

CONSULTING MAGIC:

How RevGrow grew to 13
Retainer Clients in 180 days
using the Silversmith Strategy



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RevGrow is a LinkedIn
marketing, lead generation
and sales consulting firm.

"We help business owners increase revenues by generating a steady flow of qualified leads and targeted C-level appointments, while positioning them as the authority in their field and someone their prospects will know, like, and trust."

-Mark McIntosh, Founder & CEO

Executive Summary

Within 120 days of starting RevGrow, Mark McIntosh scaled his consulting business to 13 retainer based clients with a full pipeline of leads. This report will give a high level overview of the Silversmith Strategy pioneered by LinkedSelling to help consultants and coaches grow their firms fast and sustainably.

Using the Silversmith Strategy, Mark was able to shortcut building a lead generating machine for himself, as well as a lead generating service offering. His startup expanded into a 6 figure business in 4 short months.

Mark's Back Story

As a sales director for a Public CPA firm, Mark had tried everything to generate new business. “Thousands of emails, thousands of Cold Calls. I just knew there had to be a better way.” Most businesses are looking for a non-intrusive system to fill the sales calendar with appointments.

Mark spent most of his career as a self-described “Bean Counter.” He eventually transitioned to a non-equity partner role. He knew he wanted to start a business. He was already familiar with the LinkedIn strategies that LinkedSelling evangelized in LinkedUniversity and knew that he could build a business offering what he learned from the training. But he wasn't sure how to go about building the business in the best way. All that began to change when he learned the Silversmith Strategy.

The Silversmith Strategy Overview

For new consulting & coaching businesses and operating firms alike, there are major roadblocks to growth that need to be overcome. LinkedSelling is no stranger to these issues, we had to overcome them in order to grow our business, and the Silversmith Strategy is what we used to land at the 252 spot on the Inc. 5000 list of fastest growing companies. If you look closely, you'll see that makes us the fastest growing coaching and consulting business in the US according to Inc. Magazine. We wouldn't have been able to do this without the Silversmith Strategy and its three powerful but simple components:

- Key #1 – Specialization
- Key #2 – Low Price Entry Point
- Key #3 – Scalable and Systematic Process

When firms implement these three keys of the Silversmith Strategy, they are free to scale painlessly. While the Silversmith Strategy is extremely simple, implementing it is not always easy. The fastest path to determining how to execute on these three keys is by working with an expert who has implemented the Silversmith Strategy firsthand. For limited time, our CEO Josh Turner has decided to underwrite COMPLIMENTARY coaching sessions to help you devise an action plan. [Click here to sign up.](#)

Results, Return on Investment and Future Plans

RevGrow is growing fast and Mark is now able to focus on his favorite parts of his thriving business: sales and account management. He is planning on growing his team of both outsourced and internal staff, and expanding his service offering to include other marketing services. He plans to spend more time with his family, and to continue the explosive growth RevGrow has achieved in just the first year of being in business. Mark attributes his success to the relationships he built in his career, the systems he learned from LinkedSelling programs, and the unending support of his loving family.



How Mark Implemented the Silversmith Strategy on to his Business

To save time and clarify his path, Mark chose to enroll in the LinkedSelling Certified Consultant program. It is designed to make it simple for consultants to bolt onto their new or existing business.

Mark found tremendous value in the lead generation strategies included in the Certified Consultant program. It has enabled him to create a steady flow of leads for his business, and also charge a premium service creating these systems for his clients.

"I knew every company or firm needed this service..." and later added "I always knew I wanted to be an entrepreneur and run my own business, but I never had a product to sell and didn't know what service I wanted to provide."

The Certified Consultant program trains its members to build an automated system to generate leads. No matter what B2B service, qualified leads will begin to surface with a ramp up time of 60 days from launching the campaigns. "I was able to sell the lead generation services to many connections that I already had" Mark noted, which helped him speed on his way to growing his firm. We expect Mark to increase his growth rate tremendously in the next few months, and so does he.

A note from Linked Selling CEO Josh Turner

The best way to determine how you can position yourself as the leading expert in your niche, how to really ramp up your client base, and how to create leveraged income FAST...is for us to work together 1 on 1.

Now, in the past, this was pretty expensive. But here's the deal. I can now underwrite the entire cost of having one of my company's Directors schedule a 1-on-1 planning call with you...meaning it doesn't cost you a thing.

How can we do this? Look, we're both serious business people right...so I'll just shoot you straight. I can underwrite the cost of this planning call with you, because I know that some percentage of people will want to work with us at a deeper level.

We actually have a program, where you can instantly bolt the entire Silversmith Strategy onto your business. It's called the LinkedSelling Certified Consultant program, and it's really amazing...it gives you a very lucrative new business line to offer clients in your market, your own white label version of our world renowned Linked University...so that you will have your own low price entry point...and with all of that, you're instantly seen in your market as a leader, because you have something very special and unique to offer.

So if it seems like that makes sense, we can talk more about that. But the real purpose of the planning session is to help you figure out what the next steps should be for your business, to get you from wherever you are today....to the place that you're trying to go. Just like Mark McIntosh, who in just 4 months after working with us and implementing this strategy, had built a six figure business.

With the success that Mark has had, and so many others who are implementing this strategy, I know that it can absolutely work for anybody who is ready to commit and ready to take action.

Just click the button below to find a time that works for you, and we'll also ask you some questions about your business so we can be prepared for the call.

So, if you want to add 6 figures or more to your bottom line this next year, [book your session now](#).

My team is ready to roll up our sleeves and help you put an unbeatable plan in place, so take the first step now to [schedule a time to talk](#). We hope we can be a part of your story, just like we've been a part of Mark's and so many others. So, from the whole LinkedSelling team, we look forward to talking real soon!

Josh Turner, CEO Linked Selling

