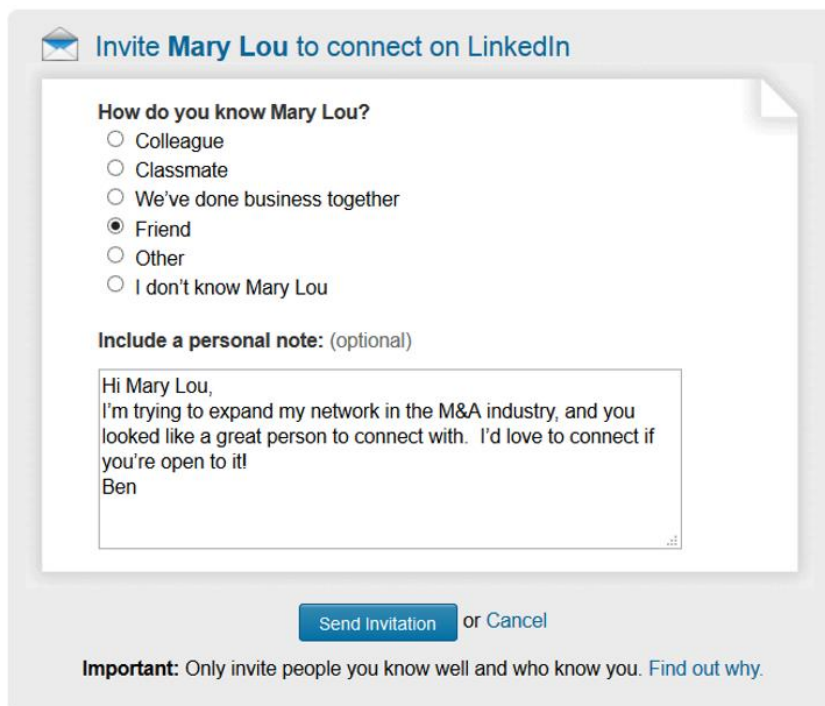
Our software helps with this in the Messaging phase, but when adding CONNECTIONS, there are certain angles to consider.

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?"

One of the more common and successful...



Invite Mary Lou to connect on LinkedIn

How do you know Mary Lou?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☒ Friend
- ☐ Other
- ☐ I don't know Mary Lou

Include a personal note: (optional)

Hi Mary Lou,
I'm trying to expand my network in the M&A industry, and you looked like a great person to connect with. I'd love to connect if you're open to it!
Ben

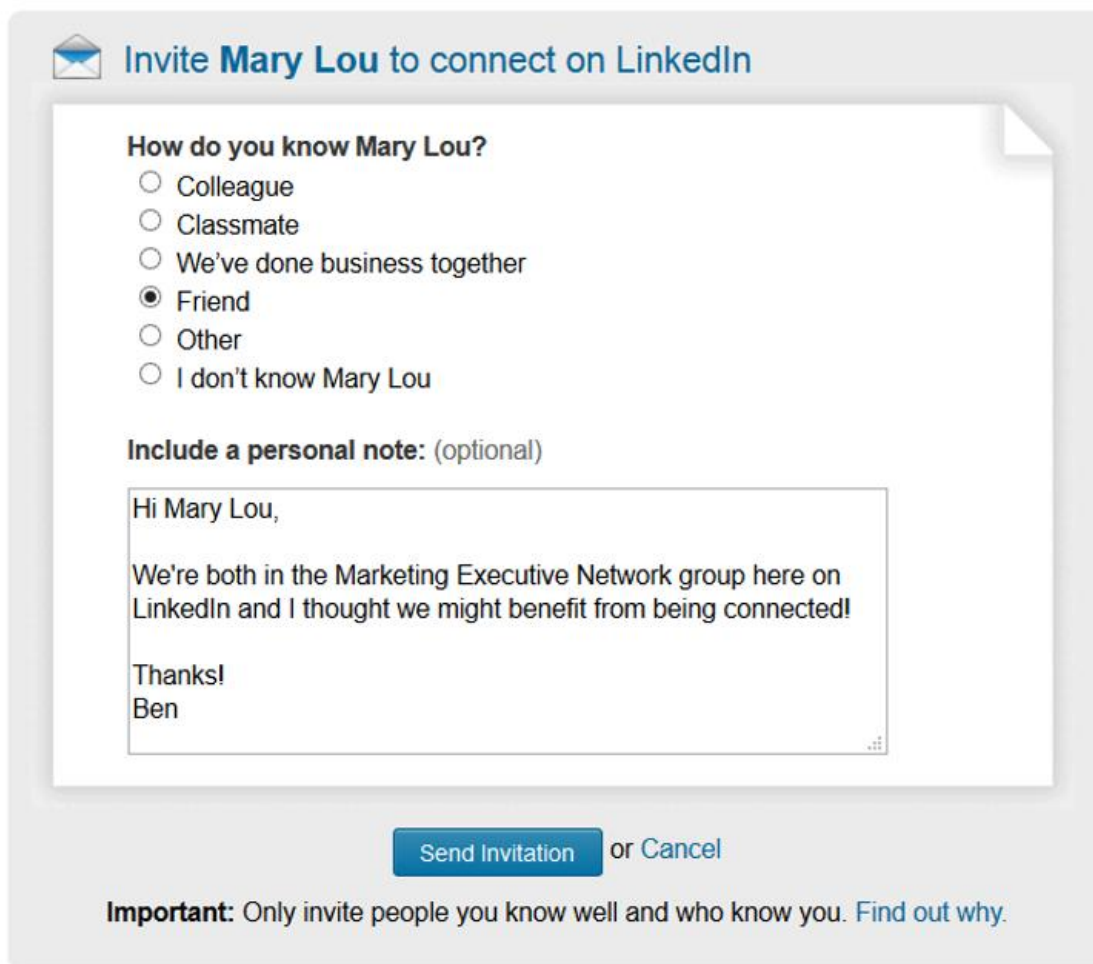
[Send Invitation](#) or [Cancel](#)

