



# THE APPOINTMENT GENERATOR PLAYBOOK:

The 3-Step Blueprint to Generating 10+ High-Ticket  
Sales Appointments Every Month





# The Experts in Lead Generation Today

Dear Business Owner,

Hi, I'm Josh Turner, Wall Street Journal bestselling author and the founder and CEO of LinkedSelling, both an Inc. 500 and an Entrepreneur.com 360 company. We are the people behind the groundbreaking, proprietary business growth solution, The Appointment Generator - the system that helps businesses generate high quality leads and produce consistent cash flow every month by creating real relationships online.

This is the system that has helped thousands of clients from all over the world (including names like Neil Patel and Microsoft) gain millions in revenue and sales.

Yet, too many people aren't getting these kinds of results. And that's because they're doing things wrong, and they're not building trust and relationships. My goal is to give you the tools to do it the right way, and to bring the handshake back into your business. We've proven that this is the best way to get the clients you need, so that you can reach the success you know is possible. I'm excited to share our system with you!

Sincerely,

Josh Turner  
CEO, LinkedSelling  
An Inc 500 Company





# WARNING: This System Is Powerful

**But only if you use it the right way.**

The Appointment Generator Playbook is part 3 of 4 in “The Appointment Generator Workshop: How To Consistently Create High-Ticket Sales Opportunities In 2018,” and while it certainly holds stand-alone value... it’s much more powerful within the context of the other parts of the workshop, especially the accompanying video training lessons.

In each video training you’ll discover more detail, specific examples, and insight to get a deeper understanding of how to use The Appointment Generator system to grow your business.

The good news is that the entire 4-part workshop is still available at no cost to you. To access the other training lessons, including the companion training to this pdf, click the video icon on the top right corner of any page to go back and review the content. You can also access any of the previous videos in the workshop using the images to the right.

[CLICK HERE TO WATCH THE WALKTHROUGH VIDEO](#)



## WORKSHOP VIDEO SERIES



Part 1:  
Create



Part 2:  
Build



Part 3:  
Connect



Part 4:  
Implementation



# Start Here

CLICK HERE TO WATCH THE  
WALKTHROUGH VIDEO



## Welcome to The Appointment Generator Playbook

This system was not born out of a moment of genius, but rather out of necessity. When I first got started in my business, I knew that I needed to be proactive when it comes to getting new clients. I knew that if I could build relationships with just a few high-value prospects, instead of going after just anybody who'd bite, that I could create a sustainable business.

Since then, LinkedSelling has grown to over 40 employees was named to the Inc. 500 list of fastest growing privately owned companies in the United States 2 years in a row, as well as to the Entrepreneur.com 360 list this past year, and we've grown our revenue from \$0 to almost \$8 Million Annually.

We've experienced this level of success because we do much more than simply talk the talk. Our team of account managers does this work for hundreds of clients from across the globe every single day. We are about execution and optimization... not just theory.

What you need is a simple, time efficient process to develop relationships and book sales appointments with your top prospects.

You need more sales conversations... more clients... and more cashflow... without spending every minute of your day working at it. This is how you create a personal and professional lifestyle that allows you to focus on doing what you love.

This system will show you how.

Let's dive into it...

## WORKSHOP VIDEO SERIES



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# High-Ticket Sales Journey

**VISIBILITY**

Your Prospect Knows You Exist.

**AUTHORITY**

Your Prospect Sees You As An Expert In Your Industry.

**TRUST**

Your Prospect Trusts That You Can Help Them.

**RELATIONSHIP**

Your Prospect Gets to Know You.

**OPPORTUNITY**

Your Prospect Has A Need You Can Solve.

**CLIENT**

Your Prospect Becomes A Client.





# Create - Build - Connect

**Connect with your Top Prospects** and tactfully develop relationships to get more sales appointments, more clients, and make a bigger impact.

