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# THE AUTHORITY LEADERSHIP FORMULA

How to transform your online presence into a leadership platform  
that attracts targeted, high-value prospects



How do you  
**STAND OUT**

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in a Crowded Digital Marketplace?

# Warning: This System Is Powerful

## BUT ONLY IF YOU USE IT THE RIGHT WAY.

The Authority Leadership Formula is part 2 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, but only for a few more days. 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

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## WELCOME TO THE AUTHORITY LEADERSHIP FORMULA

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 came 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.

But...it wasn't always that way. Before I could get prospects to talk with me and even pitch the idea of letting us work for them.

I had to get them trust me.

To understand **WHY** they should care about what we had to say...

This system will show you **HOW** to shortcut the process with **ANY** prospect that you want to speak with...

Let's dive into it...

## WORKSHOP VIDEO SERIES



Part 1:  
Create



Part 2:  
Build

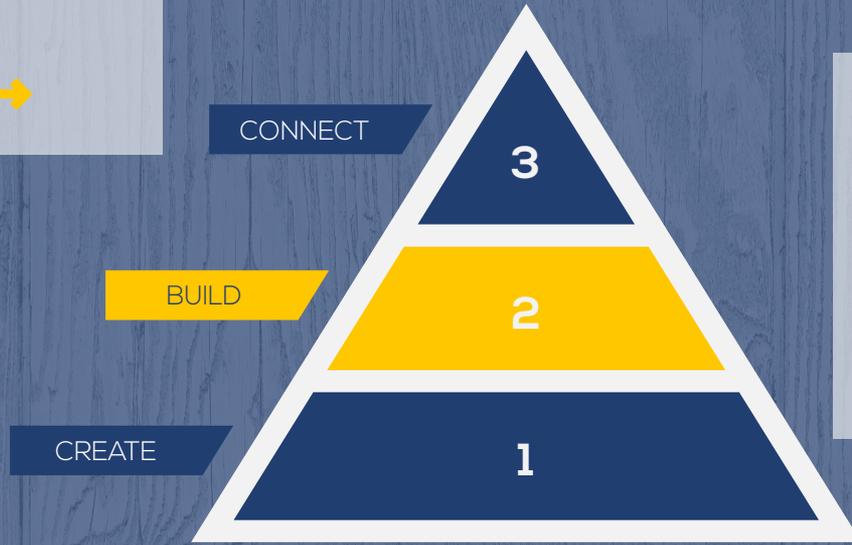


Part 3:  
Connect



Part 4:  
Implementation

# The Trust Equation →



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WALKTHROUGH VIDEO



## WHAT YOUR PROSPECTS CARE ABOUT?

- Themselves
- Their Business
- Solving their 'unique' problems

Your prospects are human. Meaning they care about **W.I.I.F.M.** →

**What's. In. It. For. Me.**

If your prospects know, like, and trust you, they'll talk to you...  
And you'll have customers...

But how can you quickly build **influence** in your market?



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# 3 Step Process to Gaining **TRUST** and **INFLUENCE**

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**BUILD** an Authority Leadership Platform

**BUILD** an Authority Amplifier

**CREATE** an Optimized LinkedIn Profile





# Authority Leadership Platform

## WHAT?

- A LinkedIn (or FB) group.

## WHY?

- Position yourself as THE authority in your space.
- Offer value on subject your prospect's care about **(W.I.I.F.M)**

## HOW?

- Group Name should represent your PROSPECT'S interests.
  - a. Take the focus of your work out of the name.
  - b. Think about how your prospect's identify themselves



*“Josh and his team have been great to work with. 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



# Why would an IT consultant call his group 'Midwest Manufacturing Leaders'?

Relevance to his target prospects! *Let's look at some other examples...*

Company Name	Product/Service Offered	Target Prospects	Authority Leadership Platform
	Software (CRM)	Small to Mid-Sized Business Owners	 On Startups - The Community For Entrepreneurs 647,973 members
	Marketing + Sales	Small Business Owners	 Small Biz Forum   The Group for Small Business Owners & Professionals
	Design Services	Retail Marketers	 Store Troopers: Forum for Retail Marketers of Consumer Technology



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# 3 Step Process to Gaining **TRUST** and **INFLUENCE**

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✓ **BUILD** an Authority Leadership Platform

**BUILD** an Authority Amplifier

**CREATE** an Optimized LinkedIn Profile





# Your Authority Amplifier

## WHAT?

- Leveraging 3rd-party content to stay top-of-mind with your prospects.