Important: Only invite people you know well and who know you. [Find out why.](#)

Short, simple, straightforward. 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.

Here's another example...

Referencing a shared group....



The screenshot shows a LinkedIn invitation interface. At the top, there's a header with an envelope icon and the text "Invite Mary Lou to connect on LinkedIn". Below this is a form titled "How do you know Mary Lou?" with several radio button options: "Colleague", "Classmate", "We've done business together", "Friend" (which is selected), "Other", and "I don't know Mary Lou". Underneath the radio buttons is a section titled "Include a personal note: (optional)". This section contains a text box with the following content: "Hi Mary Lou,", "We're both in the Marketing Executive Network group here on LinkedIn and I thought we might benefit from being connected!", "Thanks!", and "Ben". At the bottom of the form, there are two buttons: "Send Invitation" and "or Cancel". Below the buttons, there is an "Important" note: "Only invite people you know well and who know you. Find out why."

Invite Mary Lou to connect on LinkedIn

How do you know Mary Lou?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☒ Friend
- ☐ Other
- ☐ I don't know Mary Lou

Include a personal note: (optional)

Hi Mary Lou,

We're both in the Marketing Executive Network group here on LinkedIn and I thought we might benefit from being connected!

Thanks!

Ben

Send Invitation or Cancel

Important: Only invite people you know well and who know you. [Find out why.](#)

Most people don't include a personalized message!

Just by adding a personal note, telling the prospect why you'd like to connect, the acceptance rate skyrockets.

This 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...



"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

The first interaction is the lifeblood of any new relationship.

By controlling how you're perceived when reaching out to your new connections...

You become a welcomed new connection.

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

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 the right way.

By doing the upfront work with the first 4 pillars...

Your Messaging becomes a valued resource to your prospect's business and life...
which quickly turns them from a prospect to a client.

Most of your competition is leaving so much on the table, simply by not following up...

And not having a plan and a system for consistently staying in touch.

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.

So when it comes to the MESSAGING phase, we have a library of...

30+ Pages of Messaging Templates



Intro Message
Share a Valuable Industry Resource
SlideShare Message
All Killer, No Filler 'How To'
Resource Roundup
Newsjacking
Webinar Invite
Live Event Invite
Live Event Attendee
Interview Series
Survey
Questions
Crowdsource Post Invite
Strategy Session
Phone Call Handoff
...and a LOT more.

The key to converting your prospects is a consistent, monthly messaging campaign to deliver these messages in a personalized, 1-on-1 manner through your LinkedIn inbox.



And the RESULTS you can expect are significant. No matter what outcome you're aiming for, the Connect 365 system delivers.

- Community
- Lasting Relationships
- Leads & Consult
- Clients
- Product demos
- Coffee's & Lunches
- JV's
- Distribution Partners
- Pilot course/buyers
- Referral partners
- Press & Publishing
- Warm referrals

Now, let's dive into a couple examples of the messaging...

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]



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.

Now, the second message I want to share with you today is...

The "Client Feedback" 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]



This one works so well because you're doing three key things:

- 1. You're providing them with good valuable content.**
- 2. You're doing it in a way that's informal and conversational.**
- 3. You're demonstrating that you're working with clients just like them and helping them solve problems!!**

Here's one more for today, and we call this the...

The "Networking Call" message...

Hey [First Name],

I've enjoyed keeping in touch here on LinkedIn, and as much as I love this social media stuff...I still like to get to know my connections in the real world!

I'd love to set up a call some time in the next couple weeks to learn more about what you're up to, and how we might be able to help each other. How does next Tuesday work?

