

# Certified Consultant Program

## Welcome!

*From the desk of Joshua Turner:*

Dear Friend,

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

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

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

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

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

And above all else...IMPLEMENT what you learn. You are in control of your future.

Regards,

*Josh Turner*

Founder, LinkedSelling



## Company History

Plenty of businesses see the vast opportunity that exists within LinkedIn, but few are actually doing anything about it.

We've found that most organizations either don't have the resources available to do it themselves, or more commonly don't have the in-house expertise to execute a LinkedIn marketing campaign the right way.

We started using LinkedIn in 2006 and have since built 3 businesses utilizing the same philosophy and principles that LinkedSelling puts in place for our clients.

We're not your run of the mill LinkedIn consultants or trainers. We have actually grown businesses using LinkedIn, both for our own companies and our clients. We walk the walk.

Our team has experience working with businesses (large and small) in manufacturing, construction, IT, real estate, business consulting, software development and sales, marketing, banking, entertainment, the music industry, the outdoor industry, online media, accounting, payment processing, and more. We represent clients in the U.S., Canada, Europe, Australia, China and Thailand.

We've built marketing processes in many industries and overseen the business development and sales of millions of dollars. We understand the corporate marketing and sales process, and how to leverage it within LinkedIn to help generate many more leads for our clients.

We help B2B companies get in front of dramatically more prospects, generate more leads and increase sales. Our clients understand that 99.9% of their prospects can be reached on LinkedIn, and we help to design a campaign to not only reach them, but build lasting relationships.

Our clients know that marketing requires a focus on both short and long term objectives. They also know that no marketing tactic can be effective in a silo. That's why we insist on integrated campaigns that don't just focus on LinkedIn, but also leverage email, content, webinars and more.

In 2015 we launched the Certified Consultant Program to help other consultants, entrepreneurs and aspiring business owners learn the system that we've perfected as service to not help launch their business and attract their first clients, but also teach a skill and service they could provide to these clients. Our vision is to create a community of the best trained and most successful online marketers on the planet.

But as you know, nothing happens if you just let this information, coaching and direction sit there without following through with action. We recommend taking the following steps when going through the program to help you IMPLEMENT everything you are learning.

- Before you begin reading, watching and listening - gather a highlighter, your go-to pen, and prepare to take as many notes as possible so you can flag the important ideas as you move through the training.
- Follow our guide later in this document to work through the training in the order it is intended to be reviewed.
- Make notes in the workbooks provided for the lessons and take action to complete any activities, quizzes or assignments. Mark “priority” on the ideas or concepts you can get started on right away OR those strategies that you need the most help with.
- Choose a strategy you want to implement and take action! Don’t fall into the trap that others often do. Don’t try to finish every last video or complete the entire course before you take any action. Do it. Don’t get paralyzed by fear and analysis. Those who hesitate get lost. Imperfect action is far preferable to no action at all.
- And DOING the work is the best way to learn, don’t worry we’ll be here to help you along the way.
- As you take notes, include the time and location of video (i.e. “The Hustle” Lesson 4: 7 min., 27 sec.) It will make your review much easier.

## What Do I Get with My Certified Consultant Membership?

### **Access to the Complete LinkedSelling Marketing Campaign Training Program**

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

You’ll have access to dozens of hours of the BEST training videos as well as quizzes to measure retention and example assignments further on in this document to ensure your knowledge on these campaigns are on point. This program will teach you ABSOLUTELY everything you need to know about running these campaigns. From the workarounds for common LinkedIn issues to how we prospect and build databases to dealing with clients to selling to clients and everything in between.

### **White Label Version of the Linked University Webinar Funnel**

You’ll get your very own customized landing page of our industry-leading LinkedIn training program – Linked University to sell to prospects at the highest commission rate that we’ve ever offered!

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



We've generated multiple 7 figures selling just this program, and we can guarantee that this lower-level offer will fill your funnel with potential clients to you can additional cross-sell or upsell into your other products or services.

Don't forget - if you like running the campaigns and generating leads for yourself, but don't have any interest in closing the deals OR managing client accounts. We offer a 25% commission for any qualified client you sell on the system – but have our team deliver on.