## WHY?

- Offer value on subject your prospect's care about **(W.I.I.F.M)**
- Sharing content on social media without a proven system will get you nowhere...

## HOW?

- Post 1-2x per day on appropriate social channels using Feedly.
- Use smart automation to make this process extremely efficient. Using our system it can be accomplished in about 30 minutes per month and you're set.

## GOLDEN RULE WITH CONTENT:

Curate and share content on the topics your audience cares about.

Share a variety of articles that fit with your target's value identifiers.

By leading your audience to the content they'll actually read, watch or listen to - you'll build influence AND you'll have a lot more fun in the process.

*"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 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!!"*

*Priya, Business Coach and Strategist*



# Pros of Content Curation vs. Original Content Creation:

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1. It keeps you top-of-mind day in and day out.
2. It's efficient.
3. It builds your authority on topics that most interest your audience.
  - a. *Just like your group - you want to **appeal to what your audience cares about.***
  - b. *If they are small business owners - share small business content. Not just content about your expertise.*
4. Your prospects see you as somebody who is delivering great value. And not just talking about yourself and posting your own stuff all the time!

# We recommend using Feedly (or other RSS tools) to efficiently gather content that matters to your audience:

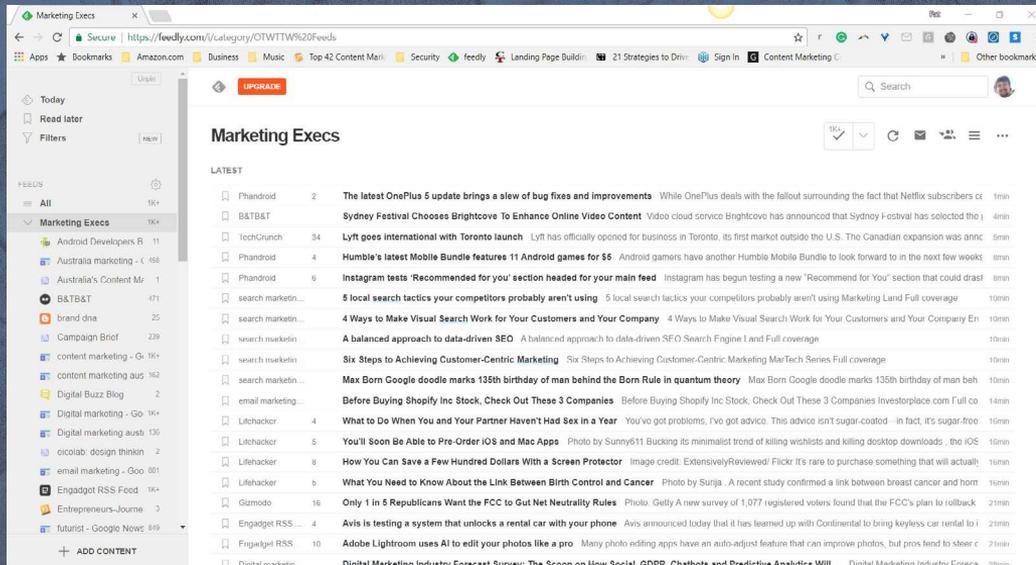
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## Just 1-2x per month

In just 30-60 minutes a month, you can keep your business in front of your BEST prospects on a daily basis.

Relevant content helps you cement trust with prospects by offering a valuable daily interaction.





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# 3 Step Process to Gaining **TRUST** and **INFLUENCE**

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- ✓ **BUILD** an Authority Leadership Platform
- ✓ **BUILD** an Authority Amplifier
- \*\***CREATE** an Optimized LinkedIn Profile





# Profile Optimization

## WHAT?

- Optimizing your profile to appeal to your specific audience (prospect profile).