Thanks!
[Your Name]



When you have conversational, relevant messaging that adds value to your prospects...and you're staying in front of them regularly, so that they start to really know, like and trust you.

THEN, when every once in a while you slip in something a bit more promotional, or maybe you offer to schedule a strategy session, or meet up for coffee....they are EXTREMELY open to it.



What would it do for you if you were working hundreds or thousands of highly targeted, high value prospects through this process?

And what if it happened on autopilot?

Formula for Massive Growth

Staying in front of your prospects.

So they don't forget about you when the time is right!

The key to converting your prospects is a consistent, monthly messaging campaign to deliver these messages in a personalized, 1-on-1 manner through your LinkedIn inbox.



You pick up the 7% who are in the market now.

**While at the same time....
continually marketing to the other 93%.**

This used to be nearly impossible, unless you had hours of time to spend each day, sending personalized messages to your prospects.

But now it takes just minutes to set up.

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



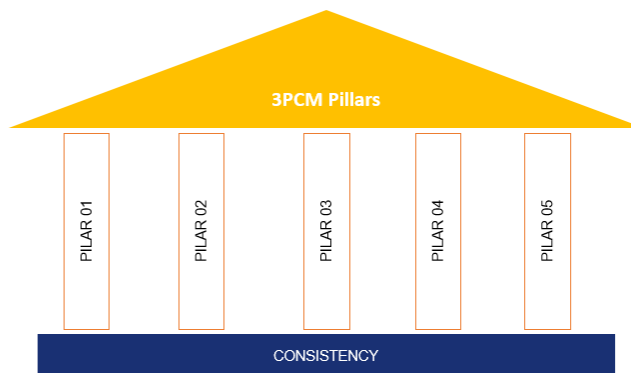
"I've got to tell you, within DAYS of using your techniques, I've landed two engagements that are in the low to mid five figures. It usually takes me over a year to gain the trust and privilege to entertain that level of proposal. The best training and system I've ever come across."

- Dan Demers, Business Consultant

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.

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 at least 100x.

Keep in mind that as a charter member...

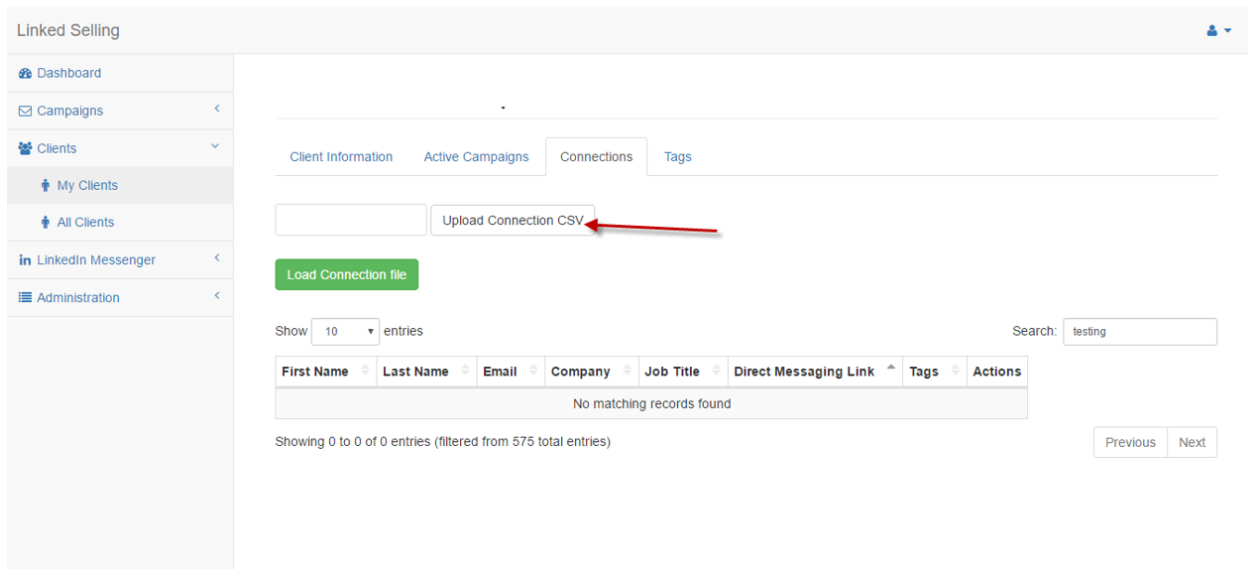
you're getting access before anybody else except for the small group of clients who were part of our internal beta.

We have invested heavily into FUNCTIONALITY and making the platform work amazingly.

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

So here's how it works:

Step 1: Sync connections.



