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The Silversmith Strategy

A Simple but Powerful Strategy for building a HUGELY SUCCESSFUL coaching and consulting business. The kind where you can earn a serious living and have a blast doing it.

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#252 on the Inc. 5000

Most business owners struggle in a few critical areas, and each of them are intertwined.

They struggle to generate enough leads, because they struggle to stand out as unique from their competition, and because they don't have marketing systems in place.

They don't have a set of product and service offerings that maximizes lead generation AND revenue, and they don't have the right processes to create a business that works FOR YOU.

There's too much trading time for dollars, and it's a constant up and down on the cashflow rollercoaster.

I know, because I've lived it.

A short time ago, I was in the same place.

When I started working for myself in 2010, it was meager. I was fortunate for one early client that I attracted through LinkedIn, because without this client I may not have made it. My first year, I worked in my dingy unfinished basement, next to the spider crickets jumping around my desk. At times I felt like an imposter, like "who was I to think I could run a business?"

Yet I continued pushing on. Because I believed so strongly that if others could do it, why not me? If other people could start businesses and succeed, why not me. If other people can create time freedom and financial freedom, while making a difference in the world…on their own terms….WHY NOT ME?

But it didn't come easy for me. I was trying all the stuff people say you should do. Networking events, coffees, lunches, blogging, social media…you name it. But it just wasn't moving the needle. I was picking up a client here or there, but nothing that was going to get me off the rollercoaster.

Determined to find a better way, I worked hard over the next several years.

In many ways, I was making it up as I went along. Trial and error was the name of the game. At the time, this was painful. But now I see it as a blessing, because I can help our clients skip over all of that same learning curve.

Along the way I've invested over $1.2 million in consultants, advertising, testing, and people. Some of it worked. Some of it didn't. There were times when it was scary, and I wasn't exactly sure if it would all end up working out.

But over the last 2 years, things came together, and everything clicked. Largely because of the strategy that I'm sharing with you in this report.

We really figured it out, and what we've achieved in a very short period of time is nothing short of amazing.

Here's what we've accomplished in just the last few years:

- Grown our team from 3 to 30+
- Built a seven figure marketing consultancy.
- Launched Linked University, the leading LinkedIn training and coaching program in the world, which has gone on to do multiple seven figures in sales.
- Solidified our position as the #1 company in the world for LinkedIn marketing.
- Over 300% growth every year for 3 years in a row.
- Published two bestselling books including the Wall Street Journal bestseller Connect and the follow-up Booked
- Helped our clients generate thousands of leads and millions in sales through our programs and services.
- Attracted over 200,000 email subscribers.
- Worked directly with hundreds of coaches and consultants to quickly grow their businesses through our methodologies.
- Launched 3 additional 7-figure programs, utilizing the Silversmith Strategy.
- Named #252 on the Inc. 5000 list of the fastest growing companies in the US.

And while the same success won't happen for everybody, it absolutely can happen for anybody.

As our company has grown to become the #1 fastest growing company in the coaching and consulting space (according to the Inc. 5000), I have found time and time again that this same framework can apply to any coaching or consulting business.

And now it's a passion of mine, as well as my company's mission to help others apply this system and achieve tremendous personal and professional growth.

In this report, I'll be sharing with you exactly what this strategy is. And instead of just talking about how the strategy has allowed my company to grow so much, I thought it would be more powerful to share the story of one of our clients, Mark McIntosh.

He used this exact playbook to create a truly amazing business, and it's changed his life forever.

Mark Leaves the Corporate World

After years as a sales director for a Public CPA firm, Mark McIntosh had recently decided to start his own business.

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. And given his background, starting a consulting business seemed like a great fit. RevGrow was born!

When he was getting started, he tried everything to generate new business.

"Thousands of emails, thousands of Cold Calls. I just knew there had to be a better way," said Mark.

He was seeing some results, but he still knew that he was leaving so much on the table. All that began to change when he learned about the Silversmith Strategy.

Mark now has a steady stream of leads coming in, he has a great portfolio of retainer clients, and he has leveraged income streams, meaning that some of his income is not dependent on him trading time for dollars.

All of this, he created very quickly by working with our team and implementing our system, specifically the Silversmith Strategy.

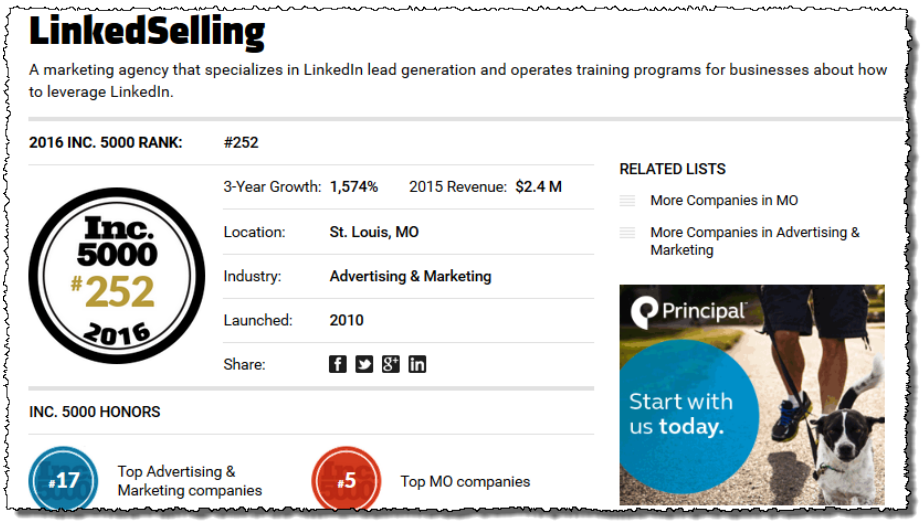
Let's talk about what this strategy is and how it came to be.

