

# The 6-Figure LinkedIn Formula

How to generate an additional  
\$100k+... without spending a  
dime on ads.



Josh Turner from  
LinkedSelling

## The Masterclass will start in just a few minutes...

...in the meantime, do these 3 things:



1

Clear the next  
2 hours of  
your day.

2

Shut off email,  
Facebook, cell  
phone.

3

Get something  
to take notes  
with!

## While we wait to get started...

Please download and complete the ROI calculator at:

[LinkedUniversity.com/ROI](https://LinkedUniversity.com/ROI)



There are just a few questions you need to answer,  
to make sure our system makes sense for your business!

**What I'm going to uncover for you...**

**for those of you who are willing to invest  
30 minutes a day...**

**...is going to be a game changer for you and  
your business.**



**You are going to leave this  
workshop today with the  
tools you need to take your  
business to the next level.**



**My Promise to You**



Imagine having a system in place that constantly generates new leads,  
Keeps you top of mind with thousands of prospects in your target market,

With a clear plan for converting them into clients...

...and the system is relatively simple to manage,  
including step-by-step instructions.

A system that is not only going to help you get leads now,

but will generate business opportunities month-after-month like  
CLOCKWORK.

And on average, generates over 2,000 prospect leads per year for  
our clients and students.

**My Promise to You**  
**That's exactly what I'm**  
**going to show you today.**



**It might sound like a large claim, but it's only because I've seen people in your exact shoes right now. For example:**



**"I now have a lot of people knocking on my door because of the process on LinkedIn.**

**Once it gets started, it just zooms.**

**I'm at a point now where I've had to turn potential clients away because of how many opportunities that have come my way.**

**I come from a more traditional advertising background. But once I got started I learned quickly how this is a much EASIER route to grow your business."**

**- Barbara Williams, BJW Marketing**

**Now, you might be wondering...is this going to cost me anything?  
Here's the deal, I want to be totally up front with you.**

**You might decide that you'd like my help implementing the systems I show you today.**

**So I do have a special offer we'll be extending to you a little later on the call to join Linked University.**



**You should take advantage of the limited opportunity that I'll tell you about today, if it's right for you.**



**Now before I get too far, I want to make sure that you guys know who Ben is.**

**Helping to answer your questions in the chat...**

A LinkedIn profile card for Ben Kniffen. The card has a blue header with a network diagram pattern. On the left, a person is sitting on the edge of the header. The profile picture shows a smiling man. To the right of the profile picture, a person is standing on a ladder, pointing towards the card. The profile information includes:

**Ben Kniffen** • 1st  
President & COO, LinkedSelling | B2B Marketing Expert helping businesses generate consistent sales opportunities  
LinkedSelling.com • LinkedUniversity.com  
Greater St. Louis Area • 500+

**We also have a gift for you...**



Our gift to you:

## LinkedIn Profile Optimization Training

A premium video and workbook training to help you optimize your profile so you can attract your best prospects and position yourself as THE expert.

...typically a \$1500 value by itself...you'll get it for free.

Now, I've got a lot of content planned for you, I just want to take just 60 seconds for anyone who doesn't know me or my company, LinkedSelling, to let you know WHO we are and WHY I'm even qualified to share this information with you before we dive into the good stuff.



## Who is Josh Turner?

Founder and CEO of LinkedSelling

Wall Street Journal bestselling author

Leads a team of 40+ employees

Generated over \$1 billion in sales for our clients



As seen on:

**Newsweek**

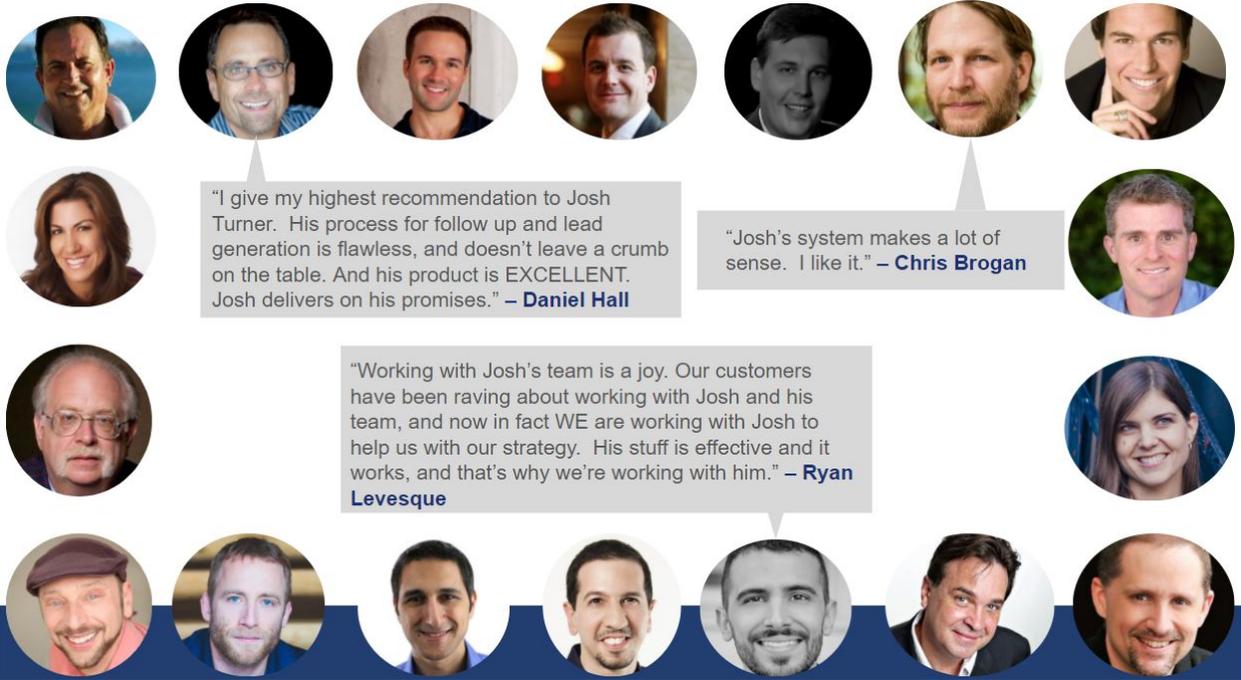
The Miami Herald

THE HUFFINGTON POST



AMERICAN EXPRESS OPEN

**My work has been endorsed by almost every leader in our industry:**



"I give my highest recommendation to Josh Turner. His process for follow up and lead generation is flawless, and doesn't leave a crumb on the table. And his product is EXCELLENT. Josh delivers on his promises." – **Daniel Hall**

"Josh's system makes a lot of sense. I like it." – **Chris Brogan**

"Working with Josh's team is a joy. Our customers have been raving about working with Josh and his team, and now in fact WE are working with Josh to help us with our strategy. His stuff is effective and it works, and that's why we're working with him." – **Ryan Levesque**

**Proud Sponsor of:**



**FREEDOM ARTS & EDUCATION CENTER**



**Arts**



**Academics**



**Advancement**

**Worked with over 3,600 underserved students in after school programs this past year.**

**And I'm only saying this to give you an idea of what's possible because you're seeing me now... but you didn't see me when I first started out.**

**Because back in 2009, the company I worked for closed and I was faced with a decision...go to work for another company, or go out on my own.**

**I was scared about starting my business, but I knew I had to do it.**

**Because, I'm a firm believer that if you want to get ahead, you have to take risks and go for it.**

**So I started Gateway CFO Solutions, working as an outsourced CFO, essentially a business consultant.**



**Networking, cold calls, and business cards were getting me nowhere...**

**...so I started looking elsewhere.**

**And I started using a different approach...**

**An approach that would get me into meetings with the EXACT types of clients I wanted to work with.**

**I was successful growing my client base, and the LinkedIn system I'm going to teach you today is a big reason why.**

**Because there aren't many step-by-step systems to generate qualified appointments.**

**And more opportunities is the key to business growth.**



**\$100k was my first goal...**

**...and we were fortunate to hit that in Year 1!**

**We're going to take a look at what it takes to reach 100k+ in additional business...**



**The 6-Figure  
LinkedIn Formula**



## So...what is it?

### **LEVEL 1:** YOUR LEAD GEN FOUNDATION



### **AVATAR**

You need to be targeting the **RIGHT** people. The ones who will move the needle in your business.

You need to be targeting the **RIGHT** people, not just anybody... which means you need to have your **AVATAR** figured out - who are the prospects that really move the needle forward for your business?



## **POSITIONING**

You need to control  
your perception.  
Are you just another  
vendor?

Next, how do you make your services attractive for your prospects?  
This is all about positioning.

**For example, a Harvard study found...**

### **CAVEMAN PSYCHOLOGY**

“A lecturer presented a speech to two different groups of students about the importance of arithmetic.

To one group, the presenter was introduced as an award-winning scholar from a prestigious research university.

To the other group, the presenter was introduced as a dishwasher in a restaurant.

The students responded much more strongly to the “professor” than to the “dishwasher.”



# Are you the professor or the dishwasher of your industry?



## **MARKETING/ BRAND**

You need to more people to understand how your solution works specifically for them.

Third, you need more people to know about your solution. This is where you'll have a clear and cohesive plan for your Marketing and Brand Awareness,



## **PROSPECTING**

You need a way to find these people.

and next, you'll need a way to find those people - this is Prospecting.



**LIST BUILDING**

You need a process to reach out and bring them into your network.

You also need a way to reach out, and bring them into your network. That's when we move onto building your contact list and actually making connections.