The screenshot shows the 'Linked Selling' dashboard. On the left is a sidebar with navigation links: Dashboard, Campaigns, Clients (expanded), My Clients, All Clients, LinkedIn Messenger, and Administration. The main content area has tabs for Client Information, Active Campaigns, Connections (selected), and Tags. Under the 'Connections' tab, there is a text input field and a button labeled 'Upload Connection CSV' with a red arrow pointing to it. Below this is a green button labeled 'Load Connection file'. A table header is visible with columns: First Name, Last Name, Email, Company, Job Title, Direct Messaging Link, Tags, and Actions. The table currently shows 'No matching records found'. At the bottom, it says 'Showing 0 to 0 of 0 entries (filtered from 575 total entries)'. There are also search and pagination controls.

Step 2: Select which connections to message.

Linked Selling

Dashboard Campaigns My Campaigns All Campaigns Clients LinkedIn Messenger Administration

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	<div>CCes</div> <div>LinkedSelling</div>	<div>Edit Tags</div> <div>Edit</div> <div>Delete</div>

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

Previous 1 Next

Step 3: Load your templated message.

Linked Selling

Dashboard Campaigns My Campaigns All Campaigns Clients LinkedIn Messenger Administration

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

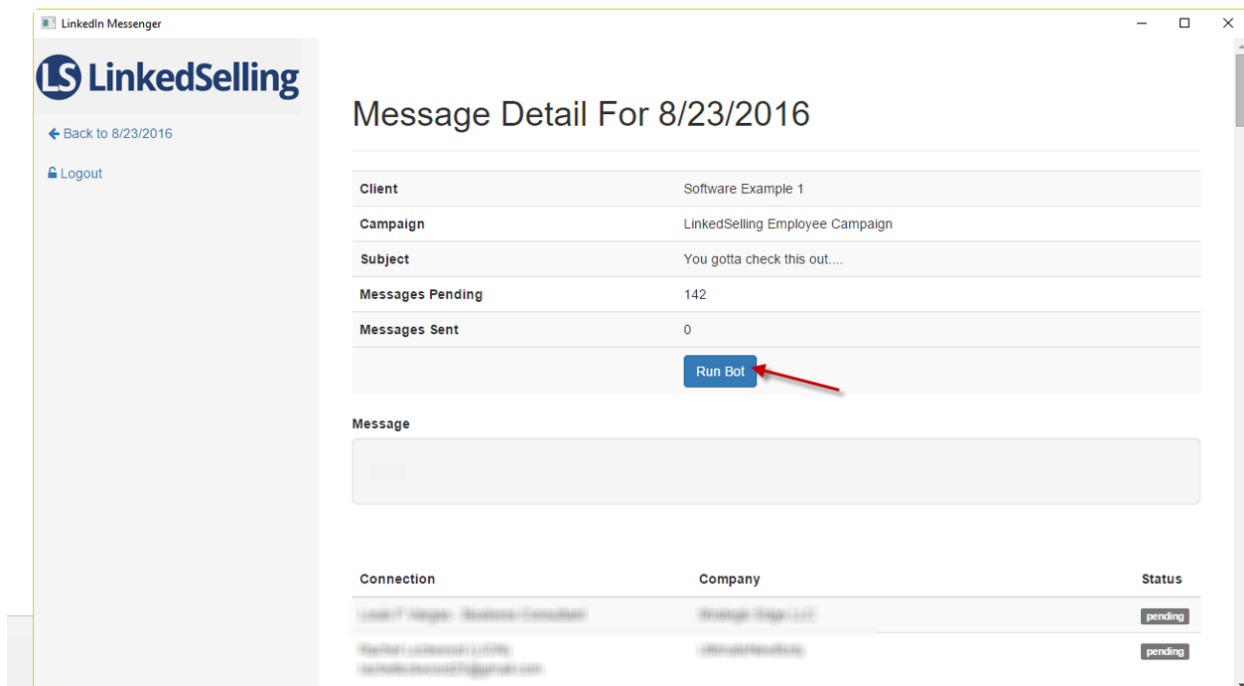
Show 10 entries Search:

