

THE \$27,000 TripWire

The LinkedIn Client Funnel Process
& Script that Gets 60+ High-Ticket
Leads a Month.

JOSH TURNER

Founder & CEO, LinkedSelling Inc.
Wall Street Journal Bestselling Author
Inc. 500 Two Years in a Row



Step 1: Connect



A profile card for Kim Jong Un. The header features a background image of the North Korean flag (red, white, and blue stripes) with a circular profile picture of Kim Jong Un in the center. Below the picture, his name and title are listed, followed by his affiliations and location. At the bottom, there are three buttons: 'Connect', 'View in Sales Navigator', and a three-dot menu icon.

Kim Jong Un • 3rd

Chairman and supreme leader at Workers' Party of Korea

Workers' Party of Korea • Kim Il-sung University

Korea (North) • 16 

[Connect](#) [View in Sales Navigator](#) 

Step 2: Pitch





Hi Josh,

Hope you are doing great! I am writing this message to bring your attention to our services. We are a team of young and experienced Website and mobile app developers with experience of 4+ years working with latest frameworks. If you have any web development and mobile app project, we would certainly be delighted to work on it.

If you are interested in our services, I will be glad to tell you more about it and discuss your case!

Regards,

CEO

[http://](#)

11:544 PM

Read



Not Sure

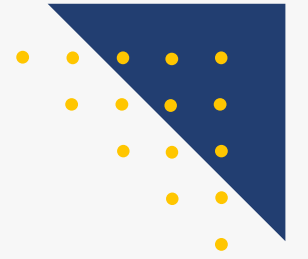
No thanks

No, thank you

**From an outsourced
CFO in St. Louis...**

**...to one of the world's
leading authorities...**

**...on using LinkedIn to
get high end clients.**



Forget \$27
tripwires...
I needed a mouse
trap that could
get me
\$27,000 clients...



Why I turned to LinkedIn...



Over **500+** million users



of adult internet users in US
are on LinkedIn



check LinkedIn daily. (76% for
executives)



Most affluent demographic.



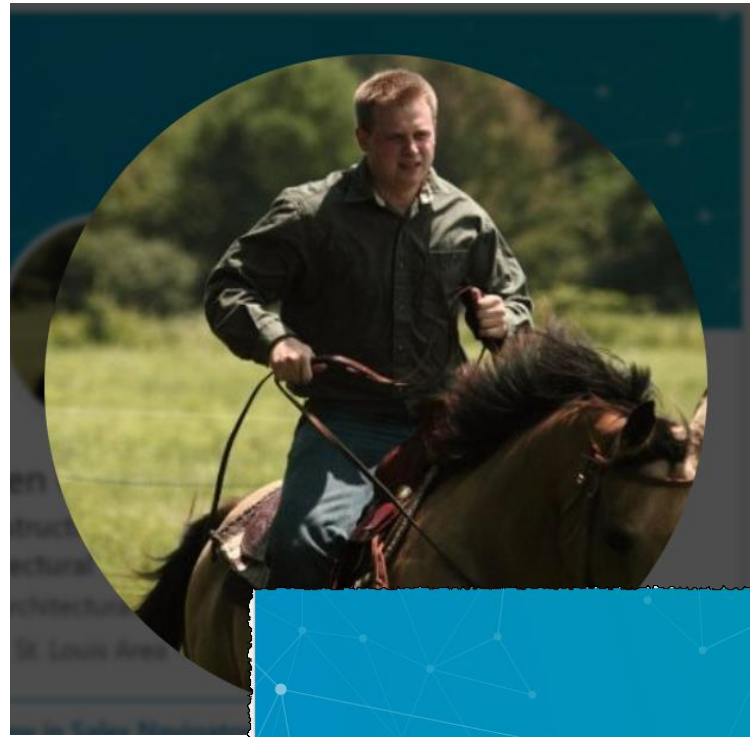
Millions of businesses.

Nowhere else
online can
you...

HAND SELECT
the **EXACT**
people you
want to target.



Our first
client, **Ben
Cohen**, has
done almost
\$30 million
with these
strategies



2 Important
Take-aways....

A LinkedIn profile card for Ben Cohen. The card has a blue header with a white network pattern. Below the header is a circular profile picture of Ben Cohen riding a horse. To the left of the picture is the LinkedIn logo. Below the picture, the text reads: "Ben Cohen • 1st", "Co-Founder, Commercial Construction Professionals | Vice President, Cohen Architectural Woodworking", "Cohen Architectural Woodworking", "Greater St. Louis Area • 500+ 28". At the bottom are three buttons: "Message", "View in Sales Navigator", and "More...". Below the buttons is a bio: "I am a second-generation owner of Cohen Architectural Woodworking, where I oversee Operations and Sales. Cohen Woodworking (CohenWoodworking.com) is a family run business that prides itself on finest craftsmanship, excellent rel...".

in

Ben Cohen • 1st

Co-Founder, Commercial Construction Professionals | Vice President, Cohen Architectural Woodworking

Cohen Architectural Woodworking

Greater St. Louis Area • 500+ 28

[Message](#) [View in Sales Navigator](#) [More...](#)

I am a second-generation owner of Cohen Architectural Woodworking, where I oversee Operations and Sales. Cohen Woodworking (CohenWoodworking.com) is a family run business that prides itself on finest craftsmanship, excellent rel...

#1

Swipe the
exact message
used to get
this client...

On 02/16/12 7:43 AM, Ben Cohen wrote:

Hi Tiffany,

I own a 37 year old family owned commercial cabinet company. We deliver and install nationwide. Would you be interested in talking with us about providing cabinets/casework for your new and remodel Fresenius locations? We can also help you come up with cost efficient designs and layouts.

Who would be the best person for me to contact regarding this?

Along with many other projects, since 1986 we have provided cabinets with over 800 Wal-Mart stores.

Thank you,

Ben Cohen

Ben@CohenWoodworking.com

7:24AM

#1

Swipe the
exact message
used to get
this client...

2/17/2012

Thanks very much Tiffany. I will give Kirk a call.
Thanks!

On 02/17/12 4:25AM, Tiffany [REDACTED]
wrote:

Ben,

Contact Kirk [REDACTED] in our Atlanta office. I know that we recently brought on board a millwork fabricator outside Philadelphia on the East Coast, but believe that we are looking for other vendors in other areas of the country. Kirk has been intimately involved with this process. He can be reached at [REDACTED]

Thank you!

Sincerely,
Tiffany Ferrell

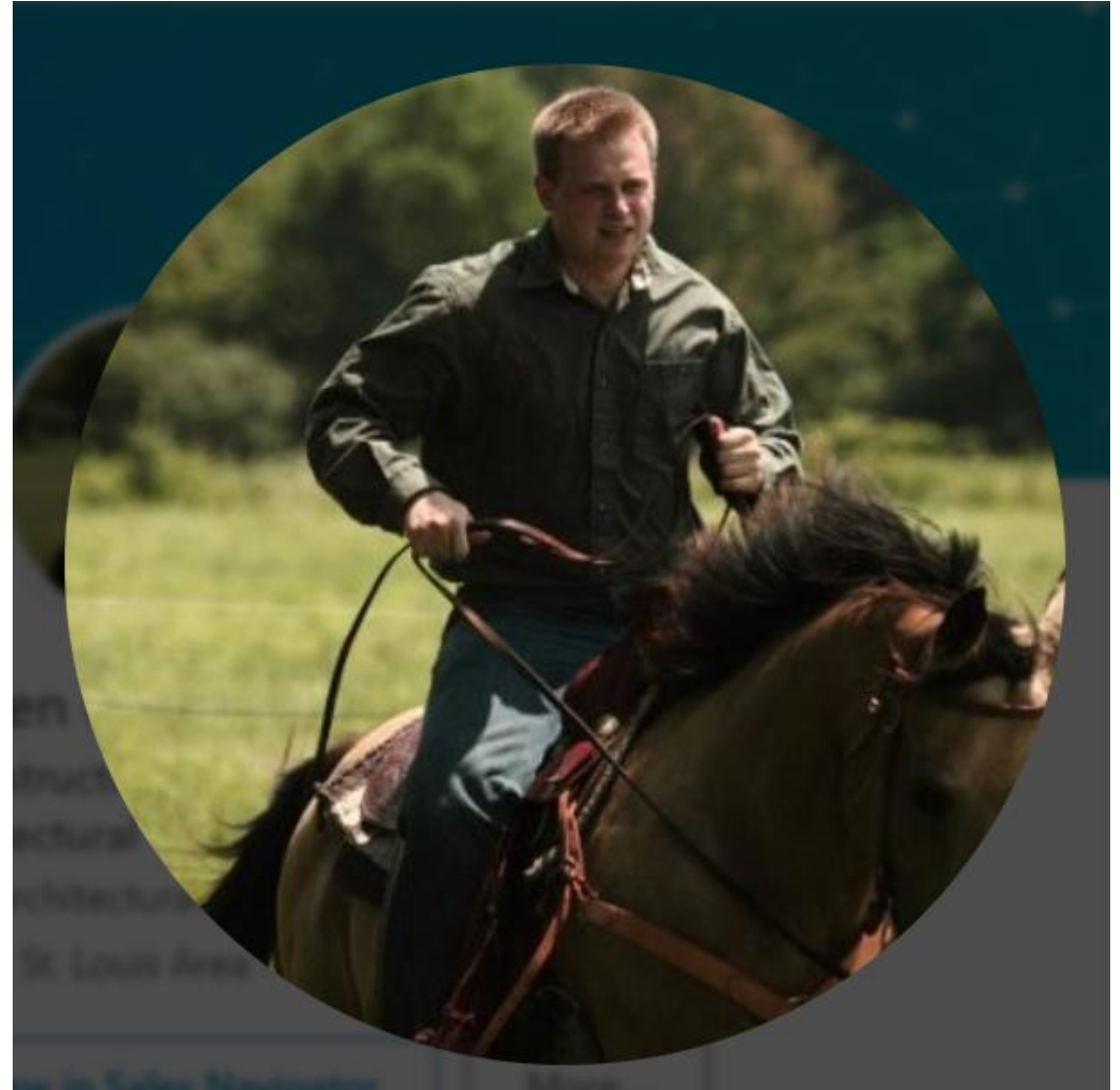
4:28AM

Want to swipe the messaging
scripts and templates I'm
sharing today?

text GKIC
to 314-279-3277

#2

Use a picture
of yourself on
a horse.