## WHY?

- Don't try and be everything to everyone.
- Cut through the noise and talk directly to who you help AND explain why you are the best fit.

## HOW?

- Review your prospect profile and value identifiers to direct your profile copy to the right individuals.
- Follow the keys to an Optimized LinkedIn Profile.

1. Profile Picture
2. Headline
3. Summary
4. Experience
5. Social Proof



# The Profile Picture:

**THE FACT:** A simple headshot with your S-M-I-L-E can result in as much as a 40%+ increase in new connections.



*“Back from a week in Maui. Hard at work sending 165 invitations and thus far have 68 new connections for a 41% acceptance rate and two new clients.”*

**- Robert Nugent, Senior Consultant - MAP**

**THE GOOD:**



**THE BAD:**



The Mr. Serious



The Company Logo



The Hidden Image



# Your LinkedIn headline

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Is maybe the single most influential component of your profile.

A well-positioned headline will attract new prospects by explaining who you help AND how you help them.

**The Appointment Generator Optimized Headline Formula:**

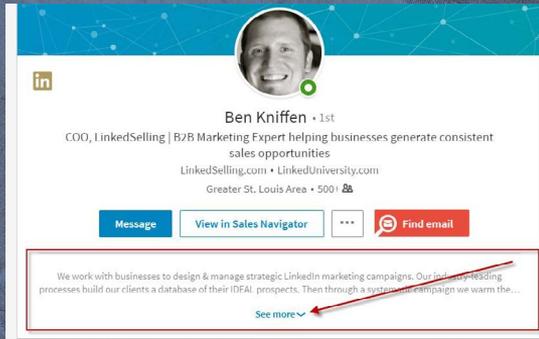
[title], [company name] | We help [avatar] [benefit]

Examples:

COO, LinkedSelling | B2B Marketing Expert helping businesses generate consistent sales opportunities

VP, JDA Retail | We help consumer technology brands stand out online, on shelf & in print.

Innovative publisher helps entrepreneurs share their message, increase exposure & ascend to a new level in their market.

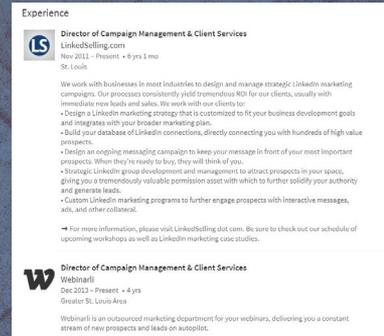


## SUMMARY

1. Focus on the businesses (people) you work with and the results you've generated for them.
2. Short paragraphs: 2-3 lines max.
3. Highlight what makes your business different from your competitors.
4. Close with a simple call-to-action.

*I.e. "I'd love to connect with you here on LinkedIn, and am always just a phone call away if there's anything I can help with. 314-444-4444 or email: email address."*

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## EXPERIENCE

The emphasis should be on the current role you are promoting...

But..you should include a couple sentences under your previous roles that explain HOW they prepared you for your current position.

Tell the story of how those experiences make you the BEST choice to deliver your current service.



# Social Proof

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**\*87% of consumers trust online reviews as much as they trust friends and family.**

**Exhibit A: Add social proof and reviews to your LinkedIn profile wherever possible.**

**We aim to include this in a variety of places:**

- 1.** Recommendations.
- 2.** Skill Endorsements.
- 3.** Adding a written testimonial to the Summary + Experience section.
- 4.** Case Study or Video testimonial in the Media section of the Summary.



# The Authority Leadership Formula

All 3 components must make clear to your prospect W.I.I.F.M. (what's in it for me)...  
By themselves, no individual component will create influence... But when combined...



Authority Leadership Platform



Authority Amplifier



Optimized Profile

# TRUST & INFLUENCE



# IS YOUR PROFILE ATTRACTING OR REPELLING YOUR HIGH-VALUE PROSPECTS?



*Click here to take the LinkedIn Profile  
Assessment and Find Out Now!*



And stay tuned for Part 3 of The Appointment Generator Masterclass this Saturday where we'll share the Connect Phase and Start Booking Appointments!