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

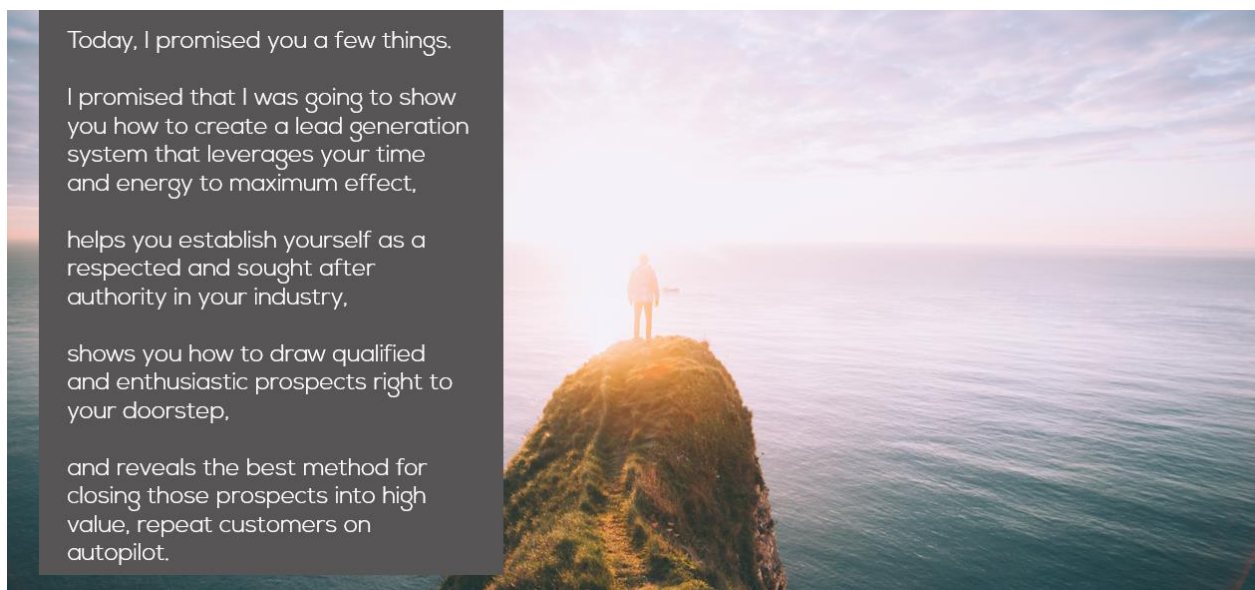
Step 4: Hit the “Run” button.

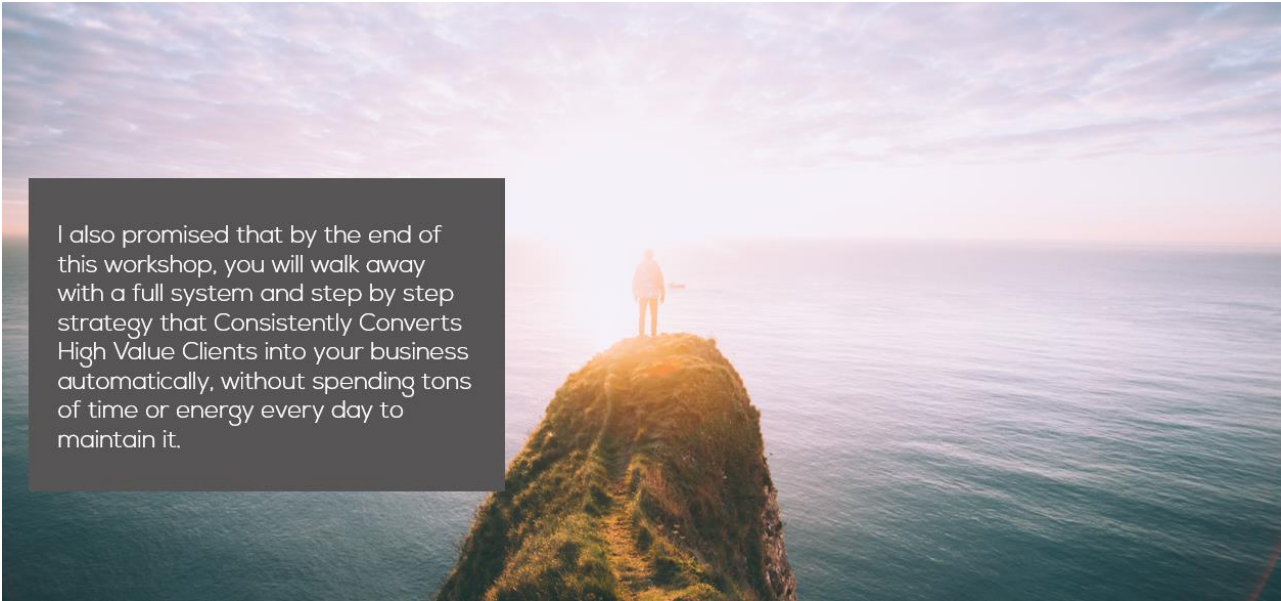


I understand you still might have questions.

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

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





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.



Have I fulfilled on my promise?



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...

<p>Option #1 Hire a Coach</p>  <p>\$15,000+ 6+ months</p>	<p>Option #2 Do It Yourself</p>  <p>\$5-50,000 5+ years</p>	<p>Option #3 Hire Us</p>  <p>\$24,000+ 12 months</p>
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The fourth option is to join us today in Connect 365.