The Silversmith Strategy

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, which has now been ranked as one of the most prestigious and fastest growing training, coaching and consulting businesses in the world.

The Silversmith Strategy is the framework for this rapid growth that we've achieved.



We couldn't have done this without the Silversmith Strategy and its three powerful but simple components.

Let's talk about each of these briefly.

Then, I'll tell you why so many fail to properly implement these components…which leaves their businesses flailing and never achieving their potential.

But also, I'll tell you about something truly groundbreaking.

A new solution that will allow you to avoid that fate entirely, and bolt these 3 components INSTANTLY onto your business.

No matter if you're a seasoned pro with an established business, or you're just getting started, if you want to build an amazing coaching or consulting business, this is the model you need to be following.

Let's dive in to the 3 Keys of the Silversmith Strategy right now.

Key #1 – Specialization

You HAVE to have something truly unique to offer.

Now, that might sound obvious, but it's a detail the vast majority of consultants and coaches are failing miserably at.

You can't just be a generalist these days. In today's business climate, people are savvier. They know the difference between a specialist who offers a high end service and someone who's just a generalist.

You have to stand for something specific and meaningful - and you have to be specialized. And you have to be DAMN GOOD at what you do.

That's what we've done at LinkedSelling. We've set our sights on being the best in the world at ONE thing. And while other marketing consultants out there are scrambling and trying to be all things to all people, we've carved out a unique niche. All we do is LinkedIn marketing… and we do it REALLY WELL.

As a result, we have almost no competition and we went from nothing to $3 million in annual revenue in just a few years. And next year, we're expecting to cross $10 million in annual revenue.

THAT is what choosing the perfect niche can do for a company. And it can work for you too.

Unfortunately, a lot of people are afraid to put themselves out there and claim a niche… and that's a shame… because the people who DO understand… who boldly claim their niche and stick with it… those people are CLEANING UP.

They're the ones dominating their markets.

Key #2 – Low Price Entry Point

You need to have a LOW PRICE ENTRY POINT.

And I know that may fly in the face of what you've been told. All the things you've read, all that so-called guru advice… none of them tell you to lower prices do they?

Ok… that was kind of a trick question. Because if you are listening to someone who's telling you to lower your prices, you should STOP listening to them immediately.

I'm not talking about lowering your prices, either.

I'm talking about a low price entry point that allows people to see what you're all about and how you're different - a low price entry point from $100 - $500 that takes absolutely NONE of your time to deliver.

It could be a course, an online training, or anything else, really.

But when you have something like that available - you're already unique. You're positioned as a leader in your market just for having it available.

To give you an idea of what I'm talking about here - and to show you how POWERFUL this strategy is, I'll use my own company as an example.

Our low price entry point is Linked University. People can enroll in Linked U for a very modest investment.

For not much financial outlay, they get a TON of value that NO ONE else is delivering.

It also shows them how different we REALLY are in this market, the DEPTH and QUALITY of information we deliver, and how UNIQUELY passionate we are here about supporting our clients every step of the way.

And what has it done for us? Honestly - it's been AMAZING. Having Linked U as our low price entry point has generated a TON of leads for us.

To get specific… it generates between 8,000 and 10,000 leads EVERY SINGLE MONTH for our business. I'm not exaggerating or rounding up or anything like that. 8 to 10 THOUSAND leads every month.

More leads than we can handle, as a matter of fact.

Those leads translate to hundreds of new customers on a monthly basis who get to experience first-hand the UNIQUENESS and QUALITY of what we deliver.

And a percentage of those customers ascend to our higher priced programs and services, like our done-for-you agency service.

Having a great low-price entry point like this, it positions you as THE expert in your space. Linked U has certainly done that for us.

Think about it… who would you choose to work with? The guys who wrote the book and run the university… or some other yahoo you stumble across? It's an easy decision. This kind of positioning establishes YOU as THE expert in your space.

Not to mention the fact that your low price entry point can generate you a TON of revenue. Ours brings in 7 figures every year.

THAT is the power of a great low price entry point offering: It establishes you as the expert in your market.

It builds credibility and confidence so future sales with repeat customers become easier. And when people take you up on YOUR low price entry point offering, you'll also generate a TON of leads. Not JUST leads. The best kind of leads… FREE LEADS. Leads you would have never gotten before.

And while it's doing all those other things, it's also bringing in revenue for you the whole time.