#2

Use a picture of yourself on a horse.

That damn horse pic is still working it.

@SaneArchive x



Ben Cohen <ben@cohenwoodworking.com>

Jan 9



to Ben, Gus, me, Bill, Lauren

I just had a call that Gus got. He said he has gotten tons of messages on linkedin.

He said this was the first one **...it was because of that horse picture.** picture. 😊 Josh, it's still working.



BEN COHEN

Cohen Architectural Woodworking, LLC

Office: Cell:

NATIONWIDE DELIVERY AND INSTALLATION—ON TIME!



HI, I'M JOSH
TURNER



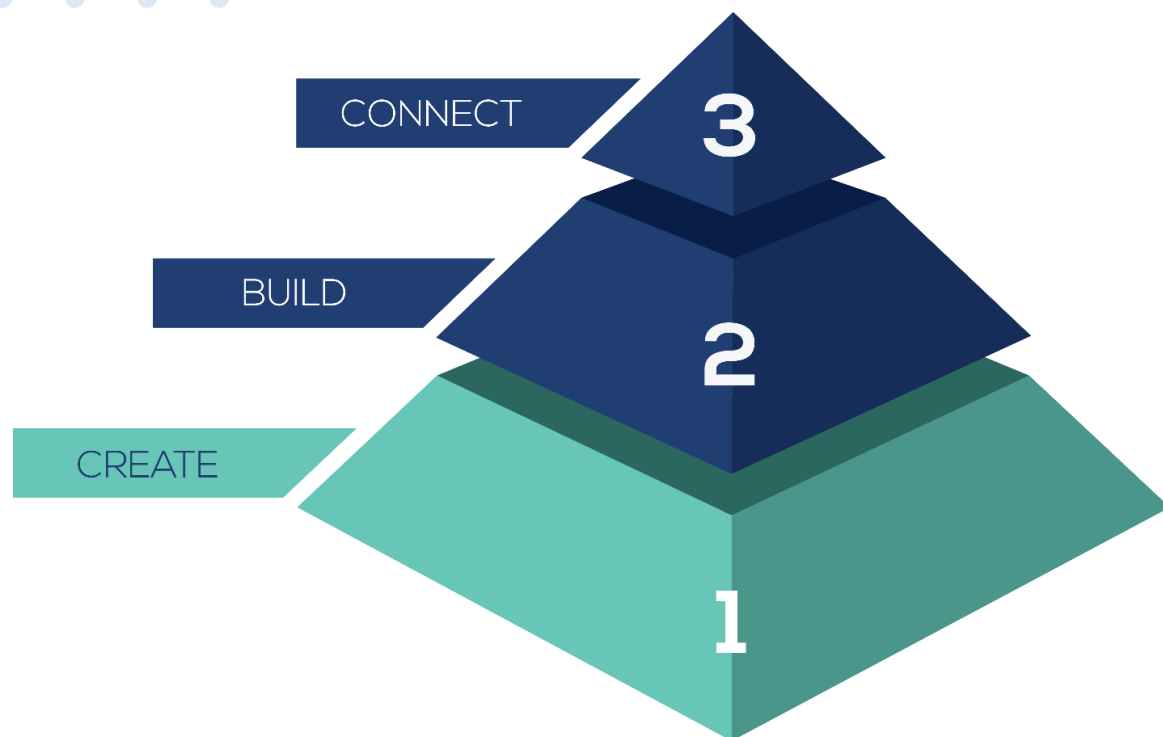


**HI, I'M JOSH
TURNER**



- **Founder & CEO of LinkedSelling**
- **Generated over \$1 billion in sales for our clients**
- **Inc. 500 List 2 years in a row**
- **WSJ Bestselling Author of "Connect" and "Booked"**

3 Step System We've Refined Over 7+ Years



- **21% Move to Consult**
- **No other method comes close to 21%.**
- **That is why this is so critical for high ticket.**

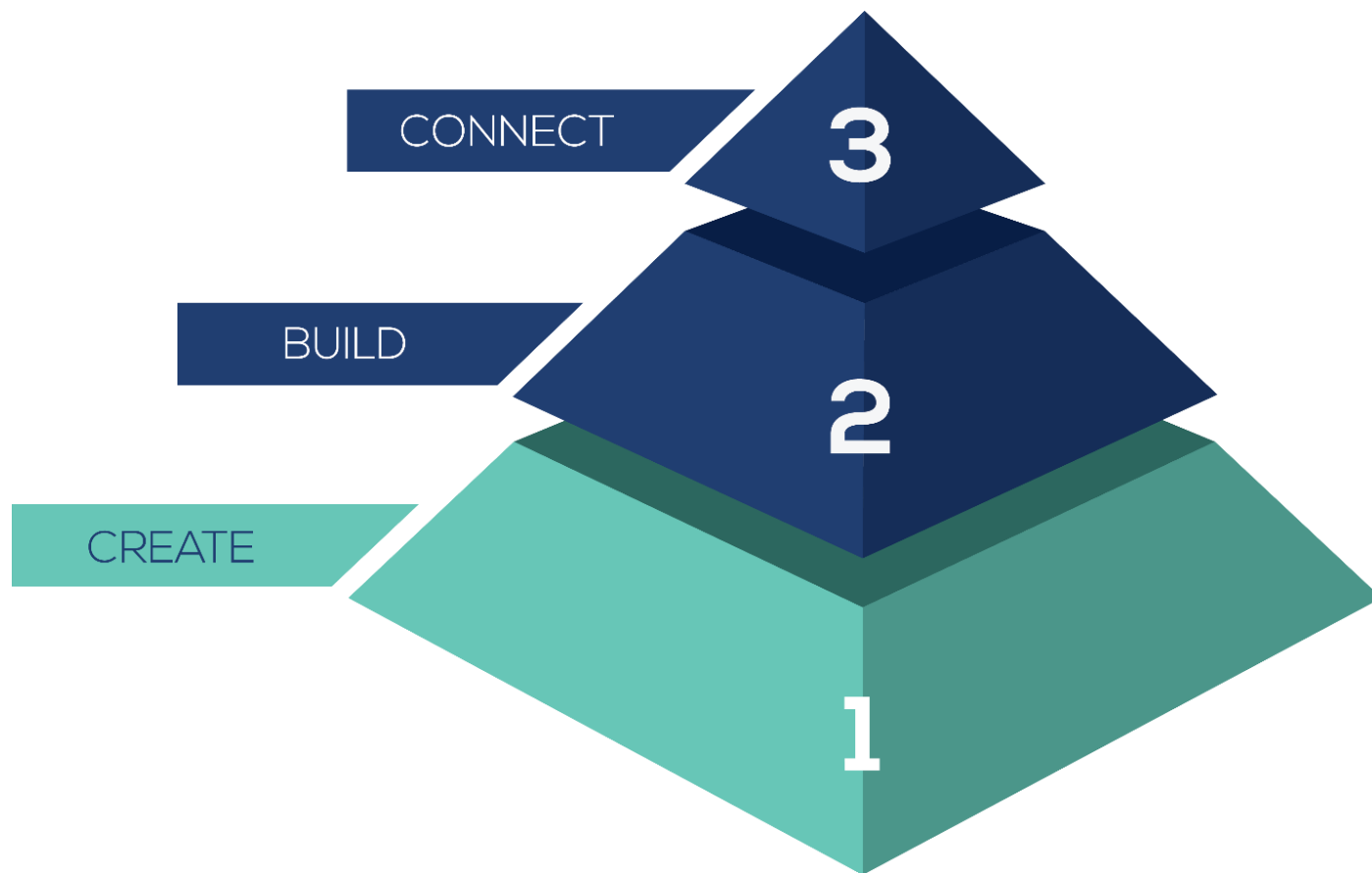
Quick Overview of Our Process

1. Identify prospects & **POSITION** yourself to reel them in.
2. Create a community to appeal to those prospects.
3. Reach out to them in a strategic way and bring them into your network.
4. Establish yourself as a leader they can trust.
5. Keep your name in front of them on an ongoing basis in a way that creates value and awareness.
6. Gradually work them through a messaging process that culminates in a sales consultation.



**Systematically
building
relationships and
engineering trust.**

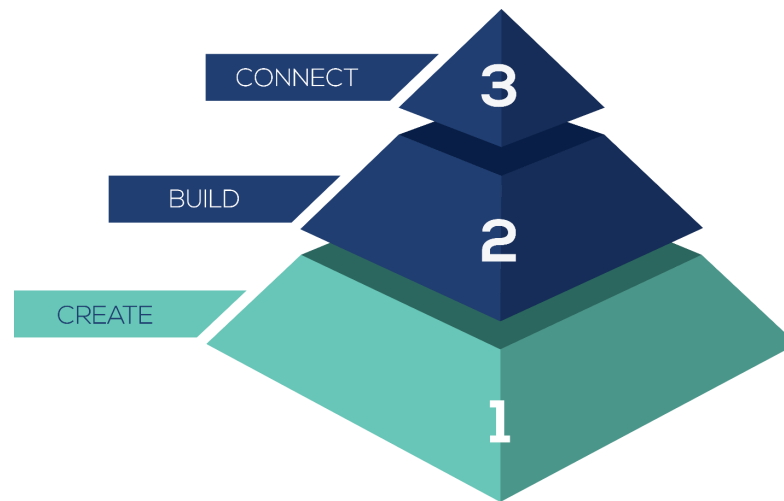
3-Step LinkedIn System...