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

Get started today for only **\$1,497**
at **LinkedSelling.com/join-C365**



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

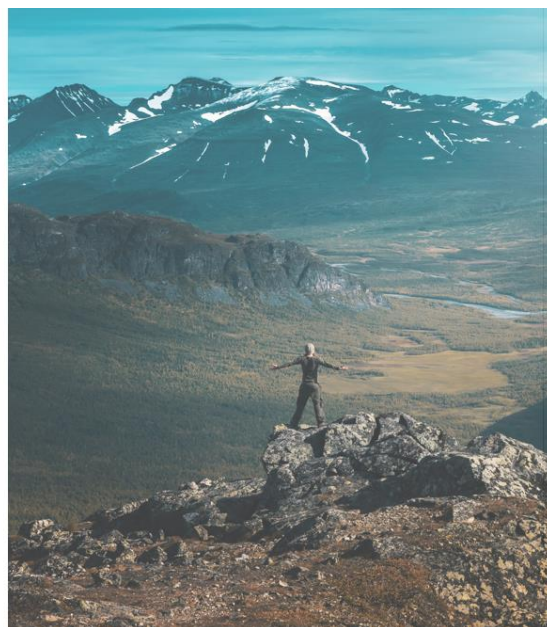
I'd rather see you succeed FAST and not waste time, money, and opportunity on doing this in a different way.

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 already have automated marketing systems in place that tap into the number one place to get clients online...

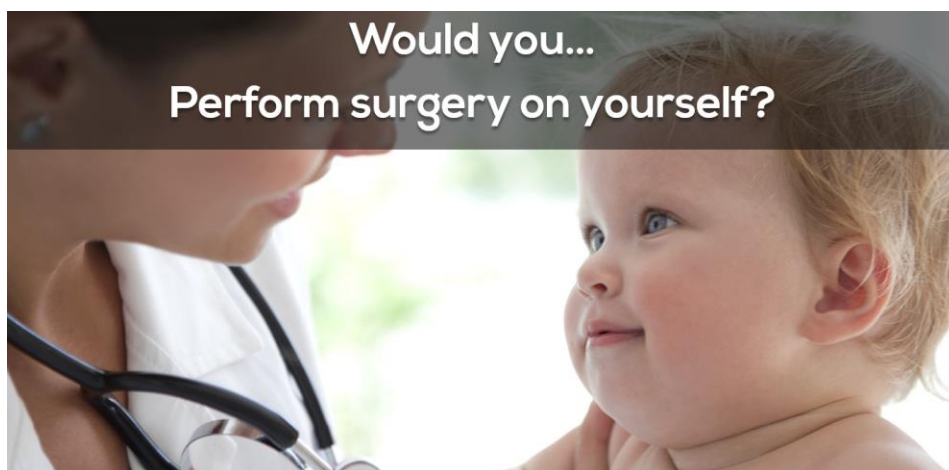
...then you don't need it.

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.

Why take the risk of doing it on your own?!



Would you...
Perform surgery on yourself?

Why should it be any different
for your business?

Is it worth it to risk it?

Business owners that get the
best results step up and commit.

And they get the best help in the world.

And you can start seeing results like all these other clients of ours have gotten...



"In 18 months cold calling I got nowhere. With your programs and social media digital networking I have responses in less then 2 weeks work. I now have 100 leads from decision makers who took interest in my company. You guys are amazing!"
- **John Lee, Sports Apparel**



"This week alone, one simple strategy has generated 28 very targeted leads for me. I can't say enough about the effectiveness of the program. Thanks!"
- **Judy Fitzpatrick, Insurance Agent**



"I just want to say this software is incredible. In the past, every few weeks I would spend a half day sending LinkedIn messages. **Now it's done in minutes.**"
- **Sean Cavanaugh, Marketing Consultant**



"They've helped me build our group to over 5,000 members online. The members are high quality, engaged professionals that really enjoy the content and information I provide for them. I stand out as the go to expert for our members. 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 that is a direct result of meeting one member in the group."
- **Tom Swip, IT Consultant**

"As a result of working with LinkedSelling, 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...just as a result of LinkedSelling."
- **Ben Cohen, Construction Supplier**



"I give them my absolute highest recommendation. Here's why: in just two months after employing the principles and methods taught in the course, I gained 7 coaching clients. In short, the course works. Now, it's an indispensable part of business development for me."
- **Joe Scherrer, Business Coach**



"I'm pretty darn impressed with the results. I've received a hefty number of qualified leads and many have converted to paying clients. So far I've generated over \$20,000 in income."

- Gene Conley, Financial Advisor



"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 insight I've ever come across."

- Dan Demers, Business Consultant



"I just want to tell you, I continue to go through your lessons. As long as I consistently follow your training, I get leads. You have a great program!"

- Anne Gordon, Business Financing



"I've gotten 7 appointments just from the content I'm posting alone. I haven't even done the messaging campaign yet!"