Key #3 – Scalable and Systematic Process

This is another one most people in the coaching and consulting field fail to do almost EVERY time.

You absolutely NEED to have a scalable, systematic process to operate and grow your business in place.

When you provide a service to your clients - that service needs to be repeatable and consistent. It needs to be SO repeatable and SO systematic that you could have other people do it for you - so you can focus on finding new clients and spend your time doing the stuff you want to do.

At LinkedSelling, we've continued to grow quickly while other marketing companies are struggling to survive.

Why is that?

I credit our success and consistency to having OUTSTANDING, systematic processes that can be replicated over and over again.

Those companies who are struggling… They're all over the place. But we keep moving right along because we've developed systematic processes that work over and over again.

Our processes are so well designed that we can bring on a new consultant here, teach them our processes, and just 2 weeks later they're up and running and servicing client accounts like a veteran consultant.

And because of the systematic nature of our processes, they're able to manage a significant workload in a reasonably short amount of time.

The best part… at least for me as the business owner…Is that these processes have made running this business and bringing on new people run like CLOCKWORK. As the business owner, I have the freedom to DO WHAT I WANT.

At work - I'm able to focus on growing my business. And in my personal life - I have the FREEDOM to live the lifestyle I want to live.

Having a process… having a GREAT process in place is an absolute necessity.

It allows you to deliver high quality work consistently. It also allows you to spend less time tangled up down in the weeds trying to figure out all the details of your business - and more time where it counts - with your clients, your family, your friends, and just enjoying life.

When you implement these three components of the Silversmith Strategy, you have the power to grow your business painlessly.

This is exactly what Mark did.

Six Figures in 4 Months

Within 120 days of joining our program and starting his company RevGrow, Mark McIntosh grew his consulting business from zero to 13 retainer based clients with a full pipeline of leads.

How did he do it?

By working with our team of experts here at LinkedSelling, and fully implementing the Silversmith Strategy.

Using the strategy, Mark was able to do 4 key things:

1. Shortcut the process of building a lead generating machine for himself,
2. Instantly having a new service offering. One that is in very high demand.
3. Position himself as a leader in his market, with a unique and specialized positioning and offer.
4. He instantly had a low-price entry point funnel, to drive more leads and create leveraged income.

As a result, his startup expanded into a **6 figure business in just 4 short months**.

RevGrow is growing fast and Mark is now able to focus on his favorite parts of his thriving business, not worrying about the stuff he doesn't enjoy. 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.

How did he REALLY do it?

While the Silversmith Strategy is extremely simple, implementing it is not always easy. After all, it took us several years of trial and error, and significant financial investments to get it right.

You can take that path if you want. But most people who try to figure it out on their own, they end up failing.

The fastest path to determining how to install this strategy in your business is by working with an expert who has already been there before. Just like Mark did.

To save time and shortcut the process, Mark enrolled in the LinkedSelling Certified Consultant program.

This program makes it simple for consultants and coaches, or brand new entrepreneurs, to bolt our entire suite of offerings onto their new or existing business.

LS Certified Consultant

Mark and many of our clients find 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.

Mark and His Family

> *"I knew every company or firm needed this service…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," said Mark.*

Whether you are just getting started like Mark, or if your business is more established, the benefit remains the same. You can bolt a very profitable service line and business model onto your business overnight.

As a member of The LinkedSelling Certified Consultant program, you will have:

- An in-demand service offering to instantly bolt onto your business. An amazing thing to use to launch a new business, or as a value-add to offer your existing clients.
- A scalable process and system that you will be able to apply to everything you do.
- Your own white-label low price entry point, which we set up for you and you earn recurring passive income from.
- The notoriety that comes with being a specialist.
- Leadership positioning within the LinkedIn marketing and lead generation space.

“I was able to sell the lead generation services to many connections that I already had,” Mark noted. This helped him quickly grow his firm, along with the lead generation strategies we teach inside the Certified Consultant program.

Mark is expecting to increase his growth rate tremendously in the next few months, and we’re excited to support him in making it happen.

If you’re reading this and thinking “this might work for me too” then let’s see if we can help you do the same.

Your Next Step

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.

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, 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.

With the LinkedSelling Certified Consultant program, you can instantly bolt the entire Silversmith Strategy onto your business.

It really is an amazing, **game-changing opportunity for the right people who qualify.**

It gives you a very lucrative new business line to offer clients in your market, all of the training and coaching you will need, as well as your own white label version of our world renowned Linked University (so that you will have your own low price entry point, creating ongoing residual income without any work on your part).

With all of that, you're instantly seen in your market as a leader, because you have something very special and unique to offer.

Add all of this together, and you've got the recipe for massive growth.

If this sounds like the kind of model that would work for your business, we can talk more about that during this 1-on-1 planning call.

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, has 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.

If you want to add 6 figures or more to your bottom line this next year, click here to 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.

From the whole LinkedSelling team, we look forward to talking real soon!

Josh Turner

Founder and CEO Linked Selling

#252 on the Inc. 5000

Wall Street Journal Bestselling Author

Click here to sign up for your 1-on-1 Planning Call