### **Exclusive and Unrestricted Use of our Campaign Automation Software**

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

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

Easy...Automate it!

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

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

### **Weekly Group Calls**

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

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

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

**Every Tuesday morning: 10 am (CDT) – MARK IT IN YOUR CALENDAR** – these calls are SUPER important. You should be automatically registered after signing up for the program, but you can also manually register here:

<https://attendee.gotowebinar.com/register/6695332403384295683>

Each week our call will vary in terms of topics of which you'll receive an email reminding you about the weekly coaching call and the topic of the call. Each call will feature an opportunity you to ask any questions and once a month or so, the Certified Consultant Team will select a new tactic or feature to discuss new and exciting opportunities and tactics that you can take and run with immediately.

### **Access to Community and Coaching in Our Private Facebook Group**

Throughout your progress in the training, we provide you with a dedicated coach to help you over email, on the coaching calls and in our private Facebook mastermind to break through obstacles, complete lessons, and share additional strategies that are best comprehended by dealing with someone familiar with you.

No question of yours will go unanswered, as you'll always be able to reach out to your coach and our outstanding community of people dedicated to growing their business.

To access the group, request to join by [clicking here!](#)

### **The LS Stamp of Approval**

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

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

### **“Kick My Ass” Accountability Challenges**

Each month we hold an accountability competition full of activities and challenges that have one goal in mind: your success!

Bottom-line we'll hold your feet to the fire to ensure your success - this is the secret sauce!

Don't be another statistic. Don't be someone who starts a program or new business venture, but never follows through and ACTS. BE the exception to the rule and hold yourself accountable with help from our team and community.

### **The LS Ignite Newsletter**

A one-year complimentary subscription to our exclusive monthly newsletter.

Full of next-level tactics, access to bonus training calls, and a monthly investigation into the latest and greatest marketing and sales techniques.

So you'll always be up-to-date on the cutting edge of what's working in the Lead Gen world.

## Defining Your Dream?

Q: Why did you join the program? What was your compelling reason?

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Now that you have joined, what is your vision for your digital marketing agency?

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What is the date that you want to realistically achieve that by?

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What does your business look like when it is finished?

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How much time are you committed to? No time, spare-time, part-time, fulltime?

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What products/services do/will you offer? (Linked U whitelabel product, LinkedIn marketing services, your own item or both?)

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What skills/background do you bring to the table that you could use to additionally help your clients?

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What industries have you worked in or with in the past that make logical sense as a starting point for your targeting?

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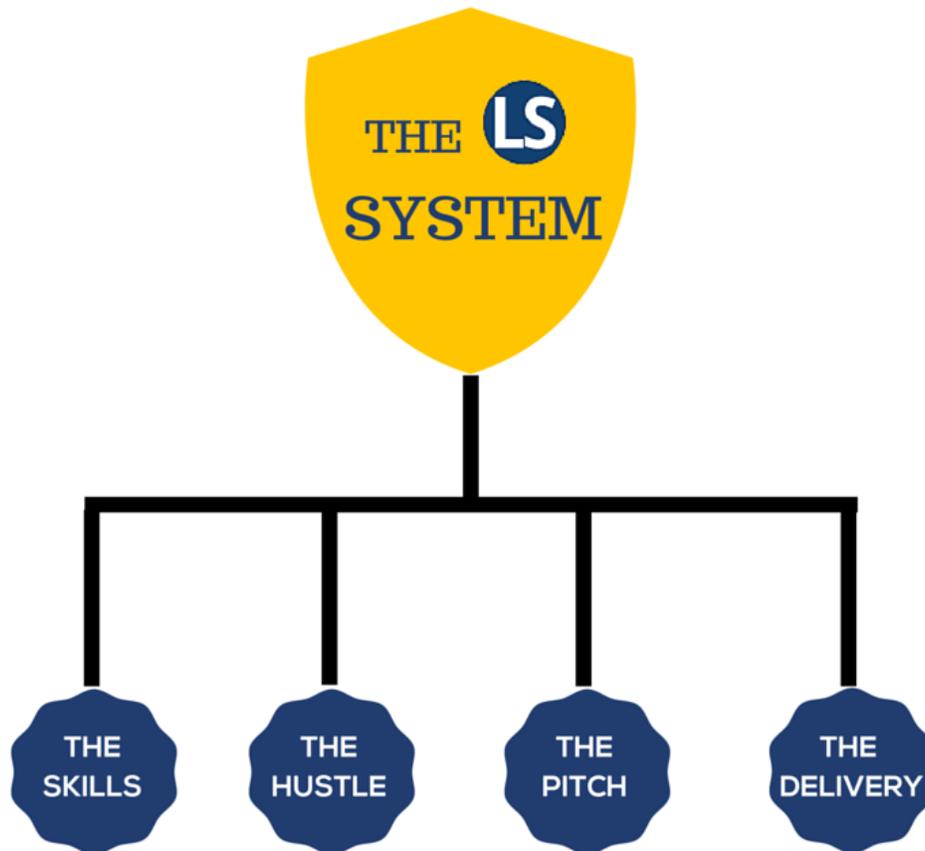
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## 60-Day Action Plan to ROI