- Keith Erwood, Business Continuity Consultant

"I have had some of my target market contact ME after reading my profile. Important contacts that can introduce me to people I dreamed about meeting 3 months ago. I am very thankful for this program."

It has changed my business and life.

- Tamara McGee, Consultant



"The software is working great! I'm lovin' it!"

- Sue Friedland, Leadership Consultant



"The system they use certainly works as our company has gone from fishing in a relatively small pool of existing referrals, to a far bigger pool of connections brought in by the system. We have a continuous stream of good quality leads to nurture. I am often surprised by the quality of leads that come through!"
- **Tim Stanford, Management Consultant**

"This is truly an "automated" system for gaining clientele."
- **Bill Friend, Financing Specialist**



"I'm not one to compliment much! I don't like to compliment unless it's the truth. With that, thank you for this course!! I'm on module 4 and I'm already enjoying the lead gen process more than ever. I always used to feel like, "Why am I doing this? It's so painful!" **Now I'm having fun with it!** 2 calls scheduled in the last 10 minutes. For those of you who know this is my Achilles heal, this is amazeballs!"
- **Priya Bains, Business Coach**

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.



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.



LIFETIME access to our Connect 365 implementation support community!



Yesterday at 7:05am

Damn you Josh Turner for you and your staff having the level of excellence you have!!!! So I stayed up till 130am implementing a bunch of stuff learned from my private coaching lesson with Jamie to finally roll into bed around 2am. I made the mistake of picking up my Kindle to make sure I received CONNECT then of course had to just read a few pages..... 2 hours later, 4am finally forced myself to turn off the light but then had to get up at 6am for conference call. The book is beautifully written with a plethora of information. Thanks for sharing your staff and your book.....

Like · Comment

6 people like this. Seen by 32



I am not an IT nerd, but, still fall in IT nerd pattern-sleep less after I got connect.

Yesterday at 8:23am · Like



Susan Phillips
23 hrs · Eugene, OR

I just got my first actual bid last Friday totally from this program. I have several other fish on and waiting to hear back on projects coming up. The networking has been invaluable and incredible. I am just under 2000 connections (most of them very specific) and growing! Best thing I ever did was join LinkedIn and this group!

Like Comment

You, Josh Turner and 4 others like this. Seen by 30

View 10 more comments

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.



Complimentary Ticket to...

June 8-10 2017
Orlando, Florida
\$995 Value

ASCEND LIVE!



And you get the 3 Early Bird Bonuses....

EARLY BIRD BONUSES

01

PRIVATE TRAINING

Private Training on
How Josh & Ben
used the C365
System to Launch
Linked University
(value: \$2k)

02

STRATEGY CALL

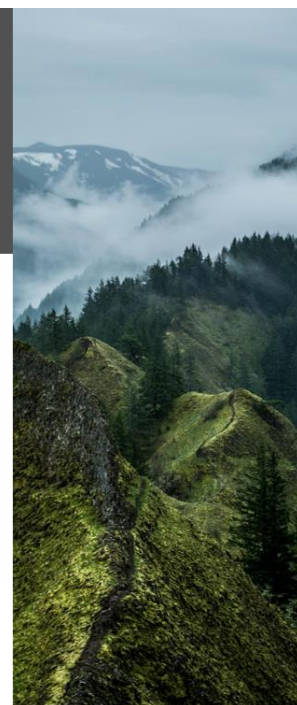
1 hour, 1-on-1 Post
Launch Strategy
Call with our
Director of Lead
Generation
(value: \$400)

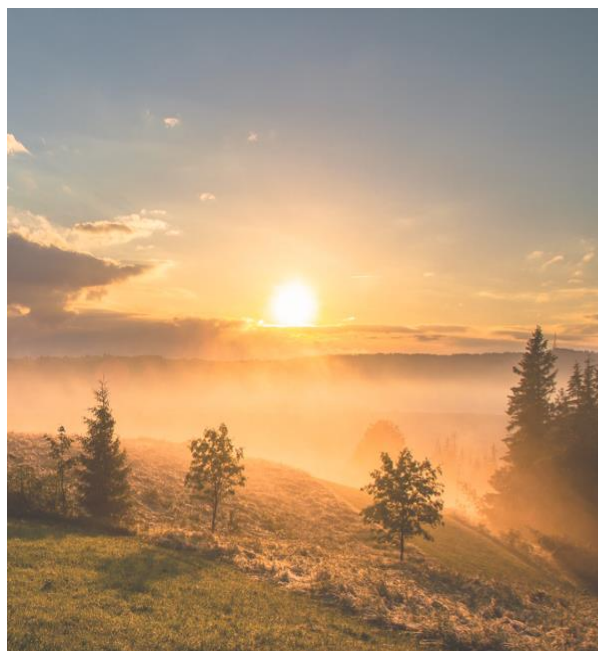
03

BOOTCAMP

Messaging and
Script Writing
Bootcamp
(value: \$997)

(only for those who join on this workshop)





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?