Moving on to Level 2 - this is where all of your foundational work makes a difference and you really start seeing results!

**LEVEL 2: 10X GROWTH**





## **LEAD GENERATION**

You need to convert  
your prospects into  
consultations or  
appointments.

**...because there's really no use in having a contact list if you don't  
have a way to start real business conversations that lead to  
consultations or sales appointments.**



## **SALES**

You need to enroll  
those leads into your  
product or service.

**This is where you make the sale and move your business forward.**



## **DRIP MARKETING**

You need to remain top-of-mind and nurture relationships with your prospects and leads.

**And then from there, with those basics in place, you need a way to: Maintain consistent top of mind awareness. This is where Drip Marketing comes into play.**



## **PR (SCALE)**

You need to build strategic partnerships that allow you to scale your marketing efforts.

**You need a way build strategic relationships with press and guest posting opportunities - that's good PR. And once you have all this in place, you can build and maintain referral relationships using our system to allow you to scale your business.**



## SUPPORT

You need to seek community, guidance and mentorship to shortcut the learning curve and remain accountable.

Finally, there are a few things that successful business owners and entrepreneurs rely on to help them reach that first 100K and beyond - they are community, expert help, and mentorship.

Learning from those who have been there will enable you to grow faster.

Now, when you put it all on one page this like, all of this can seem like a lot, right?

### The 6-Figure LinkedIn Formula



**This process is actually REALLY simple.**

And because of that, it's something you can easily put in place and trust that it is going to work for you.



**Do you know what my biggest struggle was during that time?**

**I had some limiting beliefs.**



**What I needed was a 10x mindset.**



By increasing your dedicated, focused ACTION, you start to accomplish some pretty incredible things.

Nobody gets to 10X because they say they want it.

Like Tony Robbins says,

“The path to success is to take massive, determined action.”

- Tony Robbins



Now we have a limited amount of time together today so, I'm going to go through the most crucial parts of the 6-figure formula with you;

The 6-Figure LinkedIn Formula



these are the four most ESSENTIAL pieces of the formula if you want to hit 100K.

But first, we need to discuss the vehicle or the tool, that allows us to accomplish each part. What is it? Well, the answer to that depends on where your prospects already hang out.

And for most people targeting businesses or professionals of any sort, LinkedIn is the perfect place



...because there is no other place online where you can find perfect clients and get connected with them like this.

I want to set the record straight about a few things.

There's a lot of b.s. out there.



But here's the deal.  
LinkedIn does have...



Over **500+** Million.

**USERS**



check LinkedIn daily.  
(76% for executives)



of adult internet users  
in US are on LinkedIn



Most affluent  
demographic.



Faster active user growth  
than FB or Twitter.



Millions of  
businesses.

# LinkedIn Reaches the C-Suite

LinkedIn is where business leaders can be reached.



“...reaches more business elite and c-suite monthly than any other international news and business website measured.”

“...attracts the highest number of business elite purchase decision makers with high net worth and big purchasing budgets.”



Source: IPSOS Business Elite Global

Now, let's talk about how you can put the 6-figure formula into play for your business using LinkedIn.

## The 6-Figure LinkedIn Formula





Yes. There is a very systematic way to get real, honest results.

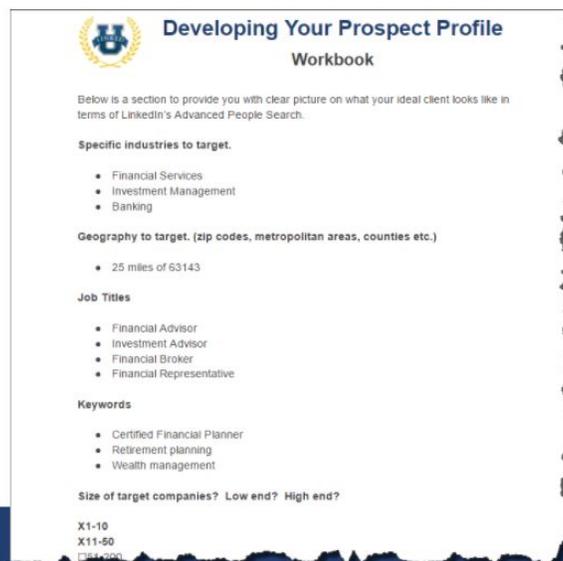
If you're willing to put in a little bit of time.



Before you do ANYTHING, you need to decide...

Who do you want to target?

Developing Your "Prospect Profile"



Attack LinkedIn with a clear plan and FOCUS every time you login!!

How do you create a "Prospect Profile?"

You ask yourself a few of the questions we're going to cover and do some research to find the answers... you want to target your best prospects, the ones who will really move the needle forward in your business.

“Everyone is not your customer.”

- Seth Godin



This means you need to “niche down.” You might have heard the phrase, “the riches are in the niches,” or like Seth Godin said, “Everyone is not your customer.” And it’s ABSOLUTELY true. Because you cannot be everything to everyone.

And don’t worry, as you grow, you can expand outside your chosen niche. In fact, look at what our client, Aaron Agius did...



Aaron Agius • 1st

Co Founder and Managing Director at Louder.Online | Search, Content & Social Marketer | Entrepreneur | Speaker | Author  
Louder Online — We Deliver Growth • Marcellin College  
Sydney, Australia • 500+

A screenshot of a LinkedIn group page for "Global Marketing Leaders Network" with 10,771 members. The page includes a "Start a conversation with your group" section, a "Conversations" section with a post from Aaron Agius (Group Owner) titled "A Special Announcement to Our Members!", and an "ABOUT THIS GROUP" section. The "ABOUT THIS GROUP" section states: "Global Marketing Leaders Network is focused on bringing valuable resources, expert content, and networking opportunities with the world's best marketing professionals. By becoming a member, you'll have the opportunity to access our exclusive content and be connected to some of the top marketing executives in worldwide." There is also a "MEMBERS" section showing 10,771 members and an "Invite others" button.

He initially started out targeting “Marketing executives and directors in Australia.” Now, he didn’t ONLY work with Australians. But he tailored his LinkedIn work more specifically to that audience to help him stand above the noise. Once he began to get a following in that niche he has since expanded to include international audiences.

Here’s another example,



“...for the American Expatriate.”

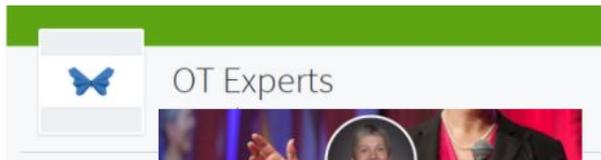
He could help anyone with their taxes, but he has specifically chosen to work with American expats in Asia.

Is he missing out on business? No. It’s the opposite. He’s able to speak to a specific group of people who have very specific, shared experiences and interests.

In his communication, he is now able to speak directly to those specific needs and interests, positioning himself as THE go-to guy for anyone in that situation who needs help with their taxes.

But it doesn’t just have to be finding your niche based on geography.

**We have clients who tailor their LinkedIn campaigns to all sorts of different niches.**



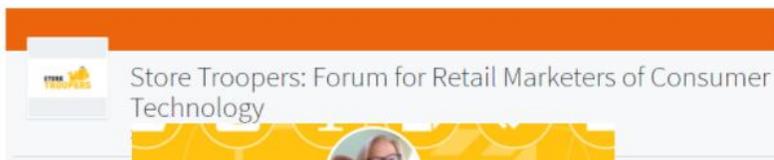
**OT Experts**

**Julia M. Lindsey** • 2nd  
Business and Personal Growth Coach/Get more Clients  
Julia M Lindsey, Business and Personal Growth Coach • University of Indianapolis  
Jeffersonville, Indiana • 500+ 



**Health & Safety Professionals New Zealand**

**Matt Jones** BA Hons, Grad Dip OSH, GradNZISM • 1st  
Founder of the Business Leaders, New Zealand|Coaching Executives and Senior Leaders to Champion Health & Safety  
Advanced Safety NZ • Massey University  
Canterbury & West Coast, New Zealand • 500+ 



**Store Troopers: Forum for Retail Marketers of Consumer Technology**

**Patty Jensen** • 2nd  
VP, Account Services. JDA Retail Ready Design helps consumer technology brands stand out online, on shelf & in print.  
JDA, Inc. Retail Ready Design™ • Greenhills  
Greater Los Angeles Area • 500+ 



**Security Intelligence Community**

**Neil Kemp** • 1st  
Helping IT Executives Implement and Define a solid IT Security Strategy together with Policies, Procedures and Processes  
Network & Security Limited • Borehamwood College  
London, United Kingdom • 500+ 

How do you create your “Prospect Profile?”

## Developing Your Prospect Profile:

What industry are they in?

What job title(s) do they have?

How big of a company do they work for?

Where are they located?

Create the guide to your **IDEAL** prospects, your **HIGH-TICKET** prospects so that you can make your messaging resonate with the **EXACT** type of person you want to set appointments with.

When you have this kind of clarity, it gives you a laser focus, and let's you tailor your LinkedIn efforts to stand out to a specific type of client

So for me, once I had this prospect profile in place....

### **LEVEL 1: YOUR LEAD GEN FOUNDATION**



## Optimize Your LinkedIn Profile

The goal is to structure your profile so that it converts **VEWS** into **LEADS**.

We've discovered that there is a science to taking a prospect who is looking at your profile, and getting them to take a next step with you and your business.



## The Headline Formula

[Title], [Company Name] | I help [avatar] [benefit or result]



So as an example...