CONNECT

3

**Build Authority & Trust** with your prospects through simple positioning and engagement strategies.

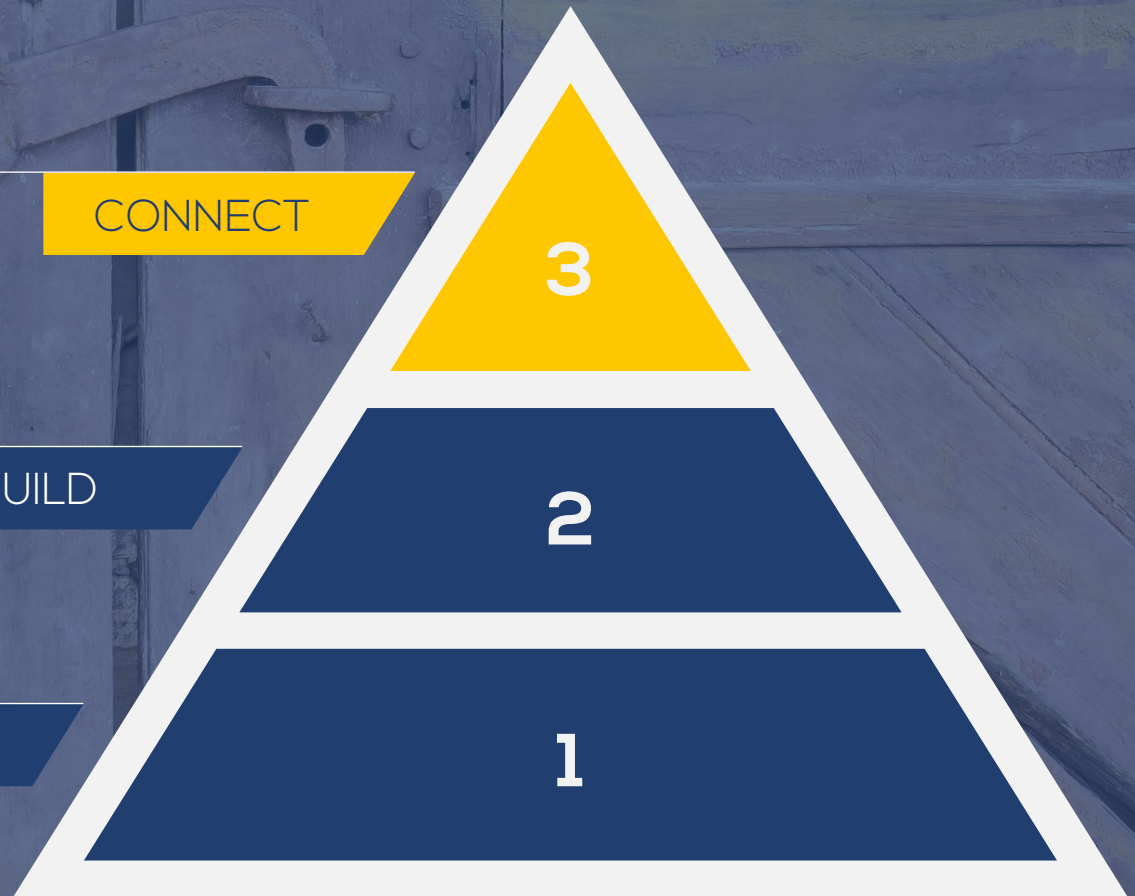
BUILD

2

**Create Your Foundation.** You need a deep understanding of what makes your prospects act otherwise the entire lead gen structure we're building will collapse.

CREATE

1







# The 3 Step Appointment Generator Process



## Create

### Your Foundation

CREATE a first impression for your prospects that will lay the foundation for trust.

In this phase you'll dive deep into the psyche of your prospects by creating your Prospect Profile, Your Prospect Map, and Your Value Identifiers...

...where they can be found, and what really drives their decision making.



## Build

### Your Authority Leadership Platform

BUILD trust and authority in your market, through a unique strategy we've developed called the Authority Leadership Platform.

Here you position yourself and your brand as an authority in your space to get your top, most valuable prospects predisposed to trust you.



## Connect

### Prospect Messaging & Outreach

CONNECT with your prospects to generate a consistent stream of new leads and appointments by using warm, inviting messaging.

This is where the results start POURING in.

Instead of sitting back and waiting, this proactive approach ensures that you'll be generating appointments, consistently, month after month.

Get 10+ Additional High-Ticket Sales Appointments Each Month!





# Create

## Your Checklist



### Your Foundation

CREATE a first impression for your prospects that will lay the foundation for trust.

In this phase you'll dive deep into the psyche of your prospects by creating your Prospect Profile, Your Prospect Map, and Your Value Identifiers...

...where they can be found, and what really drives their decision making.

- ☐ Create Your Prospect Profile
- ☐ Define Your Niche & USP
- ☐ Develop Your Prospect Map
- ☐ List Your Prospect's Value Identifiers
- ☐ Optimize Your Social Profiles
- ☐ Establish Your Big Promise



"Amongst several new "leads" I have formed relationships that I see as lasting my lifetime".

**-Tim Hensley, Financial Advisor**





# Build

## Your Checklist



### Your Authority Leadership Platform

BUILD trust and authority in your market, through a unique strategy we've developed called the Authority Leadership Platform.

Here you position yourself and your brand as an authority in your space to get your top, most valuable prospects predisposed to trust you.