Step 1:

The CREATE Phase

- Create Your Prospect Profile
- Create Your Prospect Map
- Create Your Value Identifiers List



THE APPOINTMENT GENERATOR

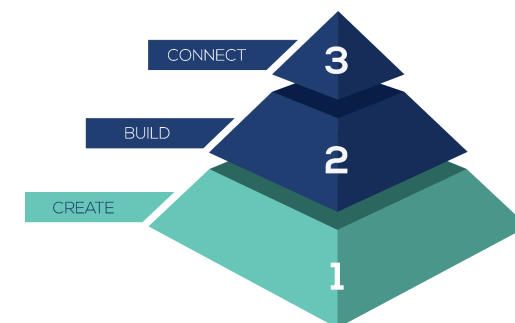
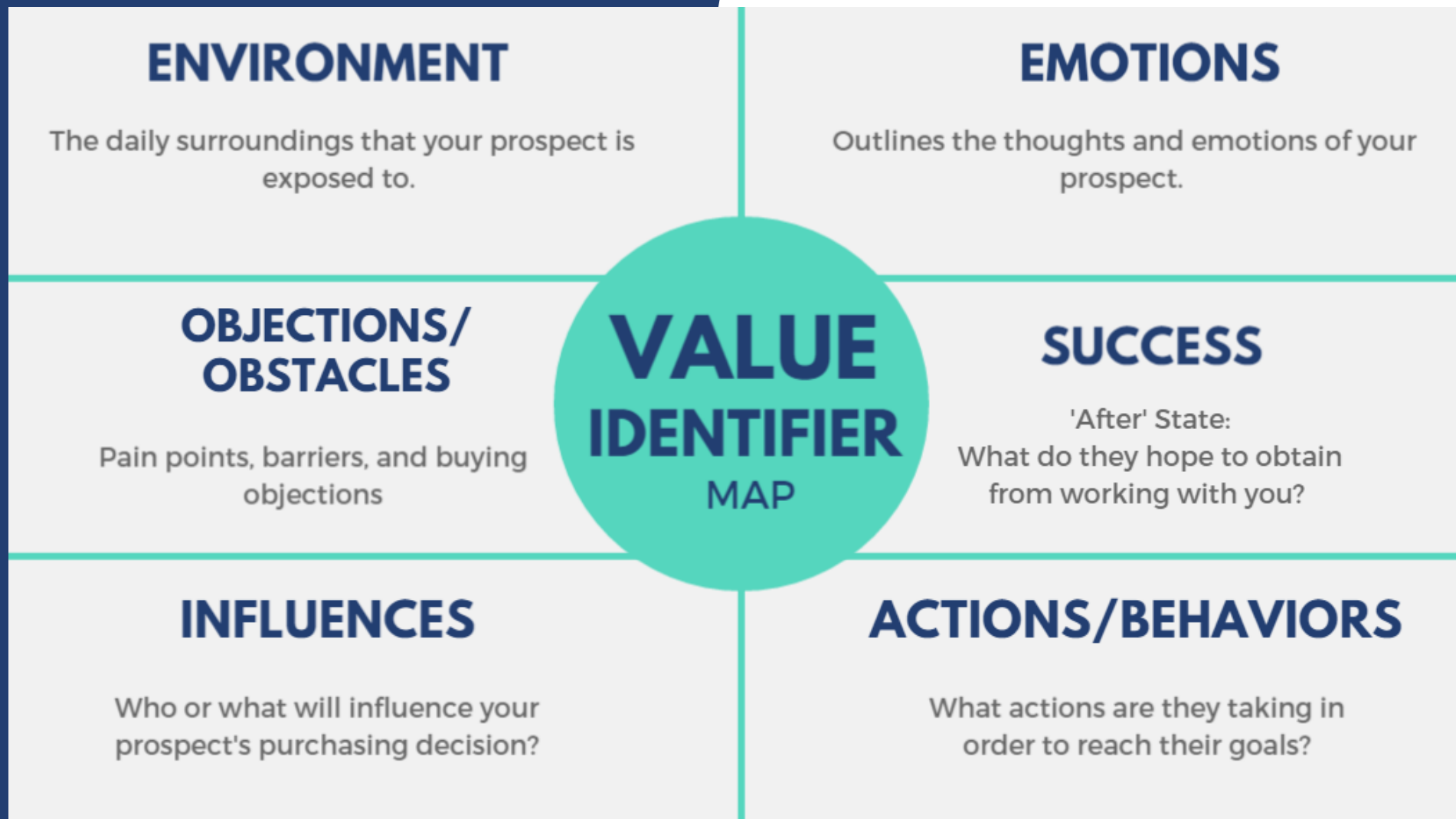
Prospect Profile

Fill out the profile below to the fullest of your ability and tailor the categories as needed to fit your prospect.

- Describe what types of people are you interested in targeting:
 -
 -
 -
 -
 -
- Keywords and industry terms they identify with:
 -
 -
 -
 -
 -
- Professional Interests:
 -
 -
 -
 -
 -
- Describe the pain points of your prospect:
 -
 -
 -
 -
 -

Is it important for you to know how your prospect thinks and feels and if so, provide details surrounding those feelings:

-
-
-
-
-





"You can become an authority but it does not require you to generate all of the content.

You can use others content to educate yourself, your clients, and your colleagues. This is a great way of efficiently delivering value. Through Josh's system, we now have a steady stream of people expressing interest in our business. And we just had our top month last month and did over 45k in revenue!

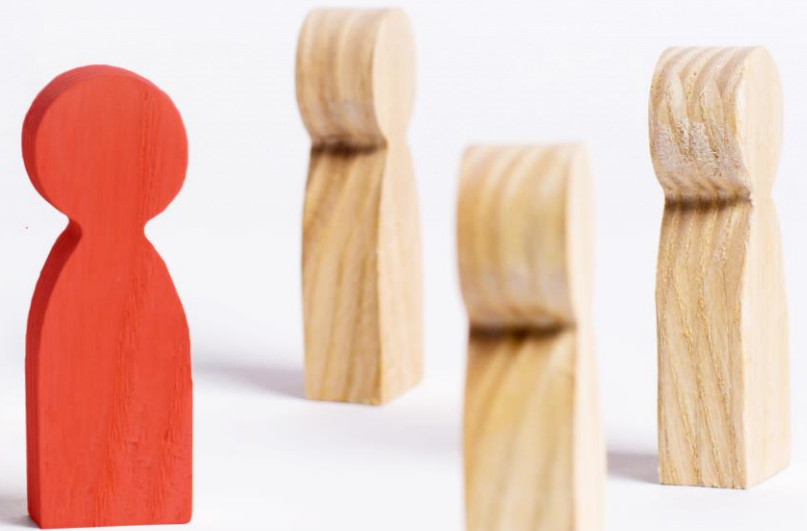
We are now on our way to be able to phase out of as much in-person and 1-on-1. This will free us up to do more travel, and generate more passive income from our training program and virtual sessions!"



Miles Nichols

Owner of Living Love Mindfulness

But you still need a
way to separate
from the pack &
stand out.



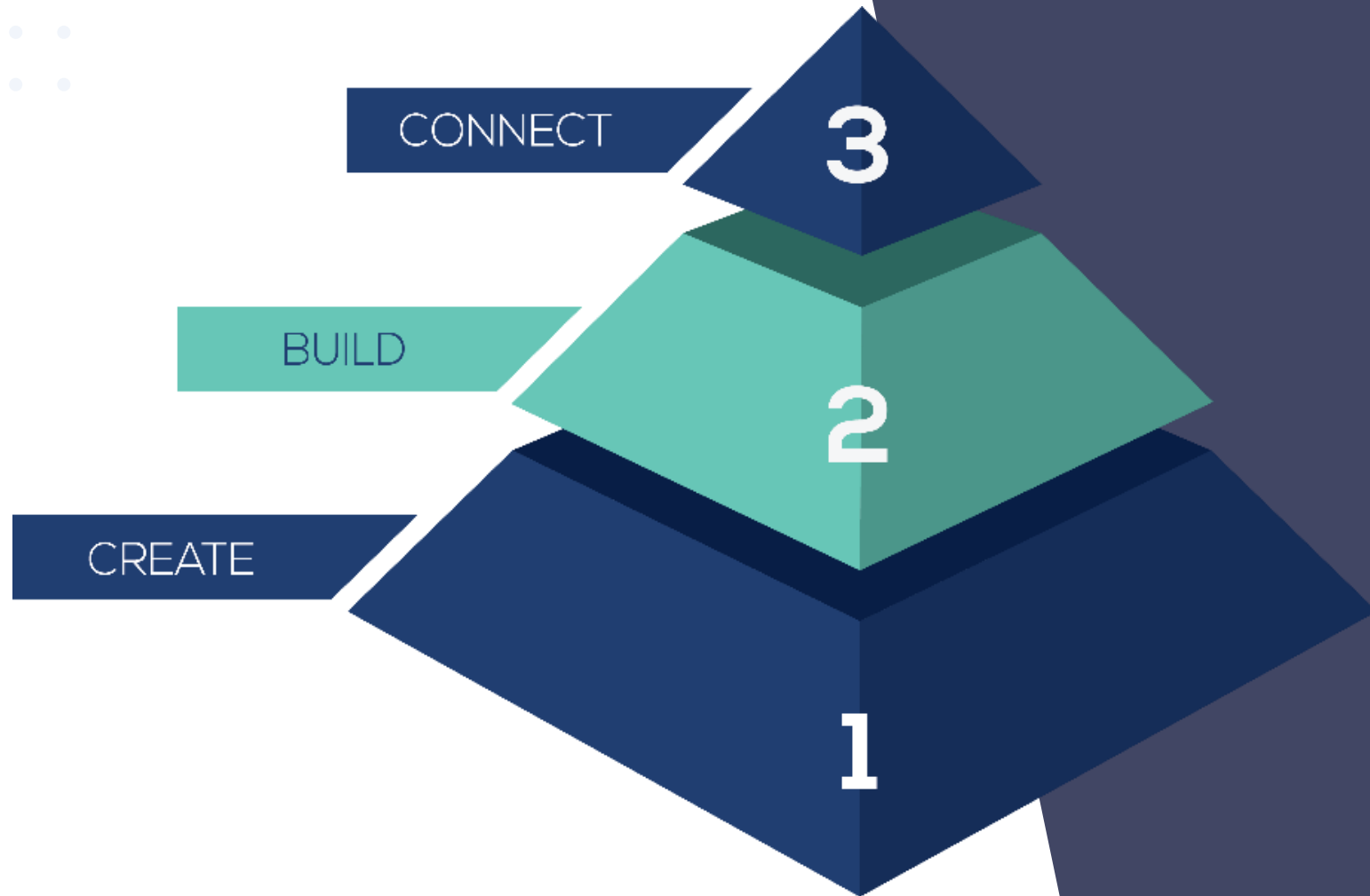
There's
way too
much
noise out
there...