**And you can see here from Luda's comments that the process we're sharing today has led her to make 3 times what she did in her previous job...within just a year.**



“After almost 10 years, our business was almost non-existent. We had never made a consistent income. We spent tens of thousands of dollars on courses (seriously), over \$15,000 on mailers, and on and on. **NOTHING** converted into getting us new clients - **AND I MEAN NOTHING!**”

We just wanted something consistent. We just wanted to pay the bills. We started thinking we were never going to be able to "get off the ground", let alone be financially independent.

With Josh’s system we now have enough clients to pay us 3 times what we made at our regular jobs. Every month! Not just some months... And it has been less than 1 year, so we are still expanding. Our goal this year is to be in the top 1% of earners in Idaho (\$292,000/year) What a difference a year can make!!! We work A LOT less than we used to. It snows a ton here in Idaho, and sometimes I go a week without leaving the house. Best lifestyle ever!!

**- Luda Drummond, Marketing Consultant**

Once you have an optimized profile, and have used the knowledge you gained about your avatar to determine how you’ll position yourself according to what your specific prospect wants and needs, you can move on to the next most critical task prospecting.

## **LEVEL 1: YOUR LEAD GEN FOUNDATION**



How do you find new prospects?



It's a simple, straightforward process...

First, go to the search bar and type the title of the people you want to do business with.

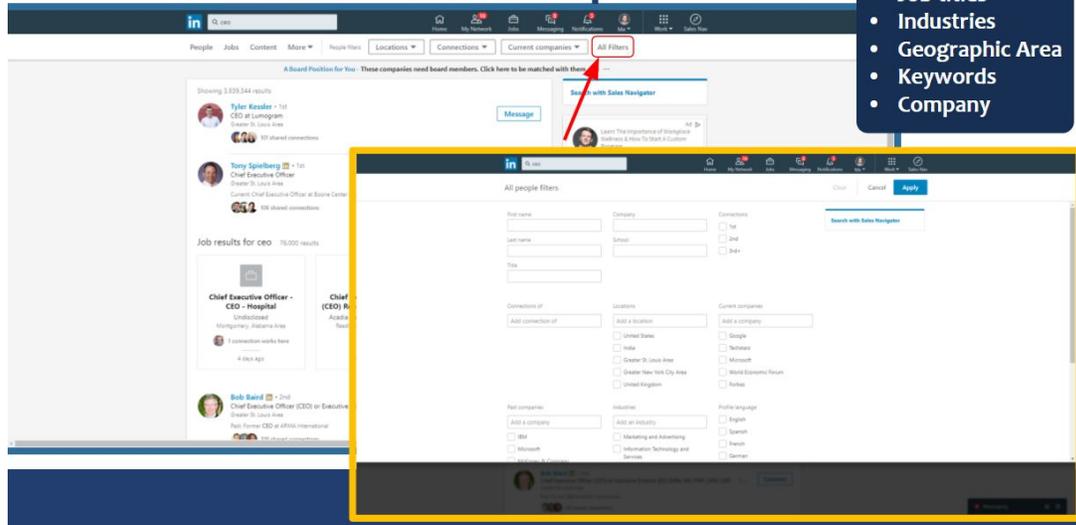
## Find Your Perfect Clients

A screenshot of the LinkedIn search interface. The search bar at the top contains the text "CEO". Below the search bar, a list of search results is displayed, including profiles for Todd Nathaniel Davis, Michael Clark, Michelle Hummel, Stan Shyapochnik, and others. A magnifying glass icon is positioned to the left of the search results, with a red arrow pointing from it to the search bar. Another red arrow points from the magnifying glass icon to the search results list. The interface includes various filters on the right side, such as "Filter people by connections", "Keywords", "Locations", and "Past companies".

You'll want to plug in the details for what makes sense for YOUR business.

## Second, Pinpoint your exact prospects using LinkedIn's Advanced Filters.

### LinkedIn's People Search



The screenshot shows the LinkedIn search results page for 'ceo'. An 'All Filters' button is highlighted with a red box and an arrow. An 'All people filters' overlay is shown, containing various filter categories:

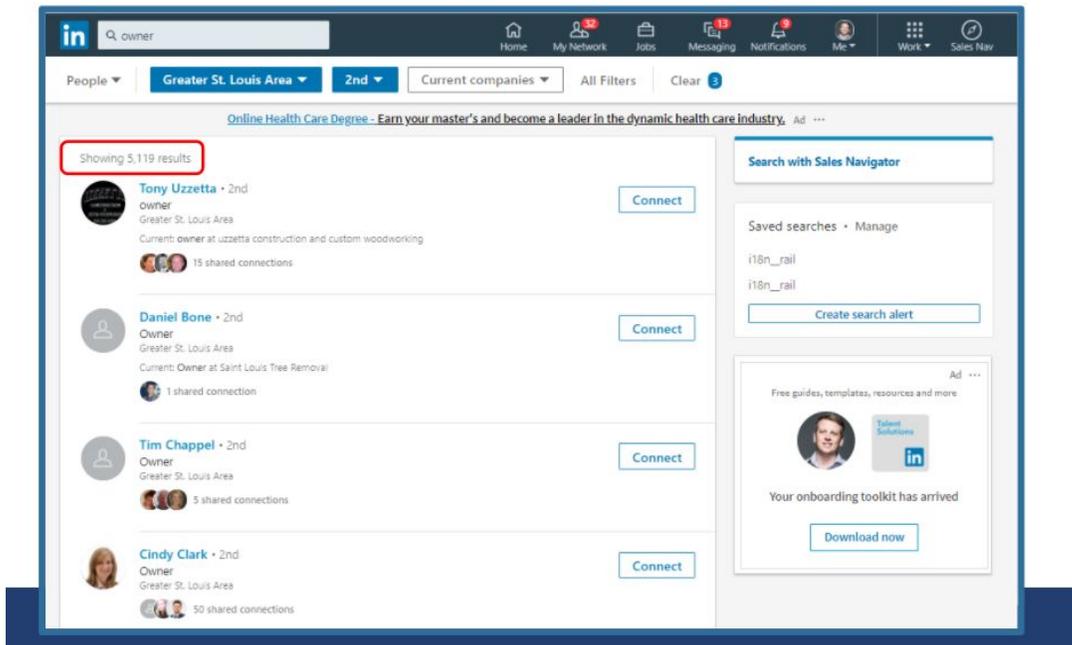
- First name, Last name, Title
- Company, School, Connections (1st, 2nd, 3rd)
- Connections of (Add connection of)
- Locations (United States, India, Greater St. Louis Area, Greater New York City Area, United Kingdom)
- Current companies (Add a company, IBM, Microsoft, Marketing and Advertising, Information Technology and Services)
- Public language (English, Spanish, French, German)

**Filters for:**

- Job titles
- Industries
- Geographic Area
- Keywords
- Company

Here's a search that you might use if you're targeting local business owners.

## Targeting Local Business Owners



The screenshot shows search results for 'owner' in the 'Greater St. Louis Area'. The search is filtered to '2nd' connections and 'Current companies'. The results list several business owners:

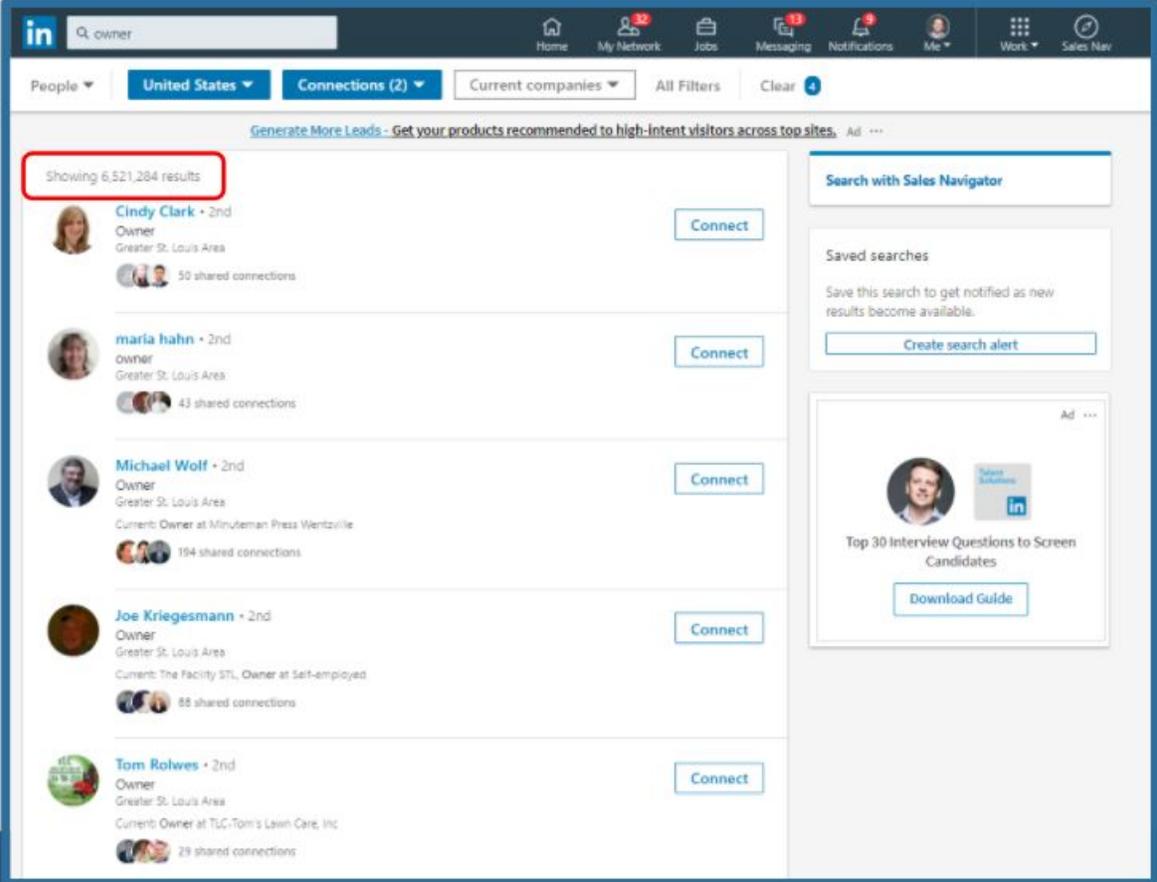
- Tony Uzzetta** • 2nd  
owner  
Greater St. Louis Area  
Current: owner at uzzetta construction and custom woodworking  
15 shared connections
- Daniel Bone** • 2nd  
Owner  
Greater St. Louis Area  
Current: Owner at Saint Louis Tree Removal  
1 shared connection
- Tim Chappel** • 2nd  
Owner  
Greater St. Louis Area  
5 shared connections
- Cindy Clark** • 2nd  
Owner  
Greater St. Louis Area  
50 shared connections

The search interface also shows a 'Showing 5,119 results' indicator, a 'Search with Sales Navigator' button, and a 'Create search alert' button. An advertisement for 'Talent Solutions' is visible on the right side.