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

If the time, work and effort is put in it's well within the realm of possibilities that our consultants can achieve a 6 figure business! Again, the sky is the limit if you are able to master each aspect of this training and keep your nose to the grindstone.

The lifetime value of the training can provide a revenue stream for years to come – just don't forget to take what you learn and ACT on it.



## Starting Out:

- Watch the Program Intro/Roadmap Video
- Mark Your Calendar for Group Coaching Calls - Every Tuesday at 10 am (CT)
- Login to the [CC membership site](#)
- Get access to your links to promote the White Label version of Linked U
- Keep our email address on your "Safe List". And review onboarding emails in your inbox.

## The Skills

\*\*This is where we certify you!

### ***Kicking off the Campaign/Profiling***

- Training Lessons: 1 thru 3
- QUIZ: Launching the Campaign
- Review the BONUS kick-off meeting example and practice filling out a Campaign Planning Doc – File attached to Bonus Video **(Assignment)**
- Create your own practice calendar of activity for set-up phase deliverables **(Assignment)**
- Review the Language of LinkedIn Campaign Management Doc!

### ***Positioning***

- Training Lessons: 4 thru 7
- Optimize your LinkedIn Profile **(Assignment)**
- QUIZ: *Optimizing Profiles & Groups*
- Create a Word Doc and write a Headline, Summary and Experience section based on the example from the Kick-off Meeting you reviewed **(Assignment)**
- Join your profile into groups full of your prospects. **(Assignment)**
- Create your own Group on LinkedIn that will attract your prospects. **(Assignment)**
- Training Lessons: 8 thru 9
- Gather a list of 20 publications or blogs to target for content sharing with the mock Shane Zilinkas Example (Review Kickoff Call Campaign Planning Doc [here](#)). **(Assignment)**
- Pick 15 articles to share into your newly created group over the next 2 weeks. **(Assignment)**
- QUIZ: *Gathering and Sharing Content*

### ***Prospecting***

- Training Lessons: 10.1 thru 10.3
- Create 2 search links that Shane Zilinkas could use **(Assignment)**
- Create 3 search links that you could use **(Assignment)**
- QUIZ: *Prospecting*

### ***Database Build***

- Training Lessons: 11.1 thru 11.2
- Send out 400 connection requests from your profile to your prospects **(Assignment)**
- Gather 50 practice profile links for prospects that would fit the Shane Zilinkas prospect profile **(Assignment)**
- QUIZ: *Building a Database*

***Messaging***

- Training Lessons: 12 thru 15
- QUIZ: Messaging Theory*
- Training Lessons: Google Doc Tracking Sheet Training
- Training Lessons: Campaign Management Software Training
- Put your connections on a Campaign Tracking Sheet and Enter them into the Software **(Assignment)**
- Send out first messaging campaign to your connections in the software. **(Assignment)**

***More Bonus Systems (no certification badge on these)***

- BONUS Training Lessons: “The Delivery”
- BONUS Training Lessons: “The Hustle”
- BONUS Training Lessons: “The Pitch”

Numbers Driven Monthly Sales Plan

*Financial Goals*

How much revenue will you earn per sale?

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How many calls will you make per month?

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How many of those leads do you project you will close?

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What are your goals for monthly revenue by this time next year? Be realistic and sustainable.

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