You need a way
to position
yourself as an
authority or
leader...



Step 2: Build



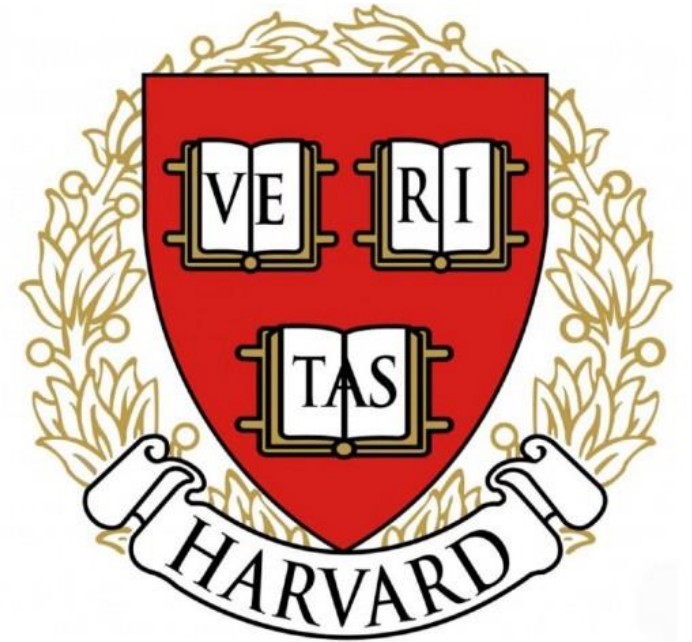
CAVEMAN PSYCHOLOGY

"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?

The Authority Leadership Platform



Annie S. Brock • 2nd

Founder, BOLD Leaders Forum | Improving & Sharpening Leadership Skills to Help Executives Lead Their Business to Success

LTC2 Consulting • The George Washington University

Baltimore, Maryland Area • 500+ 



BOLD Leaders Forum | Best practices for BOLD Leaders

The Authority Leadership Platform



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+ 

**Global Marketing Leaders Network**
10,771 members  [Member](#)

 Start a conversation with your group

[Conversations](#) [Jobs](#)

FEATURED

 **Aaron Agius** • Group Owner
Co Founder and Managing Director at Louder.Online | Search, Content ...

A Special Announcement to Our Members!
Hello All,

Over the last few years, I have had many requests from CMO's and CEO's (Outside of Australia), who have found real value in the content and the collaborative idea behind the Marketing Leaders of Australia group, and requesting permission t... [Show more](#)

ABOUT THIS GROUP

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.
[Group rules](#)

MEMBERS

10,771 members



[Invite others](#)



Chris Burnett,

Online Data Services

 Jerry Spann and 42 others

1 day ago

Ignore

Accept

Josh

The information you presented in your talk at 10 am on Monday was so valuable for me. After your talk I asked you how I could imply authority with a group of zero you said: if the group was on something they cared about, they'd join. Today I created group that now has 61 members.

I'm pumped. [See less](#)

[Reply to Chris](#)

THE \$27,000
TripWire

The Authority Leadership Platform

Henri Schauffler 2nd PREMIUM
Founder of D.C. Small Biz Executives Forum | Performance Group Facilitator | Owner, CEO Focus Metro Washington
Washington D.C. Metro Area | Management Consulting

Current CEO Focus Metro Washington, www.FocusMarketingInstitute.com, SmartSalesHires.com
Previous Times Color Graphics, Schauffler Associates, The PEOple Group
Education Colorado College

[Connect](#) [Send Henri InMail](#) 500+ connections

D.C. Small Biz Executives Forum
688 members [✓ Ask to join](#)

ADMINS

Henri Schauffler
Founder of D.C. Small Biz Executives F...
OWNER

YOUR CONNECTIONS

Victoria Ipri
LinkedIn Social Selling: Build & Nurtur...

Kirk W. McLaren, CEO, MBA, CPA
Nationwide CFO and Accounting Servi...

Kristy Chase
Eliminate Your Personal or Business D...

Sherrell T. Martin
Financial Management Accountant | C...

ABOUT THIS GROUP

As Small Business owner-executives, we're constantly bombarded with one competing priority over another. How do we sort it out so we can FOCUS on what matters most for our business?

If you're looking to learn how to prioritize everything all while ge... [Show more](#)

EARN UNLIMITED 2% CASH BACK



salesQB

**"I have doubled my
business in the two
years since
implementing the
system."**

Henri Schauffler

President at SalesQB



OT Experts

253 members



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

Health & Safety Professionals New Zealand

269 members

ADVANCED
SAFETY



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

Store Troopers: Forum for Retail Marketers of Consumer Technology

154 members



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

Security Intelligence Community

426 members



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+

LinkedIn reinvesting in groups post- Microsoft acquisition

"our goal is to create an even better Group experience"

Home My Network Messaging Notifications Jobs

Ultimately, our goal is to create an even better Group experience within the primary LinkedIn applications, so we are putting our focus there over the coming weeks and months. We'll be sending you updates as these improvements and many others become available. Stay tuned!

Sincerely,
The LinkedIn Team

[Help](#)

This is an occasional email to help you get the most out of LinkedIn.

This email was intended for Pat Henseler (Director Of Training at LinkedSelling). [Learn why we included this.](#)

LinkedIn



Midwest Manufacturing Leaders - The Community for Midwest Manufacturing Industry Executives

6,872 members



✓ Member



Start a conversation with your group

Enter a conversation title...

ABOUT THIS GROUP

Midwest Manufacturing Leaders is focused on bringing valuable resources, expert content, best practices & networking to top manufacturing professionals in the Midwest.

Join our group, and you'll have the access to our exclusive content and connect wi... **Show more**

[Group rules](#)

MEMBERS

6,872 members



[Invite others](#)

FEATURED

... 1d



Tom Swip • Group Owner

President/CEO at Swip Systems / Founder Midwest Manufacturing Lead...

Reminder! MML Outing at Ranken this Friday!

Just wanted to shoot you over a quick reminder about our Midwest Manufacturing Leaders outing taking place this Friday!

Join us for our First MML outing of 2018 where our host Stan Shoun, President of Ranken Technical College, will provide valuable in... **Show more**



**"Over \$600,000 in
new business."**

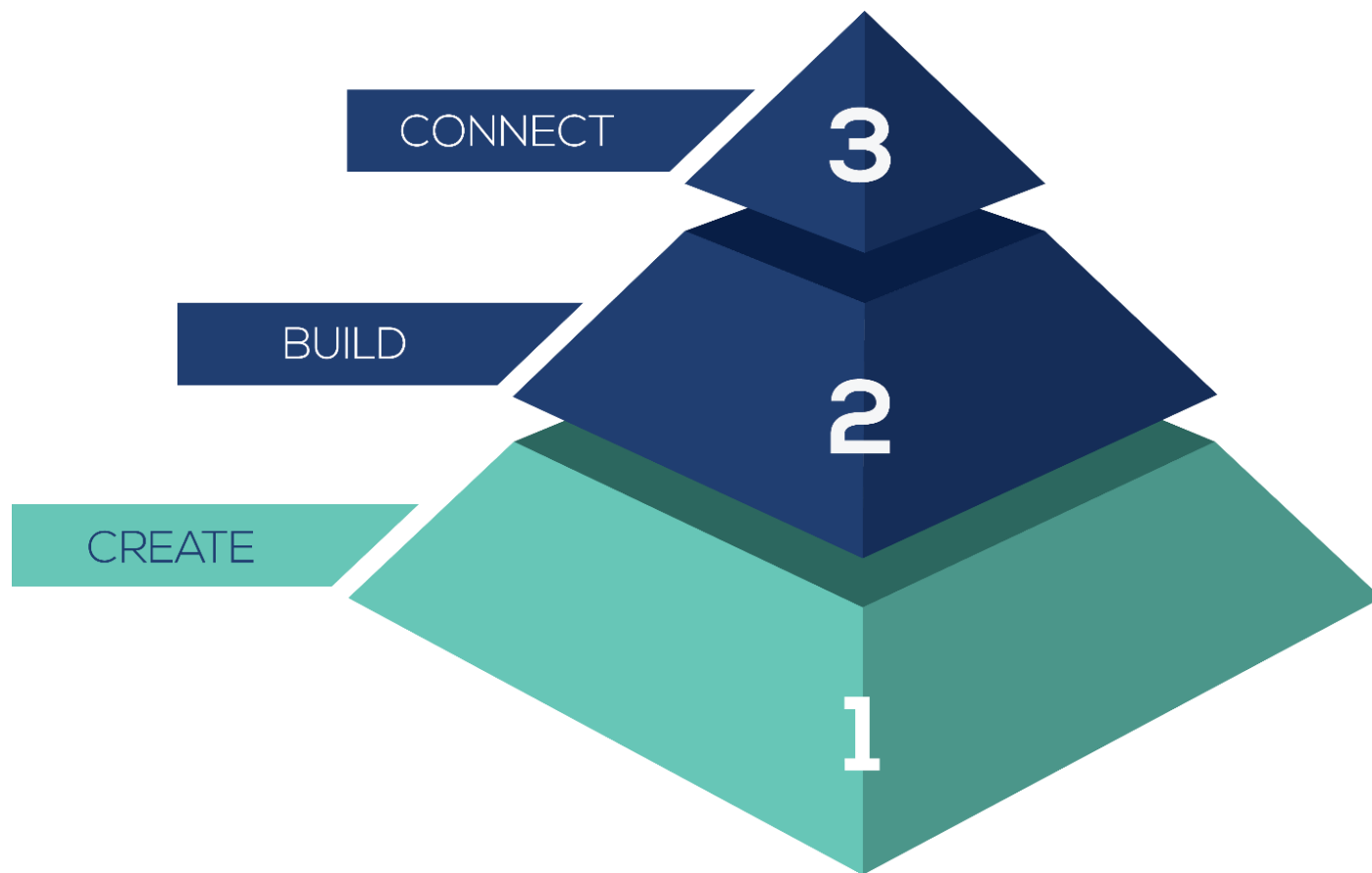


SWIPTM
SYSTEMS
POWERFUL TECHNOLOGY SOLUTIONS

Tom Swip

President at SWIP Systems

3-Step LinkedIn System...