10 per month?

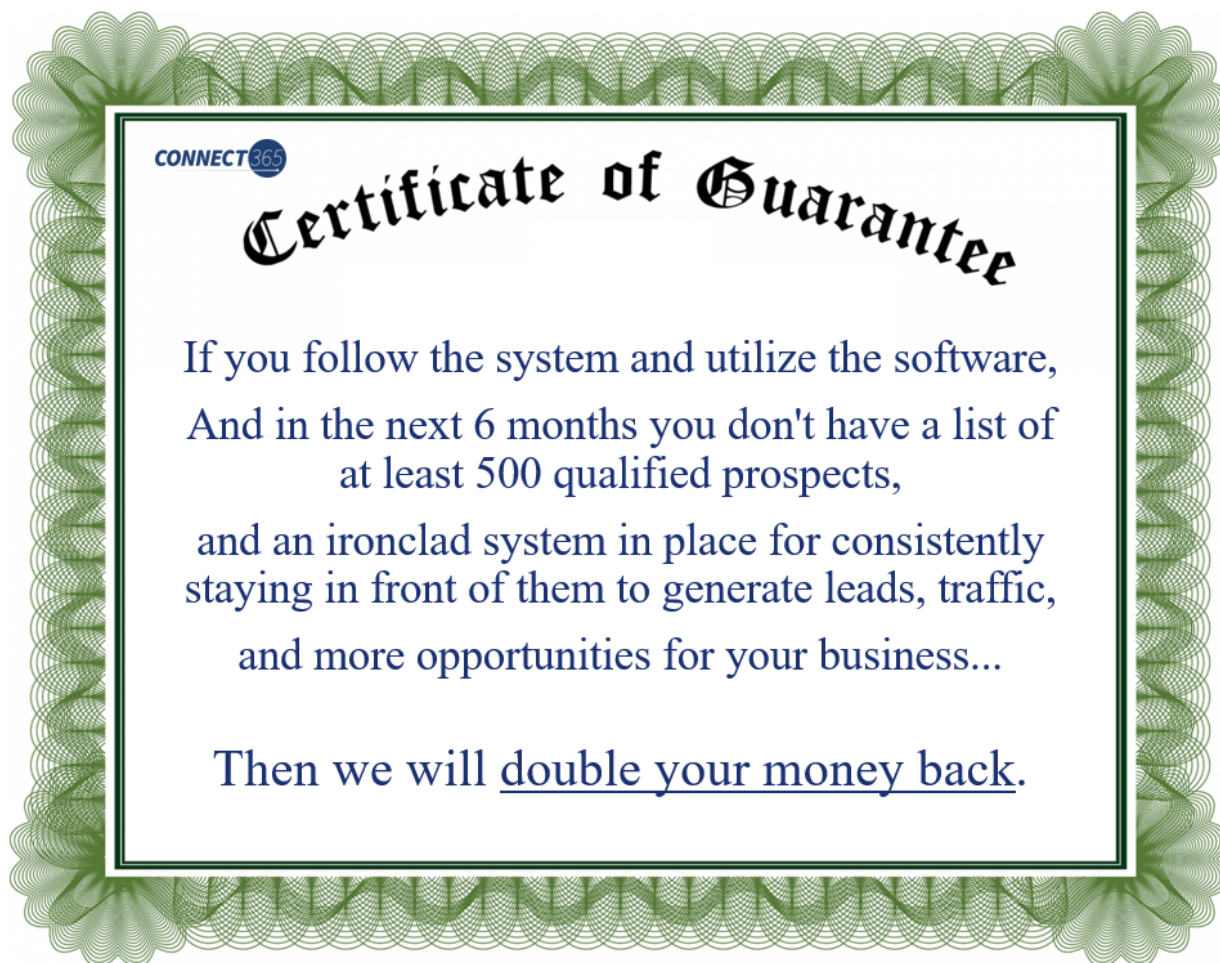


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TOTAL VALUE: \$12,279

Get started today for only \$1,497
at Linkedselling.com/join-C365

You're covered by our Results Guarantee.
We guarantee YOUR results.



To lock in your early bird bonuses and the special charter member price...

Place your order now, and then come back into the chat and say *"I'm In!!"*...so that we know to count you in!



Questions?

Anything goes. Don't be shy!



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CONNECT365

~~\$12,279~~
get started today
for only
\$1,497

LinkedSelling.com/join-C365

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...

What we're offering is truly the "Silver Platter."

Instead of going out and doing all of this yourself, we've given you everything you need.

We've made it as easy as it can possibly be.

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?



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.



Questions?

Anything goes. Don't be shy!



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CONNECT 365

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