Just in the St. Louis area, 5100 results. And these are only 2nd degree connections which means I can reach all of these people.

Here's a search you might use if you're targeting business owners all over the United States.

## Targeting National Owners

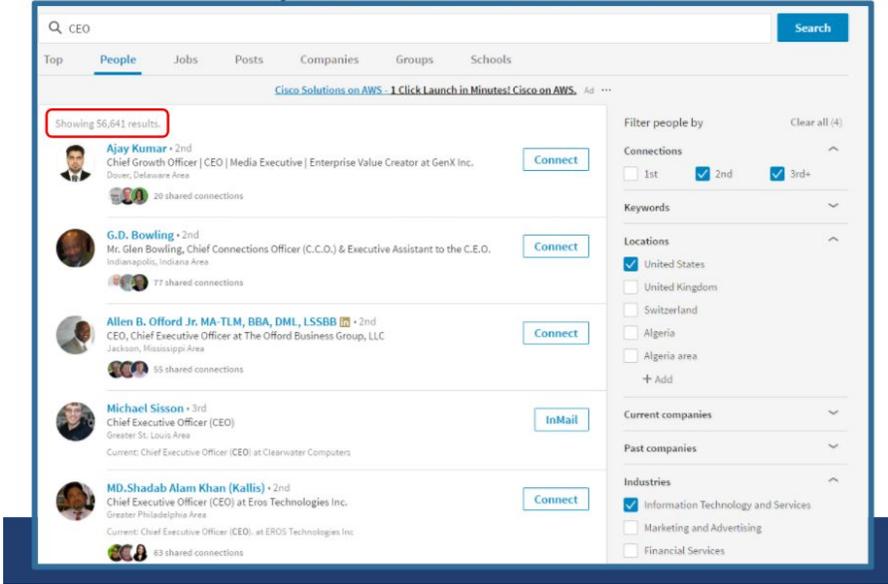


The screenshot shows a LinkedIn search interface. The search bar contains the word "owner". The filters are set to "United States" and "Connections (2)". The search results show a list of business owners, each with a profile picture, name, title, location, and a "Connect" button. The first result is Cindy Clark, Owner, Greater St. Louis Area, with 30 shared connections. The second is maria hahn, owner, Greater St. Louis Area, with 43 shared connections. The third is Michael Wolf, Owner, Greater St. Louis Area, Current: Owner at Minuteman Press Wentzville, with 104 shared connections. The fourth is Joe Kriegesmann, Owner, Greater St. Louis Area, Current: The Facility STL, Owner at Self-employed, with 88 shared connections. The fifth is Tom Rolwes, Owner, Greater St. Louis Area, Current: Owner at TJC-Tom's Lawn Care, Inc, with 29 shared connections. A red box highlights the text "Showing 6,521,284 results". On the right side, there is a "Search with Sales Navigator" section, a "Saved searches" section with a "Create search alert" button, and an advertisement for "Top 30 Interview Questions to Screen Candidates" with a "Download Guide" button.

And this same kind of process works no matter what country you're in. So in the US, 6.5 million plus business owners that are either 2nd or 3rd degree connections.

Or, let's say you're going after a specific type of person in a specific industry. Like CEOs of IT companies...

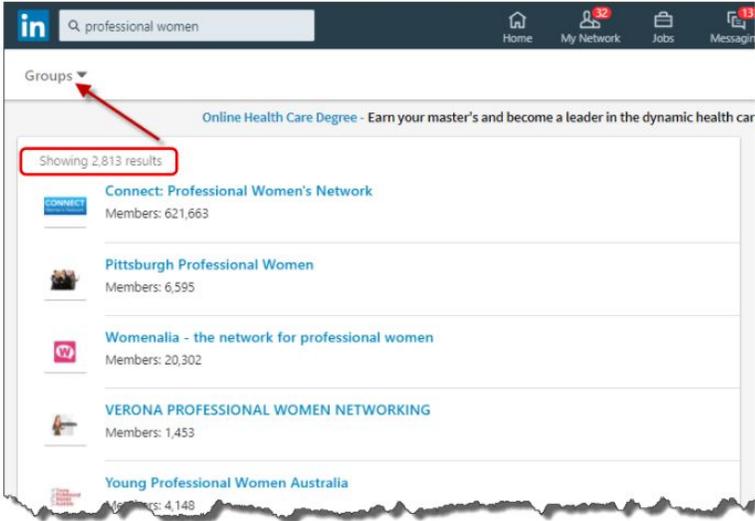
# Specific Industries



56,000 results for that one.

And it works even if you have a more broad criteria. Like let's say you want to go after "professional women:"

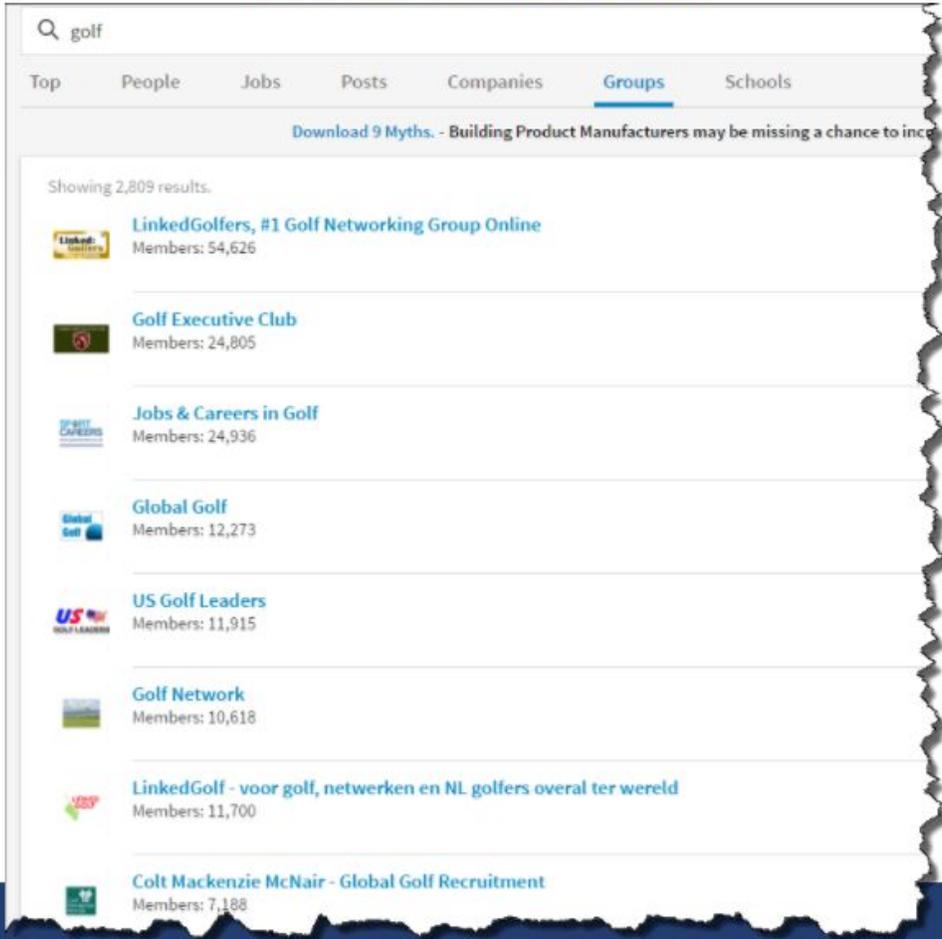
Types of people...



There are over 2800 groups that cater to professional women, giving you access to hundreds of thousands of prospects.

Or, let's say that you've got a really focused niche. Even things like Cooking or Golf enthusiasts, which you'd never think would be on LinkedIn....they definitely are.