DATABASE BUILD + ONGOING PROSPECTING

Leverage positioning
to get connected to
THOUSANDS of
ideal, hand-selected
prospects



Step 1: Find Your Prospects

The screenshot shows the LinkedIn search interface. The search bar at the top contains the text "ceo". Below the search bar, a dropdown menu displays "CEO in People" with a list of search results. Two red arrows are present: one points to the search bar, and the other points to the link "See all results for 'ceo'" at the bottom of the dropdown menu. The search results list includes:

- Todd Nathaniel Davis SME,BDO - 1st • Digital Market disruptor, Market Analyst, Digital Strategist, Serial Entrepre...
- Michael Clark - CEO, ReCenter Consulting - 2nd • The only pro speaker coaching intellectual + emotional + physi...
- Michelle Hummel, CEO - 2nd • CEO | Author | Speaker | Mentor | Investor | Social Media | Franchise Marketing | W...
- Stan Shlyapochnik-CEO Board Chair - 2nd • SERIAL-SOCIAL GLOBAL ENTREPRENEURSHIP CREATE'S SOCIAL CHA...
- CEO Creative Digital Studio - 2nd • CEO at Creative Digital Studio
- Owner CEO - 2nd • Pacific Western Company - LinkedIn LION 18,000+ info@pacificw.com

Below the dropdown menu, the main search results are displayed, showing profiles of individuals with their titles, locations, and connection counts. Each profile has a "Connect" button. The profiles shown are:

- Chief Operations Officer, United States, Current: Chief Operations Officer at Career Development Services LLC, 100 shared connections
- Ryan Eudy • 2nd, Chief Executive Officer at ej4, Greater St. Louis Area, 32 shared connections
- Jaymes Sorbel • 2nd, Chief Executive Officer at Ordello, Greater St. Louis Area, Current: CEO/Owner at ChrisLands Inc - ChrisLands.com, 22 shared connections

On the right side of the screen, there is a sidebar with filters for "Filter people by" including connections (1st, 2nd, 3rd+), keywords, connections of, locations, current companies, past companies, industries, profile language, nonprofit interests, and schools. At the bottom of the sidebar, there is a section titled "Want to better focus your search?" with a button "View results in Sales Navigator".

Step 2: Filter for High-Ticket Prospects



[Home](#) [My Network ¹⁶](#) [Jobs](#) [Messaging ⁸](#) [Notifications ³](#) [Me](#) [Work](#) [Sales Nav](#)

All people filters

ClearCancelApply

First name

Last name

Title

Company

School

Connections

☐ 1st

☐ 2nd

☐ 3rd+

Search with Sales Navigator

Connections of

Add connection of

Locations

Add a location

☐ United States

☐ India

☐ Greater St. Louis Area

☐ Greater New York City Area

☐ United Kingdom

Current companies

Add a company

☐ Google

☐ Techstars

☐ Microsoft

☐ World Economic Forum

☐ Forbes

Past companies

Add a company

☐ IBM

☐ Microsoft

☐ McKinsey & Company

Industries

Add an industry

☐ Marketing and Advertising

☐ Information Technology and Services

Profile language

☐ English

☐ Spanish

☐ French

☐ German



Bob Smith

Chief Executive Officer (CEO) or Executive Director (ED) (MBA, MS, PhD, CPA, CFP)

Greater St. Louis Area

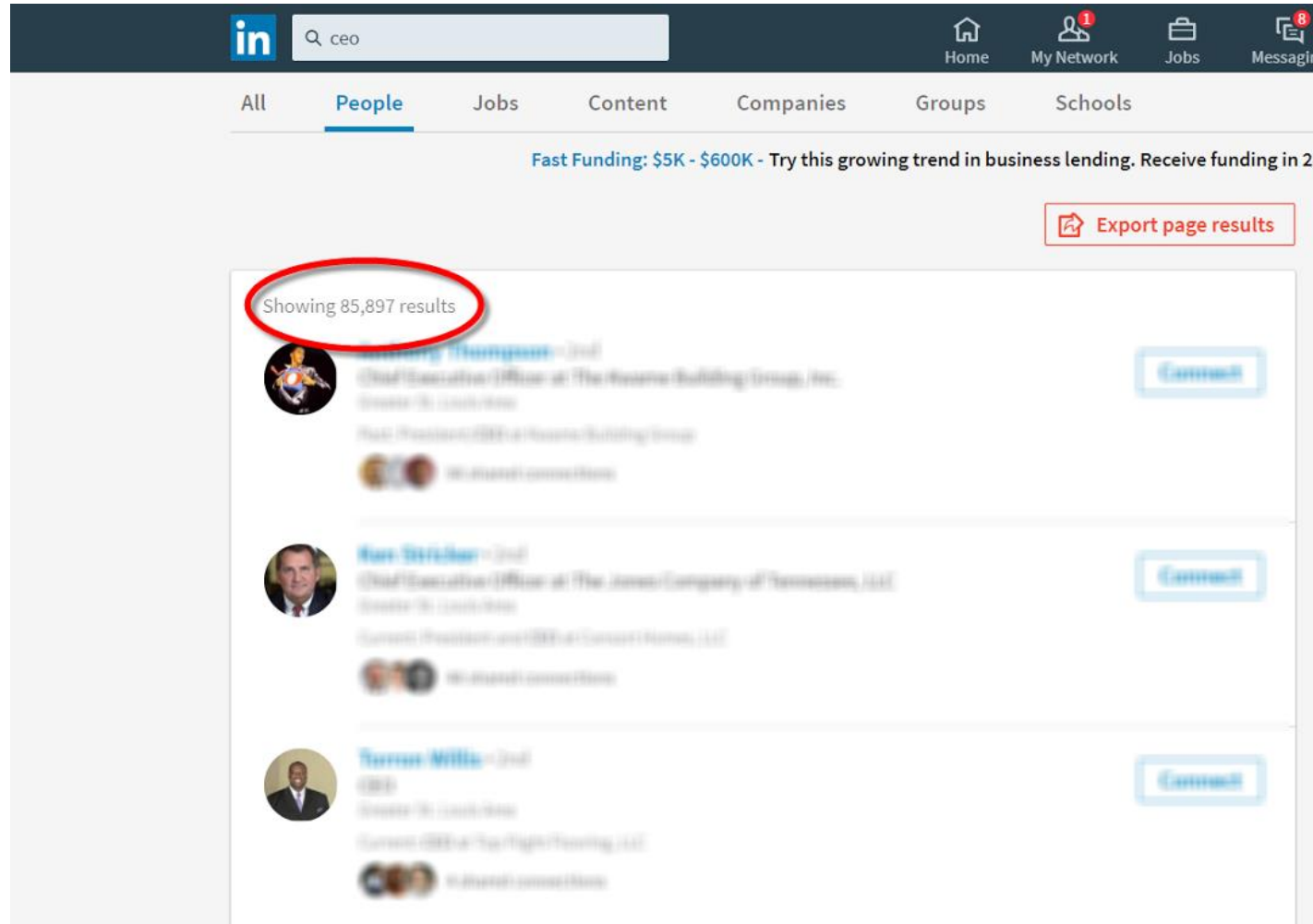
Former CEO at World International

200 shared connections

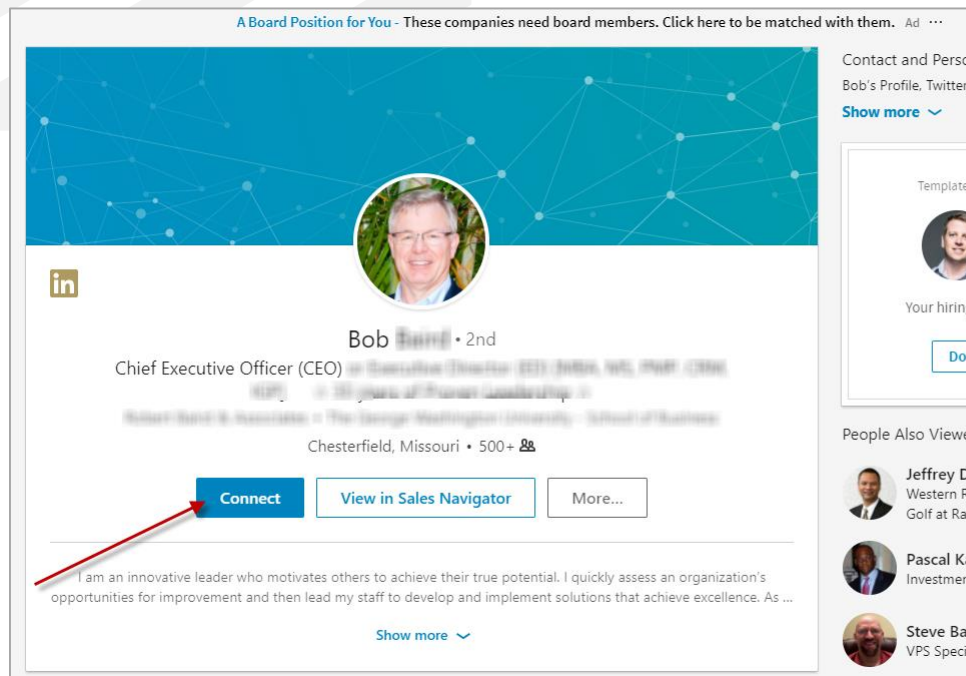
Connect

Messaging

Step 2: Filter for High-Ticket Prospects



Step 3: CONNECT



You can customize this invitation

Include a personal message (optional):

Hi Bob,

I came across your profile here on LinkedIn and thought we could benefit from being connected.