- ☐ Outline Your Authority Plan
- ☐ Construct Your Leadership Platform
- ☐ Build Your Ongoing Top-of-Mind Playbook
- ☐ Organize Your Authority Amplifier Plan



### The Power of a Relationship-Based System In Action

*"THIS S#\*!T WORKS.*

*Just had a call with someone that found me because of my headline on LI. (which she saw on a comment I made on some random post)...*

*Booked a call with me because of my summary...*

*Signing to do a \$15k package after one call.*

*All from the headline.*

*Nice stuff Josh and crew."* - **Brian Horn, Authority Alchemy**





# Connect



## Prospect Messaging & Outreach

CONNECT with your prospects to generate a consistent stream of new leads and appointments by using warm, inviting messaging.

This is where the results start  
POURING in.

Instead of sitting back and waiting, this proactive approach ensures that you'll be generating appointments, consistently, month after month.

## Your Checklist

- ☐ Send Connection Requests to Your High-Ticket Prospects
- ☐ Implement a Multi-Touchpoint Messaging Campaign
- ☐ Schedule Appointments
- ☐ Automate the Warm Email and Follow-up Blueprint
- ☐ Track Campaign Results and Optimize



"Before I started the program... I had no list and no profits to speak of in my company. Now, a short few months later with the system in place, we've reached the 6-figure mark and are well on our way to the 7-figure mark, and we have a robust list of leads coming in continually."

**- Tai Aracen, Aracen Agency**





# Create -- Build -- Connect

# The Big Picture

## Simplify

Focus on a simple, time efficient system that actually gets results.

## Build Relationships Through Trust

Through social media you can scale relationships while maintaining a 1-to-1 personal connection.

## Be Selective

Hand pick your prospects that you would most like to work with.

## Make An Impact

Work with more of your top level of client to make a bigger impact

## Increase Revenue

More sales appointments  
+ Better prospects  
= More cash flow

## Freedom

Spend more time and attention the things you love about your life & business



### The Power of a Relationship-Based System In Action

Once he had a lead generation system he could count on, Dan Demers with ReMission Consulting, was able to not only turn around the situation in his business, but also his life.

*"Within WEEKS of following the process, I closed multiple 5-figure contracts. I have quadrupled our business and am scaling for the next year. We now have a consistent 5-figures per month, and my business has gone from "I love what I do, but I hate the cash flow problem" to "I love what I do, and we can start to have fun, and we can grow the business and we can take vacations! It's been a godsend." - Dan Demers, ReMission Consulting*





# Will This Work for Me...

**If I'm already  
very busy?**

- It will take a bit of work to get set up... ...but doesn't everything worth doing?
- Does your business need more consistent sales opportunities with high-ticket clients? If so, then this is the system you need.
- PLUS, we've streamlined all the distractions of social media and know which give you the most return.
- Let your competitors make the 'spray and pray' mistakes.

**If I'm just getting  
started?**

- This system helps you create Instant Authority -> even if you don't have a costly and time-consuming website built yet.
- We've worked with thousands of early-stage start-ups and solopreneurs to help them get their FIRST clients.

**If I'm not good  
with technology  
or social media?**

- Neither were we when we started. :-)
- We'll show you the shortcuts and where to focus your energy.
- Platforms change...people don't. If you deal with humans, you'll be able to use this process.

**If I don't have  
an email list?**

- You're in luck :-)
- In the Connect phase we show you HOW to quickly build a list of prospects.





# Will This Work for Me...

If I'm in the {insert your industry here} industry?

Works In...

Works For...

Business to Business Markets (B2B)

Business to Consumer Markets (B2C)

International Markets

Local Markets

**Any business who sells to people that  
use the internet in just about every  
vertical you can name**

Digital products

Agency

Physical products

Offline Businesses

Services

Ecommerce

Consulting

Software (SAAS)





# Yes, This System Works for All Businesses Who Meet The Following Criteria

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1. You need more sales opportunities with your IDEAL prospects.
2. You're willing to put in a little work to set up the system that will deliver those opportunities to you or your sales team.
3. Your prospects are online.

You might need a little help finding them or just a deeper dive into the nuts and bolts.

If so, the next part of the workshop is just for you...





# Ready to Get Started?

So now you know WHAT The Appointment Generator is and WHY it can change your business forever...

Now it's time to talk about HOW to implement this system into your business. In part 4 of The Appointment Generator Workshop, we'll be hosting a LIVE implementation Masterclass to walk you through the tactical part of the process... step-by-step:

**The 3 Step System to Generate 10+ High-Ticket Sales Appointments Every Month...Without Spending a Dime on Ads**

*Click Here To Save Your Seat*



(multiple dates and times available)