## Even B2C...



The image shows a screenshot of a LinkedIn search for the keyword "golf". The search results are filtered to show "Groups". The top navigation bar includes "Top", "People", "Jobs", "Posts", "Companies", "Groups" (which is selected), and "Schools". Below the navigation bar, there is a notification: "Download 9 Myths. - Building Product Manufacturers may be missing a chance to inc...". The main content area shows "Showing 2,809 results." and a list of eight golf-related groups. Each group entry includes a small profile picture, the group name, and the number of members. The groups listed are:

Group Name	Members
LinkedGolfers, #1 Golf Networking Group Online	54,626
Golf Executive Club	24,805
Jobs & Careers in Golf	24,936
Global Golf	12,273
US Golf Leaders	11,915
Golf Network	10,618
LinkedGolf - voor golf, netwerken en NL golfers overal ter wereld	11,700
Colt Mackenzie McNair - Global Golf Recruitment	7,188

Thousands of people interested in golfing that you can target on LinkedIn

It doesn't matter what niche you're in.

It doesn't matter what kind of business you have.

This will work for you.



So of the four essential parts we're covering today, we've determined our **AVATAR**, we've started with our positioning and brand with our profile and we know how to prospect and find our ideal clients on LinkedIn, next we need to build our list of targeted contacts using the prospects you just searched for.

### **LEVEL 1:** YOUR LEAD GEN FOUNDATION



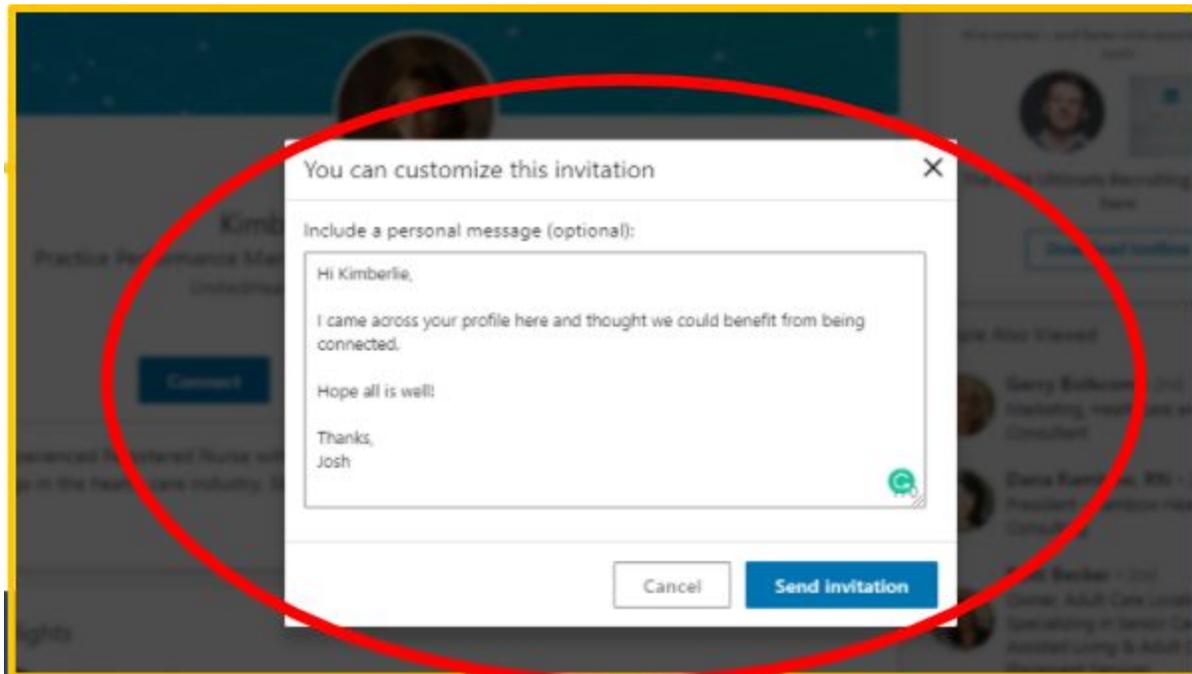
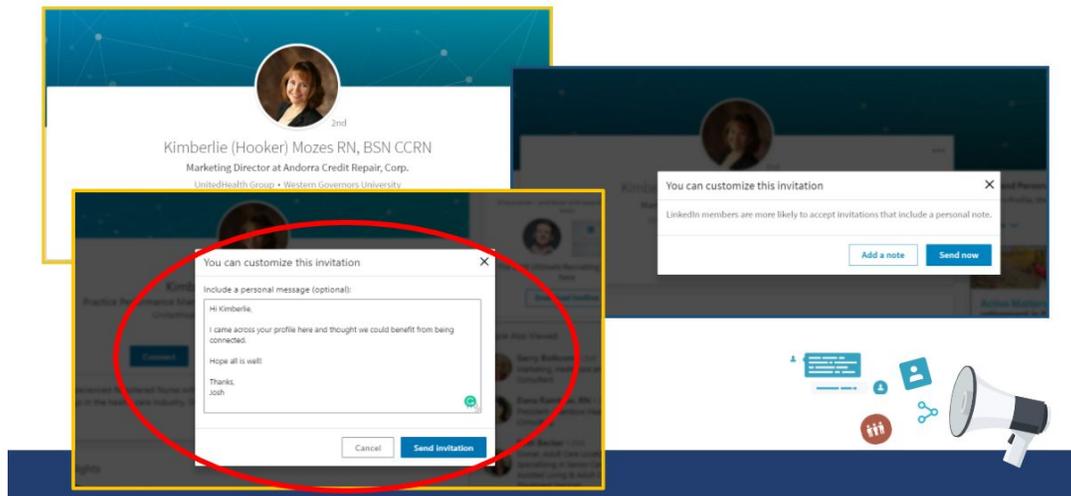
 **LinkedSelling**

Remember, these contacts should be a perfect fit for your service...

So, on LinkedIn, you can send each of them a simple connection request, but here's the thing - and this is KEY - LinkedIn gives you the option to "Connect" and use the generic message LinkedIn has prefilled for you OR you can add a personalized friendly note.

Here's a script we use... feel free to adapt it for your own use...

## Connection Requests



You'll notice that what's important here is that we're NOT pushing for the sale right away. Our goal is simply to connect at this point and the personalized note makes all the difference.

And here's why this works so well... One, because you don't go for the jugular right away, your prospect is more open to trusting you. And we know that without trust, you won't get the sale.

And it's so true. That's why our entire strategy is built around establishing trust and developing a relationship, as you'll see in just a minute.

So by taking the time to personalize your message, instead of using the generic one, you show that you're not just out to get numbers... you're a real person interested in starting a real conversation.

**Constant stream of new prospects to work through the rest of our systems.**

**40%+ Acceptance Rate.**



**Sales calls or meetings.**



**Clients.**

This is what leads to a 40%+ acceptance rate. This also tag-teams with an optimized profile because if your profile is optimized to speak directly to the people and organizations you help and you have a strong picture + headline - that's how you get more requests accepted.

Okay, now that you've got new connections and you're building a list with targeted prospects, ideal for your business you're ready to move on to level two.

## **LEVEL 2: 10X GROWTH**



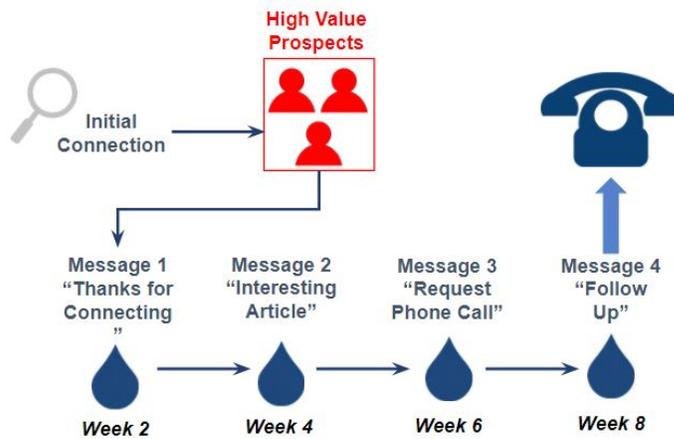
We've covered how to build your list of targeted connections, so now we can move on to Level 2 and we're going to continue with the next critical step - Lead Generation.

This is all about how to use messaging to drive your ideal prospects to an initial consultation, or sales appointment.

For this, we use what we call the Multitouch Point Messaging Campaign, where you'll be sending a series of messages on LinkedIn.

Here's how it works...

## Multi Touch Point Messaging Campaign



4 to 7 message process to nurture, provide value, build the relationship and book an appointment.



**Put relationship first, and the sale second.**

**Otherwise, you're just flushing prospects down the drain.**

**We created a system, so that doesn't have to happen to you again.**

How well does this work?



Results?

If each month you'll add an additional 50+ prospects into the campaign.

On average, 21% of prospects converted to an appointment at this stage.

$50 \text{ prospects} \times 21\% = 10 \text{ appointments}$



That's just the beginning!

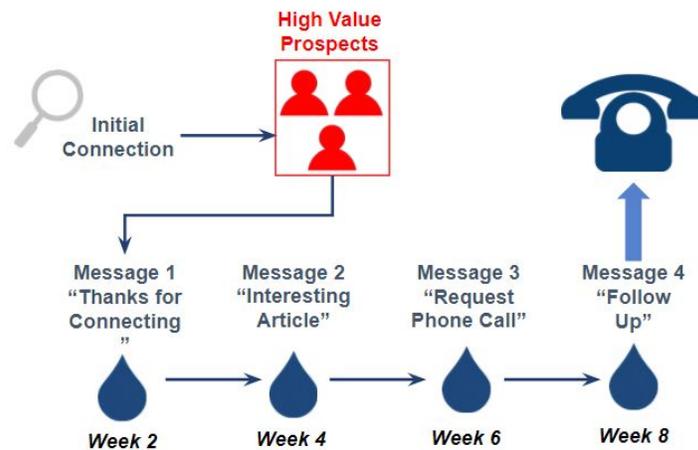
10 appointments per month...