Hope business is going well!

Thanks,
[Your Name]

Founder, [Authority Leadership Platform]

103

Cancel

Send invitation



Goal = 60 appointments

**300-400 new connections
per month.**





Goal = 10-15 appointments



**75-100 new connections
per month.**



Case Study



705 prospect leads
from month 1 outreach

Case Study



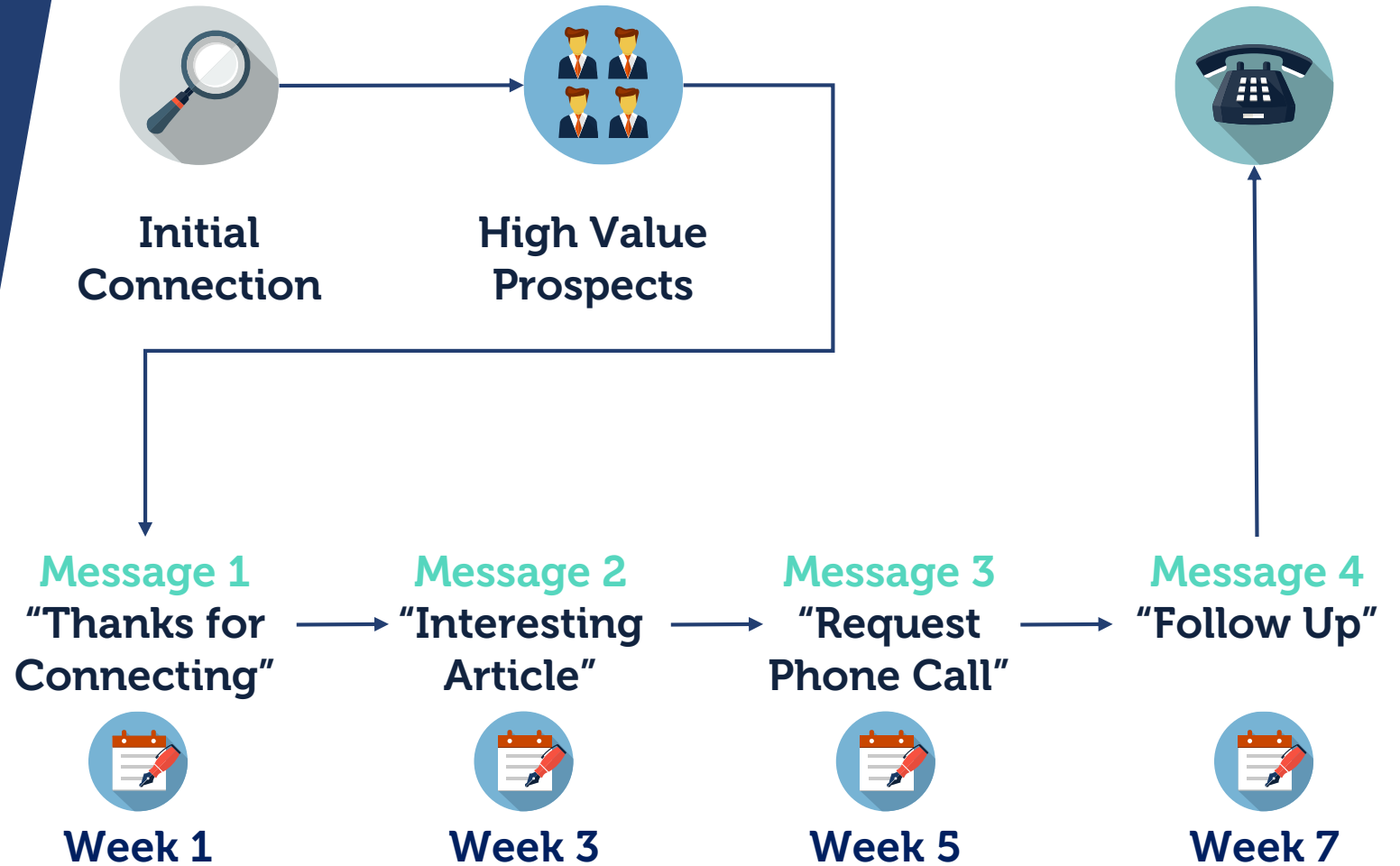
4,506 prospect leads
from ongoing outreach

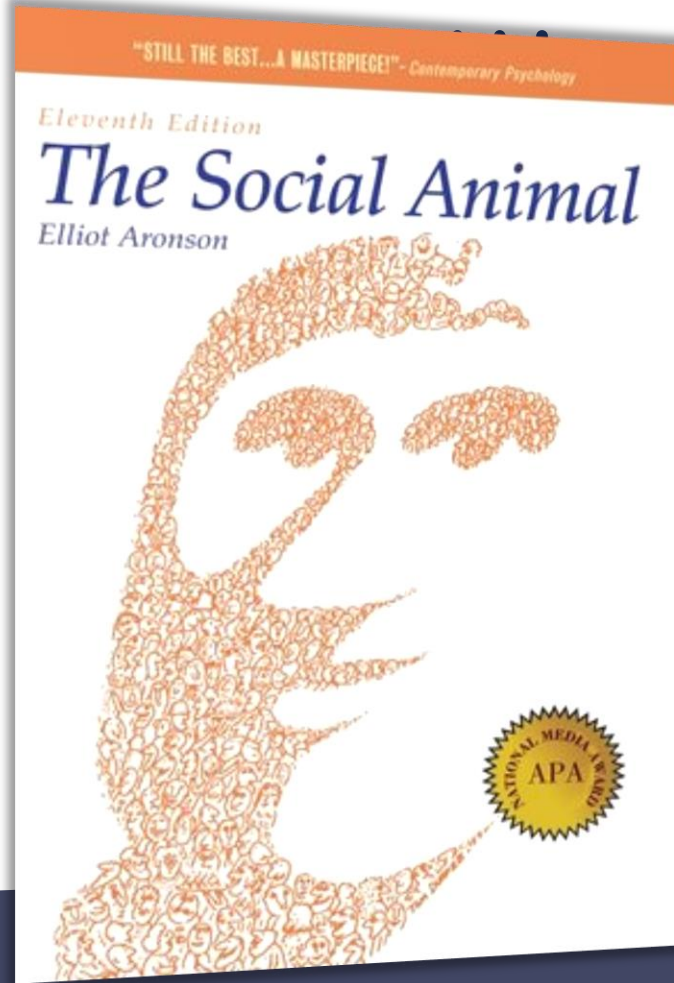


Turning prospects into appointments.



Multi-Touchpoint Messaging Campaign





**“All other things being equal,
the more familiar an item is,
the more attractive it is.**

**People prefer faces they’ve seen ten
times to equally attractive faces they’ve
seen only five times.”**

Dr. Elliot Aronson

Warm-Up: Message 1

Hey Bob,

**...Thanks for connecting...
...and I'm looking forward to
keeping in touch.**

invitation to join the Small Biz Forum.

Here is the link to the group, should you be
interested:

<https://www.linkedin.com/groups/4085822>

I look forward to seeing you there.

Take care,

Josh

Hi Bob,

...came across this article... it talks about how {hot topic related to problem you solve}

You can check it out here:

<https://www.digitalmarketer.com/copywriting-elements-to-test-conversion/>

There is a ton of great info in there including the 2 questions that your headline needs to answer to avoid killing conversion rates.

I'd love to hear any thoughts you have on it.

Take care!

Josh

Warm-Up: Message 2

Call-to-Action:

Message 3

Hi Bob,

I'm trying to get to know my connections on

...we've been crossing paths here on LinkedIn... I'd love to schedule a quick call...

Would you have a few minutes to chat next week?

How does Friday, Mar. 15th in the afternoon sound?

Thanks,

Josh

Call-to-Action: Message 4

Hey Bob,

A few weeks ago I sent you a message checking to see if you were open to chatting on the phone. I thought I would check back in with you to see if you were interested. As I mentioned before, I'm just trying to get to know my connections on LinkedIn a little better so that we both might benefit from being connected.

I'd like to schedule a call with you. If that's not possible, I'd love to open up some dialogue with you over email. Please let me know if the morning of Tuesday, April 8th would work for you. I hope to hear from you soon.

Thanks,
Josh

Follow Up #1

Case Study



"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."

Want to swipe the messaging
scripts and templates I'm
sharing today?

text GKIC
to 314-279-3277

Roger Lopez,
Vice President of Operations

...

Sep 12

Hi Roger,

I hope this note finds you well.

My colleague Jason Lewallen saw that you and I are connected and mentioned he was planning on reaching out to you for a quick phone call. I thought it would be good to do bit of a warm introduction.

As you may already know, my company Home Care Sales provides a variety of offerings to home health businesses and I think you two would have a really productive conversation about your company and the industry. If you don't mind I'd like to pass your info along to Jason to schedule an introductory call.

Let me know a good time and contact number and I'll send your information over to him.

Warm regards,

Cheryl

**Hand off the
call to one of
your reps...**



Hello Cheryl,

Have Jason reach out next week.

Thanks,

Roger

2:18 PM

7:50 PM

Another Playbook. It depends!!



guscroghan 3:36 PM

I've been sending:

Thanks for connecting/Group invite

Request for a phone call

Content message: link to some relevant ted talks

Follow up request

Follow up to the follow up

Then two email follow ups.