...equals 120 appointments per year.

Based on only adding 50 new prospects  
in each month.

What if you added 100, or 200 each month?

## Multi Touch Point Messaging Campaign



The best part: The system is repeatable and reliable.

**Would appointments with 10+  
high-ticket prospects per month get  
you to \$100k?**



**What's your ROI?**

How much income are you expecting to  
generate in the next 12 months?

If you haven't already...Download and complete the ROI  
Calculator here: [LinkedUniversity.com/ROI](https://www.linkedinuniversity.com/ROI)

**10 appointments per month**



**3 new clients per month**



**\$2500 per new client**



**\$90,000+ in 12 months**

After you start getting leads coming in, you need to drive sales and enroll your prospects into your services.

**LEVEL 2: 10X GROWTH**



Now the key here isn't to throw all the goodwill, and tried-and-true relationship building strategies that we've used to this point straight out the window.

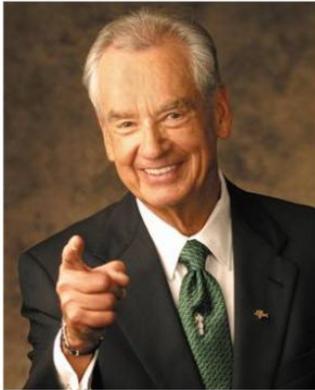


Don't jump to the pitch too soon...

Now that might sound like a Jedi mind trick. And to be honest, it may be.

But if you think long-term and not just the quick-fix mentality of 'How soon can I make my pitch?' you'll have better success closing deals.

It's so important that I'm going to let one of my biggest inspirations Zig Ziglar sum it up.



“If people like you, they will listen to you. If they trust you, they will do business with you.”

- Zig Ziglar

You don't hear Zig saying in there that you need to “Always be closing.” Nope. Focus on each step in the relationship before a lead is ready to buy.

Next up is drip messaging.

## **LEVEL 2:** 10X GROWTH



## Your Drip Marketing Top-of-Mind Campaign



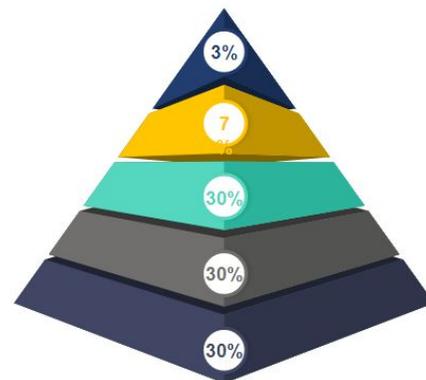
Once you've worked your prospects through the main messaging sequence, you'll have on average 21% agree to the phone call, so what do you do with the 79%? Do you just toss them aside like yesterday's news?

Of course not! You want to routinely get a message out to your prospects so that you stay top-of-mind when they have a need.

## Demand Generation

Analyzing the buying phases of your target market

- Ready to purchase
- Open to buying, but not looking
- Not thinking about it (indifferent)
- Think they aren't interested
- Know they aren't interested



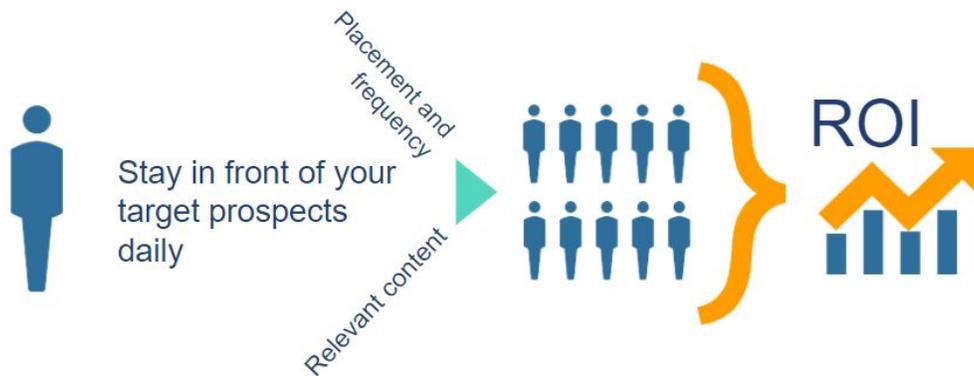
The majority of time, your prospects may just not be ready for your services. This means you need to stay top-of-mind and stay in front of them over the long-term in a way that isn't pushy.

Once you've built this massive network  
on LinkedIn, THEN how do you stay  
top-of-mind with all of these people?



You can continue using LinkedIn messages, sharing other people's  
content to make a valuable contribution to your prospects.

## Drip Marketing Top-of-Mind Campaign

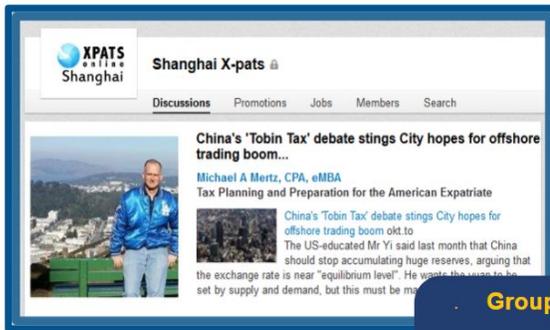


Be seen as a thought leader within your industry and stay  
in front of your target prospects a daily basis.

And you can do the same through email, LinkedIn status updates, and  
group contributions. The point is just continue to check in and share  
content and value every month or every couple months.

Here's an example of one of our clients we met a bit earlier, Mike Mertz, who is using this exact approach....

## Automated Top-of-Mind Drip Campaign



And only 1 hour per month to manage.

Group postings and status updates averaging **622 CLICKS per month.**

Daily status updates averaging **5,718 VIEWS per month.**

Staying top of mind means that your prospects think of YOU when an issue you solve crosses their mind because you are the person they see popping up in their feed and with your routine drip messages.

Next up is - PR and referrals.

### LEVEL 2: 10X GROWTH



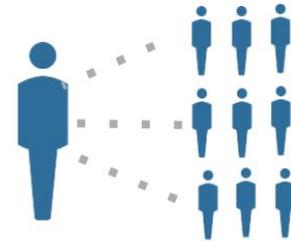
Inside Linked University, we cover this in depth, so for right now, I'm going to take a step back here because there are lots of other applications for this system, too.

# Additional Use Cases

Develop referral partnerships

Get featured in industry magazines or blogs.

Build relationships for guest posting opportunities.



Our system can generate tons of publicity without having to hire a PR firm.

**Finally, the last step in our 100K plan - support.**

## **LEVEL 2: 10X GROWTH**



**This is about community and mentorship - because getting to that 100K level can be tough if you try and do it alone. That's why I've included this section.**

Without support...you are stifling your growth.

It makes me think of the quote by Isaac Newton...



“If I have seen further, it is by standing on the shoulders of giants.”

- Sir Isaac Newton

In my journey, I know I would not be where I’m at now, if I hadn’t found community and mentorship. There’s just no way.

So I HIGHLY encourage you to look outside yourself and find a group of people with the same mindset, and the same challenges you face.

A group like Linked University where you can join people who’ve been where you want to go because they can cut your learning curve and exponentially boost your business - and your revenue.



## And there you have it - your 6-figure LinkedIn Formula.

### The 6-Figure LinkedIn Formula



For most people implementing these marketing pillars in their business is overwhelming, but with our system you get a step by step formula that covers the whole enchilada, and you now have in your hands a whole system that effectively addresses each and every part of your business, that you need to get you to the 100k+ level!

And you can do it without spending thousands of dollars on advertising or trying to spend time developing complicated funnels that require a LARGE amount of content OR a substantial email list to begin with.

Instead, you can efficiently implement every step and achieve ALL of this, using our system on LinkedIn.

Now, let me ask you this again... How important is an extra \$100K in revenue to you?



**Because look you've got a decision to make, I've seen first-hand what the consequences are when a business doesn't have a defined plan to consistently bring in new prospects, leads and opportunities.**

**For those of you who have read my book you know that I've seen 2 companies fail because they simply relied on referrals. The first was my dad's business.**



**As a kid I remember walking into his office and seeing the mountain of invoices on his desk. And he told me ‘We just can’t make it work anymore.’ And he was forced to shut his doors, because word of mouth and referrals had dried up, and he didn’t have a system to keep the leads and clients coming in.**

**It was over.**

**That was a REALLY hard day. And it sticks with me.**

**It’s why we’re committed to sharing information like we are today and doing whatever we can to inspire businesses of all sizes to put a system in place to get consistent leads and keep off the cashflow rollercoaster once and for all.**



**You can figure it out on your own... eventually... if you don’t give up along the way.**

**(which is exactly what most people do.)**

**Or I can help you get there faster,  
with guaranteed results.**

Now, could you just take what I've given you today in the blueprint and do it on your own without my help?

The 6-Figure LinkedIn Formula



Maybe, although very few people do.  
If you know that it's time to make a change and that you've gotta do something DIFFERENT if you are going to reach your goals, then I want you to be a part of Linked University.

Systems  
&  
Support



And I'd love for you to join, so my team and I can help you implement these processes and get the best results possible, as fast as possible.

## Why take the risk of doing it on your own?!



Would you...  
Perform surgery on yourself?