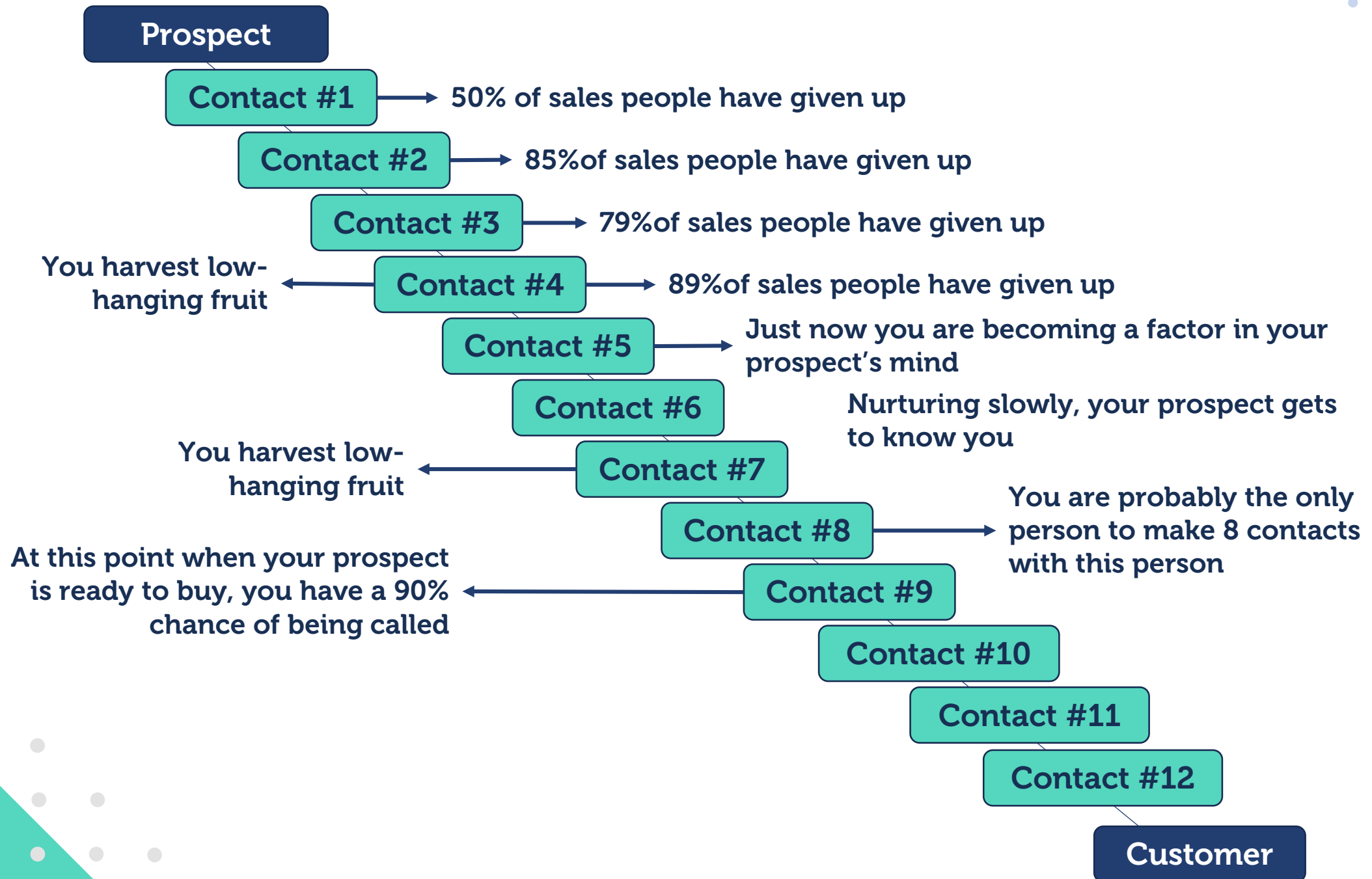
I got 15 leads in january from groups of about 20-30 prospects.

the conversion rate is awesome. Jerett is doing the same thing and he's been getting awesome results as well



Follow up!!!!!!







Message 1



Message 2



Message 3



Message 4



Follow Up
Email 5



Follow Up
Email 4



Follow Up
Email 3



Follow Up
Email 2



Follow Up
Email 1





Let's do the math...

60 appointments per month



To get to **60**
appointments
per month...

**1,000 connection requests sent per month =
400 new connections**

Each worked through 2-3 month messaging campaign

**800-1,200 prospects messaged per month
2 messages per month**

**1,600-2,400 total messages per month
80-120 per day, 5 days a week**

To get to **10-15**
appointments
per month...

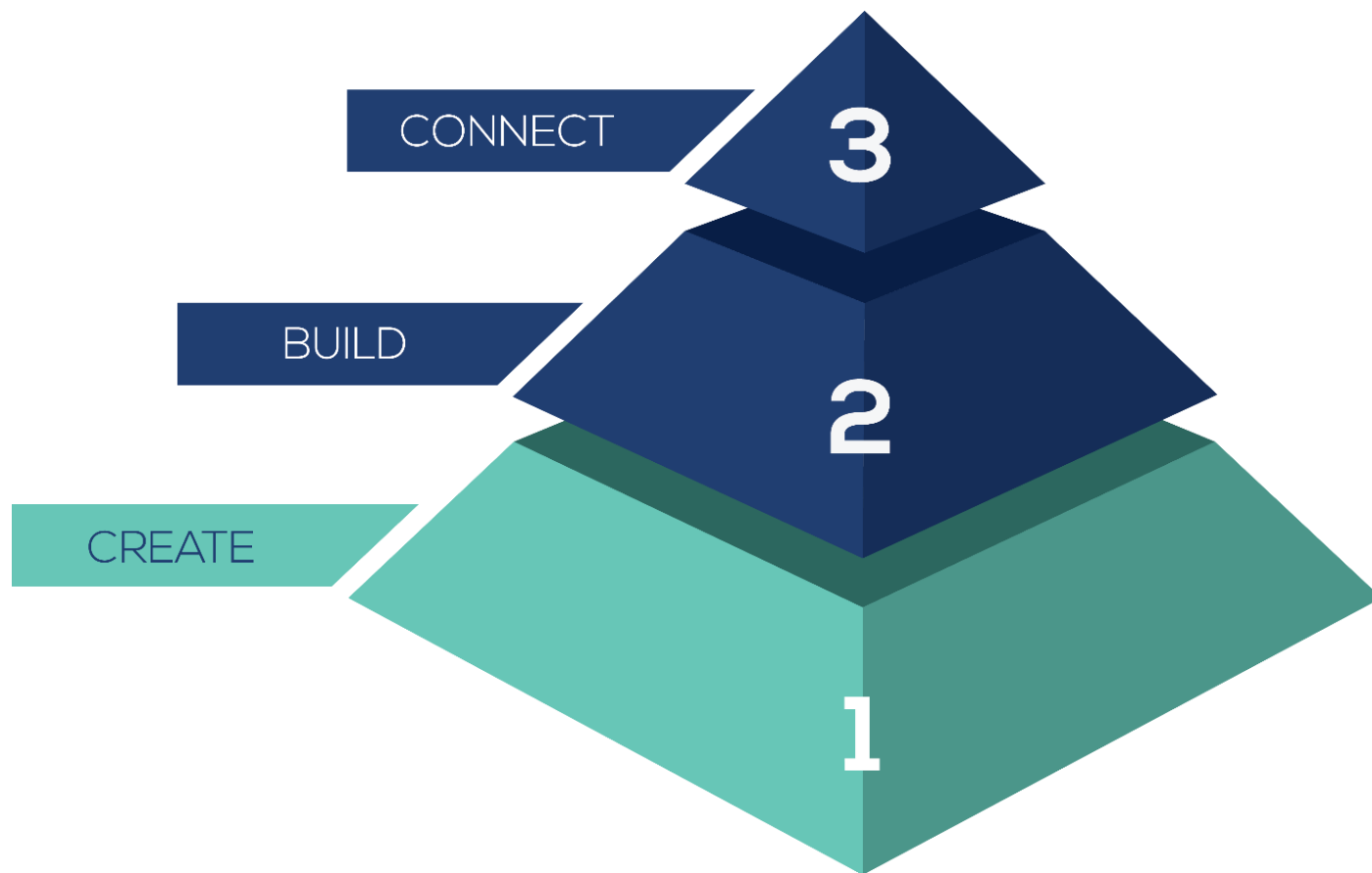
250 connection requests sent per month =
100 new connections

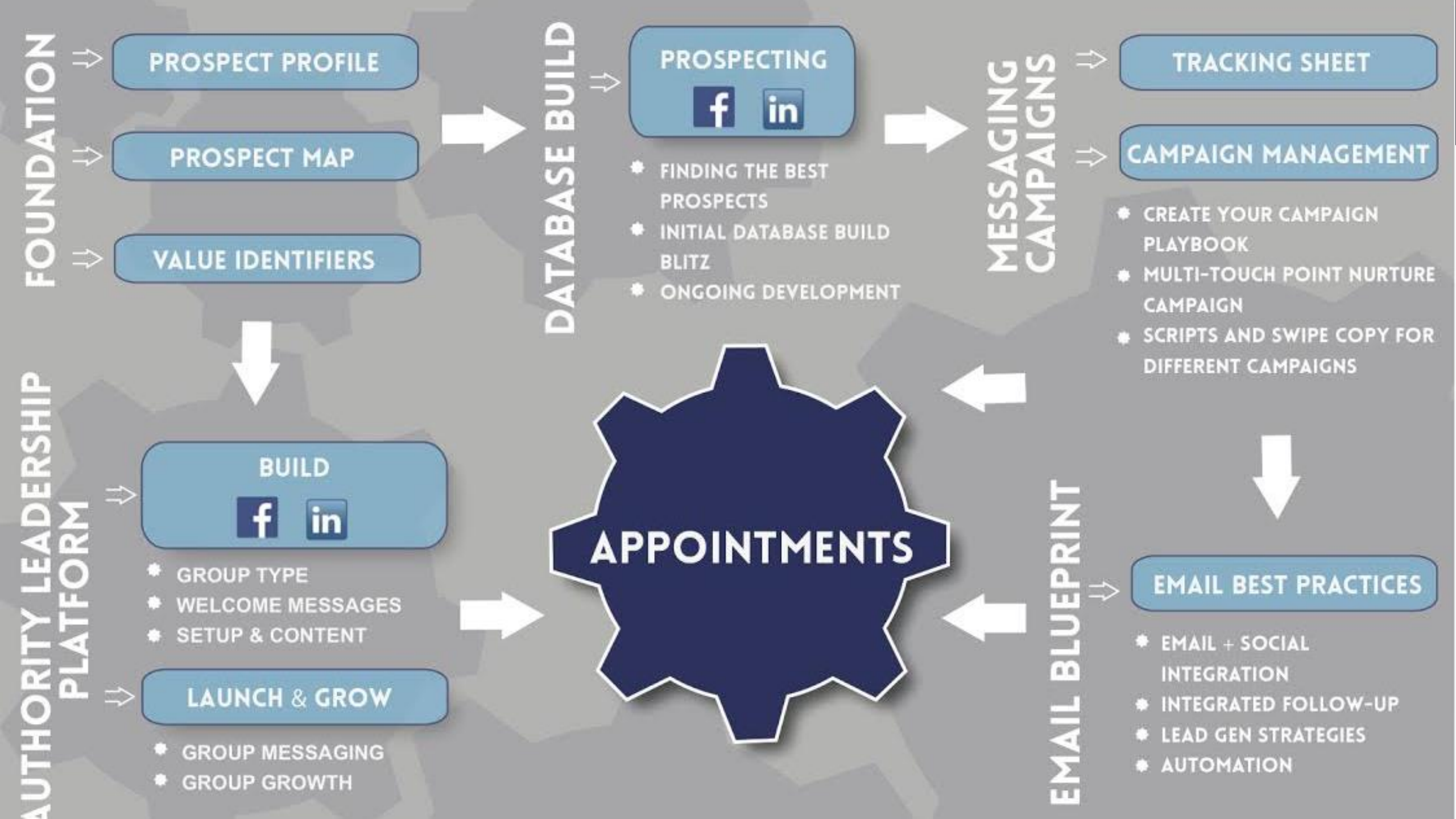
Each worked through 2-3 month messaging campaign