**Why should it be any different  
for your business?**



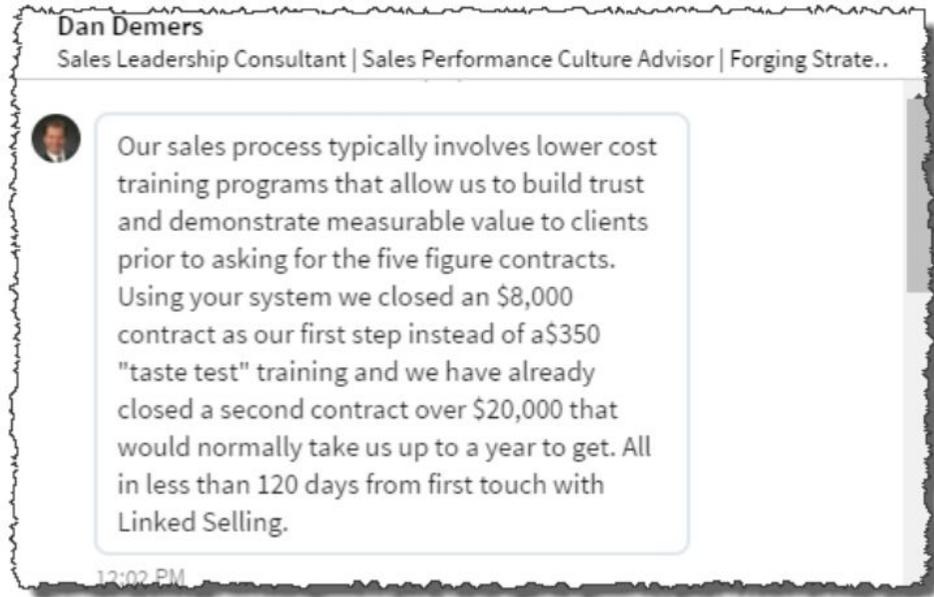
**Is it worth it to risk it?**

**Business owners that get the  
best results step up and  
commit.**

**And they get the best help in the world.**



## Like Dan Demers did...



**Over \$28,000 in new business, within just a couple months of joining us.**

## Why not you too?



I've shown you the path to follow to make this all happen for yourself...

...but of course there are still questions. Like...

What should I start working on first?

What's the right strategy for my profile?

What are the right times to reach out to my prospects?

Which of the other lead gen strategies should I be utilizing?

How should I customize this so that it works best for me?

**And many more that you haven't thought of yet.**



You can figure it out on your own... eventually... if you don't give up along the way.

(which is exactly what most people do.)

**Or I can help you get there faster,  
with guaranteed results.**

The doors are open for a limited time, and I've got a special offer for you!



So if you want to get the kind of results that Matt Jones had...



**Matt Jones**  
Health & Safety

"I've turned over more than \$100,000, I'm organizing a national conference for my health and safety professionals groups and really, by and large, it's all thanks to this system.

I was living day to day, not knowing where the next lead was, or how the next bill would be paid. Now, I've got enough in the bank where I can confidently forecast the next 6-12 months, expand the business and contract work out. I'm also seen as an authoritative figure, where people are turning to me for advice."

**From living day to day to generating over \$100k!**

OR, if you want results like Joe here is getting...



“I give Josh's program my absolute highest recommendation.



**Joe Scherrer**  
Business Coach

Here's why: in just two months after employing the principles and methods taught in the course, I gained 7 coaching clients.

In short, the course that Josh and his team have put together works. Now, it's an indispensable part of business development for me.”

**7 coaching clients in his first couple of months!**

**Or like Luda Drummond, who we met earlier...**



**Luda Drummond**  
Marketing

“After almost 10 years, our business was almost non-existent. We had never made a consistent income. We spent tens of thousands of dollars on courses (seriously), over \$15,000 on mailers, and on and on. **NOTHING** converted into getting us new clients - **AND I MEAN NOTHING!**

We just wanted something consistent. We just wanted to pay the bills. We started thinking we were never going to be able to "get off the ground", let alone be financially independent.

With Josh's system we now have enough clients to pay us 3 times what we made at our regular jobs. Every month! Not just some months... And it has been less than 1 year, so we are still expanding. Our goal this year is to be in the top 1% of earners in Idaho (\$292,000/year) What a difference a year can make!!! We work A LOT less than we used to. It snows a ton here in Idaho, and sometimes I go a week without leaving the house. Best lifestyle ever!!

**Over \$300k in revenue generated within 12 months of using the system!**

And it doesn't matter what level you're at now...

These are the same strategies people like Neil Patel and Microsoft have hired us to put in place for their LinkedIn campaigns.



Neil Patel



## Our promise to you:

Follow our system and within just 90 days you will:

- Build a network of at least 387 targeted prospects
- Position yourself as a leading expert in your market
- And generate at least one new client within 3 months.  
Guaranteed!



(whether you have an established business, or you're just getting started and have no following at all.)

## How do we deliver this promise?

Comprehensive Action Plan Library

Video screencasts

Workbooks

LinkedIn 201 Training Library

Value: \$4,995



We're including the entire suite of training on all the ways we've utilized LinkedIn to generate leads and business.

This isn't just theory...

It comes from tons of testing and tweaking that we've used to generate business for our company AND for our clients businesses.



...to help keep you on track  
to hit your goals...

## Daily Activity Plans and Checklists



Value: \$997

### In-depth Personal Support from Real People!

Keep in mind, our program is called  
Linked UNIVERSITY.

Value: \$2,197

How many universities have you heard  
of that just give you some videos and  
send you on your way?

If they're out there, they don't last long.



When you join a UNIVERSITY, you  
can ask your professors questions  
and get feedback...right?



It's no different with Linked University.



## You won't do it alone!

Unlimited support from my team of implementation specialists, who will get to know you and your business.



**EXPERTS** with experience running these campaigns for clients in our agency.

## The Implementation Team



Jamie Kreft



Matt Kersey



Stacy Barz



Tom Leto



Meredith Eisenberg



Pat Henseler

**And you can see from some of these comments how much value our members are getting out of this program and the high level of 1-on-1 support that you'll be receiving:**

# The Linked University VIP Club



 Yesterday at 7:05am

Damn you Josh Turner for you and your staff having the level of excellence you have!!!! So I stayed up till 130am implementing a bunch of stuff learned from my private coaching lesson with Jamie to finally roll into bed around 2am. I made the mistake of picking up my Kindle to make sure I received CONNECT then of course had to just read a few pages..... 2 hours later, 4am finally forced myself to turn off the light but then had to get up at 6am for conference call. The book is beautifully written with a plethora of information. Thanks for sharing your staff and your book.....

Like · Comment

 6 people like this. Seen by 32

 I am not an IT nerd, but, still fall in IT nerd pattern-sleep less after I got connect.  
Yesterday at 8:23am · Like

 **Susan Phillips**  
23 hrs · Eugene, OR

I just got my first actual bid last Friday totally from this program. I have several other fish on and waiting to hear back on projects coming up. The networking has been invaluable and incredible. I am just under 2000 connections (most of them very specific) and growing! Best thing I ever did was join LinkedIn and this group!

 Like  Comment

You, Josh Turner and 4 others like this. Seen by 30

[View 10 more comments](#)

 Hannah Schreiber Tighe On vacation, but just have to say how awesome the LinkedIn U Vip team is. Thanks so much for the accountability and support checkin. Will be in touch when I get back. .  
21 hrs · Like



 John Healy [@johnhealy.com](#) · Sep 18

to me

Thanks so much, Pat. Really appreciate the help and advice. I F@#%\$ LOVE LINKED U AND THE VIP CLUB. YOU GUYS ROCK!!

**HEALY CONSULTING**  
COMMUNICATIONS INC.  
John P. Healy  
[\(503\) 465-4881](#)  
[http://www.healy.com](#)

[LinkedIn](#) · [Twitter](#) · [Facebook](#)

 John Healy Thanks for the transparency and honesty, Ryan. That's what I love about LinkedU and VIP Club. It's straight talk with no BS or candy coating. You guys rock!!!  
September 10 at 10:35pm · Unlike  2



**And then, because you're here now, we've also decided to add in two bonuses -**

**BONUS: 3-Month Access to  
LinkedSelling Platinum** [Value: \\$2,197](#)

Community of hundreds of business owners working together to achieve MASSIVE business growth.

This accountability, support and mastermind community will motivate and inspire you to reach the next-level.



## **BONUS: 1-on-1 Strategy Call**

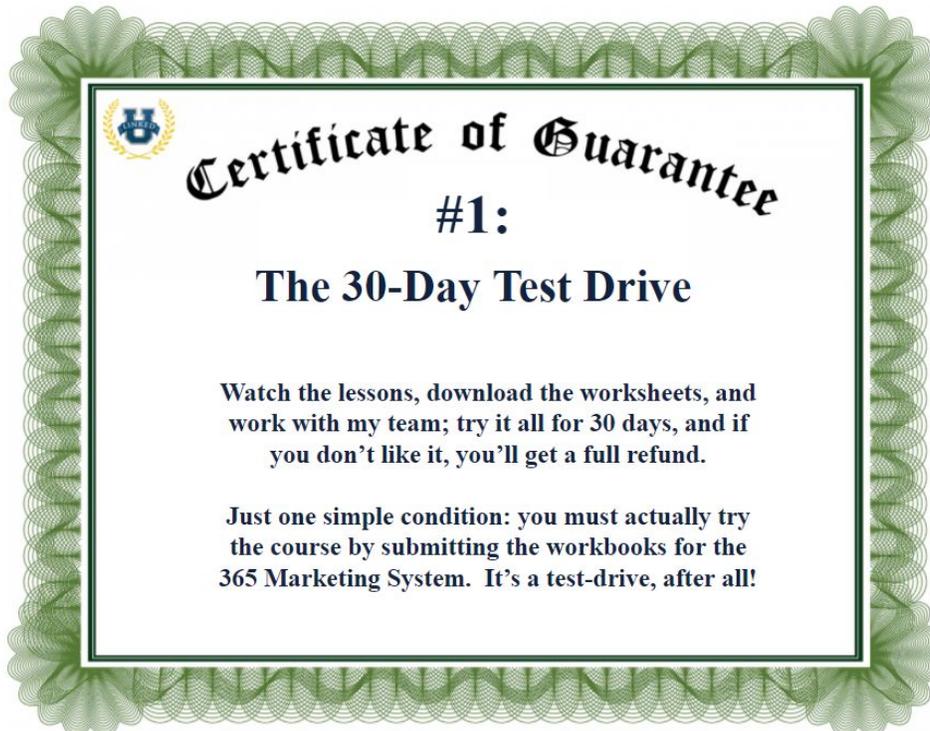
Once your first messaging campaign is ready to go, you'll get a call with one of our specialists.

**Get to know each other, talk about your business, and put the right plan in place for you.**



Value: \$400

**So I made you a promise just now, and I'm going to add to it with a few more guarantees just to make this even more of a no-brainer for you....**





## **Certificate of Guarantee** **#2:**

### **We Won't Let You Fail**

**Follow our system, and you'll achieve the following:  
Build a network of at least 387 targeted prospects within 90 days, maintain top of mind status as a leading expert in your industry, and generate at least one new client within 3 months.**

**If you follow our training, and don't get those results...And if you don't we'll personally get on the phone and work with you to get back on track!**



## **Certificate of Guarantee** **#3:**

### **The 10X Challenge**

**Follow our system, do the work and don't make at least 10X your investment in your first year...**

**We'll DOUBLE YOUR MONEY BACK!**

**Simple as that.**

## Even if you...

...don't have a website yet...

...don't have an email list or a following...

...have never been good at social media...

...suck at technology...

...aren't yet sure which prospects to target...



**...or just aren't sure where to get started!**

The program and my team will support and guide you throughout the entire process, with no time limit and no expiration date.

We will support you to reach your goals, whatever they may be!



What do people typically invest to create these kinds of results in their business and life?

<p>Option #1 Hire Us</p>  <p>\$30,000 12 months</p>	<p>Option #2 Hire a Coach</p>  <p>\$15,000+ 6+ months</p>	<p>Option #3 Make a Hire</p>  <p>\$75,000+ Varies</p>	<p>Option #4 Do It Yourself</p>  <p>\$5-50,000 5+ years</p>
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All these paths would be worth it, if only they delivered on the results that they promise...

Except that they don't, not reliably.  
(certainly, there are no guarantees)

But we do. Guaranteed.



And it costs a lot less to get started...

# Get started for only \$897!

That's only  
\$2.45/day



(plus your work and dedication)



I've put together another option for you.

To make it even easier for you to get started.





## Introducing our 3 Month Payment Plan.

You can get started for  
just \$397 today!

*(and two more monthly payments after)*

[LinkedUniversity.com/Deal](https://LinkedUniversity.com/Deal)



If all that sounds good to you,  
then I'm excited to personally  
invite you to join us in  
Linked University!

**...with one additional bonus!**

[LinkedUniversity.com/Deal](https://LinkedUniversity.com/Deal)

## ***Fast-Mover Bonuses***

Only available for the first 20 people  
who join on this workshop!



### **Fast-Mover Bonus**

Complimentary 1-on-1 LinkedIn  
Profile Review and Critique  
**\$1500 Value**

**\*\*Only for the first 20  
who join  
on this webinar\*\***



[LinkedUniversity.com/Deal](https://www.linkedin.com/Deal)

### **Fast-Mover Bonus**



**\*\*Only available for first 20 who join on this call.\*\***

To qualify:

1. Place your order at [LinkedUniversity.com/Deal](https://www.linkedin.com/Deal)
2. Once order is complete, say “I’m in” in the chat.

## Here's what will happen next:



Take the plunge  
and join  
Linked University



Do the work,  
supported by our  
dedicated team!



Launch and take  
your business to  
the next level.

[LinkedUniversity.com/Deal](https://LinkedUniversity.com/Deal)

## Now, here's what some more of our clients have had to say about Linked University, and their results.



"In 18 months cold calling I got nowhere. With your programs and social media digital networking I have responses in less than 2 weeks work. I now have 100 leads from decision makers who took interest in my company. You guys are amazing!"

- **John Lee, Sports Apparel**

"This week alone, one simple strategy has generated 28 very targeted leads for me. I can't say enough about the effectiveness of the program. Thanks, Josh!"

- **Judy Fitzpatrick, Insurance Agent**



"The system they use certainly works as our company has gone from fishing in a relatively small pool of existing referrals, to a far bigger pool of connections brought in by the system. We have a continuous stream of good quality leads to nurture. I am often surprised by the quality of leads that come through!

- **Tim Stanford, Management Consultant**



"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**

"As a result of working with Josh, we've gotten in front of over 10,000 prospects and generated a ton of high quality leads. I was skeptical at first, and then it just started taking off. So far I've signed over \$10 million in new business from this system and we're expecting a 30-40% increase in sales next year...just as a result of working with Josh."

- **Ben Cohen, Construction Supplier**



"I'm pretty darn impressed with the results. I've received a hefty number of qualified leads and many have converted to paying clients. So far I've generated over \$20,000 in income."

- **Gene Conley, Financial Advisor**



"I just want to tell you, I continue to go through your lessons. As long as I consistently follow your training, I get leads. You have a great program!"

- **Anne Gordon, Business Financing**

"I've got to tell you, within DAYS of using your techniques, I've landed two engagements that are in the low to mid five figures. It usually takes me over a year to gain the trust and privilege to entertain that level of proposal. The best training and insight I've ever come across."

- **Dan Demers, Business Consultant**



[LinkedUniversity.com/Deal](https://www.LinkedinUniversity.com/Deal)



**Tai Arcen**  
Business + Marketing  
Strategist

My business was doing well, through just client referrals. However, I could see that these referral sources would eventually dry up, and I had little control over the flow of new referrals. I needed to take the marketing of my company into my own hands, in order to grow the business to a financial, and FREEDOM level that I needed. I have been able to scale back the work I don't like to do, because I know that I have a great system for leads that ARE a good fit.

A new side of my business was in the conceptual stage when I started the program, so started at nothing. I have also been able to grow this brand new side of my business from concept to excellent income, we are almost ready to break 7-figures!

I feel that I can start just about any business and feel confident that I can generate the leads that I need to make it successful. I am actually tempted to open another random business just for the fun of it, and use these skills to build it. I really do love business building when the system just WORKS!



# Questions?

Anything goes. Don't be shy!



- Lifetime access** to all the course content + support (\$4995 value)
- Lifetime access to **Implementation Specialists** (\$2197 value)
- Guarantee #1 – 30 Day Test Drive
- Guarantee #2 – We Won't Let You Fail
- Guarantee #3 – The 10X Challenge
- Bonus: 3-Month Access to LinkedSelling Platinum (\$2197 value)
- Bonus: 1-on-1 Post Launch Strategy Call (\$400 value)
- Fast-Mover Bonus: Profile Critique (\$1500 value)



**VALUE: \$12,286**  
get started today  
for only  
**\$397**

[LinkedUniversity.com/Deal](https://LinkedUniversity.com/Deal)

Alright, as a thank you for joining us today and for sticking around, here is your gift that I promised you...

Access the Training here:

[LinkedSelling.com/linkedin-profile-optimization/](https://LinkedSelling.com/linkedin-profile-optimization/)



Our gift to you:

## LinkedIn Profile Optimization Training

A premium video and workbook training to help you optimize your profile so you can attract your best prospects and position yourself as THE expert.

Before we wrap up...  
check today's date.



Where will you be in 90 days?  
How about in a year?



“If you do what you’ve  
always done, you’ll get  
what you’ve always got.”

-Tony Robbins

But if you're ready to reach 100K and beyond just like so many of our clients... If you want to achieve something extraordinary in your business, then let's make it happen today.

Join Linked University, go to the link on your screen right now, and let's work together to get you and your business to the next level.



Lifetime access to the Linked U Training Library	\$4995 value
Lifetime access to team of implementation specialists	\$2197 value
Daily Activity Plans and Checklists	\$997 value
Guarantee #1: The 30-Day Test Drive	
Guarantee #2: We Won't Let You Fail	
Guarantee #3: The 10X Challenge	
BONUS: 3- Month Access to LinkedSelling Platinum	\$2197 value
BONUS: 1-on-1 Post Launch Strategy Call	\$400 value
Fast-Mover Bonus: LinkedIn Profile Critique	\$1500 value

**Total Value \$12,286**

Get started today for only **\$397** at [LinkedUniversity.com/Deal](https://LinkedUniversity.com/Deal)

Guys that's all the time we have together today.

For those of you who have jumped on board today, I'm very excited to work with you. And I'm really pumped to see the results that you're gonna get in your business. Seriously, guys congratulations. This is going to be a game changer for you.

So, for those of you who are still on the fence, you know what the decision needs to be for your business, so let's just do it now so we can get things rolling. Like I said, our best clients are people who trust themselves and take action which is why we offered the Fast Mover Bonuses today.

**So if you want those, I'll leave the webinar up for just a couple more minutes so you can get your order in.**

**And with that, THANK YOU all so much, and I look forward to talking with you very soon.**