200-300 prospects messaged per month
2 messages per campaign

400-600 total messages per month
20-30 per day, 5 days a week

3-Step LinkedIn System...





ROI

Do the math yourself.

If you had just 10 new high ticket appointments each month....what would that mean to you over the course of the next few years?

The best
path to lock
in these
results?

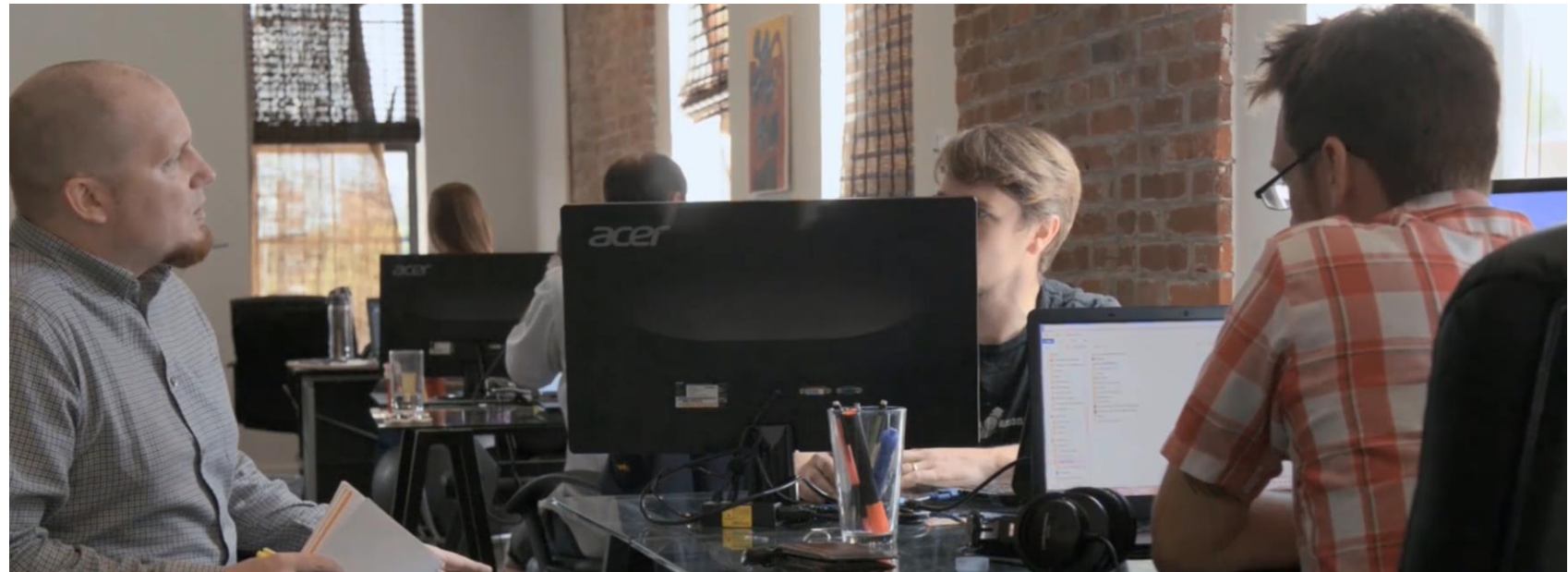


**“The path to success is to take
massive, determined action.”**

- Tony Robbins

The best
path to lock
in these
results?

Let my team do it for you.





The LinkedSelling “High-Ticket Appointment Generator” Done-For-You System





We do all the work.

You just approve the prospects & messaging and take the appointments.





**Your
dedicated
Account
Manager...**

Will get you...

**10-15 targeted, high-ticket
consultations...**

**...delivered to you on a
silver platter every month.**



This is for you if...

You need more leads.

You don't have the time.

You need more predictability.



Phase 1:
Rocket
Launch
(4-6 weeks)

Comprehensive Strategy Plan
Prospect Profile Development, Value
Identifiers, Prospect Map

Content Strategy, Curation & Development
Create Authority Leadership Platform &
Develop Customized Messaging Scripts

Profile Optimization
Database Build – 1,000+ Targeted Prospects

Standard Pricing: \$4,000



You'll have the entire
system built out for you in
4-6 weeks, with a massive
database of prospects
primed to see you as THE
authority in your market.



Phase 2: Monthly Agency Services

Ongoing connection development. New prospects continually added.

10-15 appointments booked each month.

Multi-touch LinkedIn Nurture Messaging Campaign

Content curation, status updates, group postings.

Dedicated Account Management Team
Based in St. Louis

Moderate, grow, manage your Authority Leadership Platform

**Standard Pricing: \$3,500 per month
– 12 Month Contract Required**

Every month... rely on
the predictability of
having 10-15 high ticket
appointments booked
for you...without you
lifting a finger.



sales^{QB}

**"I have doubled my
business in the two
years since
implementing the
system."**

Henri Schauffler

President at SalesQB



**"Over \$600,000 in
new business."**



SWIPTM
SYSTEMS
POWERFUL TECHNOLOGY SOLUTIONS

Tom Swip
President at SWIP Systems



Standard pricing:

\$4,000 for Rocket Launch / Foundation

\$3,500 per month x 12 month contract

\$49,000 contract

SuperConference EVENT-ONLY SPECIAL:

\$3,000 for Rocket Launch / Foundation

\$2,000 per month x 6 month contract

\$15,000 contract (70% discount)

**“High-Ticket Appointment Generator”
Done-For-You System**

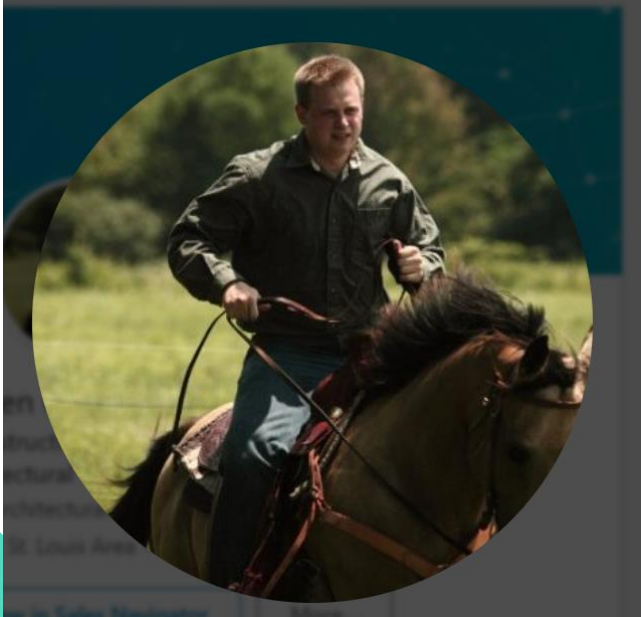
Matt Jones

Owner at Advanced Safety NZ



"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."

“WE’VE GOTTEN IN FRONT OF OVER 10,000 PROSPECTS. I WAS SKEPTICAL AT FIRST, AND THEN IT JUST STARTED TAKING OFF. SO FAR I’VE SIGNED NEARLY \$30 MILLION IN NEW BUSINESS...JUST AS A RESULT OF WORKING WITH JOSH.”



BEN COHEN,
VP AT COHEN WOODWORKING

PHILLIP COHEN,
PRESIDENT AT COHEN
WOODWORKING





Done-For-You Email Lead Gen & Nurture Service

Perfect compliment to our LinkedIn Process

Email follow-up system.

Ongoing email drip/nurture system

\$18,000 annual contract

**FREE FOR FIRST 12 who sign up
for the Done-For-You Service.**

Free DFY Service for First 12

Eliminate the follow up problem once and for all, and stop wasting leads and missing out on opportunities!





Standard pricing:

\$4,000 for Rocket Launch / Foundation

\$3,500 per month x 12 month contract

\$18,000 done-for-you email nurture / lead gen

\$67,000 contract

SuperConference EVENT-ONLY SPECIAL:

Get started with 1 payment of \$3,000

Once R.L. complete, just \$2,000 x 6 months.

*First 12 get email nurture / gen for... **\$0.***

**“High-Ticket Appointment Generator”
Done-For-You System**

ROI

Do the math yourself.

If you had just 10 new high ticket appointments each month....what would that mean to you over the course of the next few years?

Do the
math...

Est. Revenue Generated: _____

SuperConference EVENT-ONLY SPECIAL:

Get started with 1 payment of \$3,000

Once R.L. complete, just \$2,000 x 6 months.

(First 12 get email nurture / gen for \$0)

ROI: _____



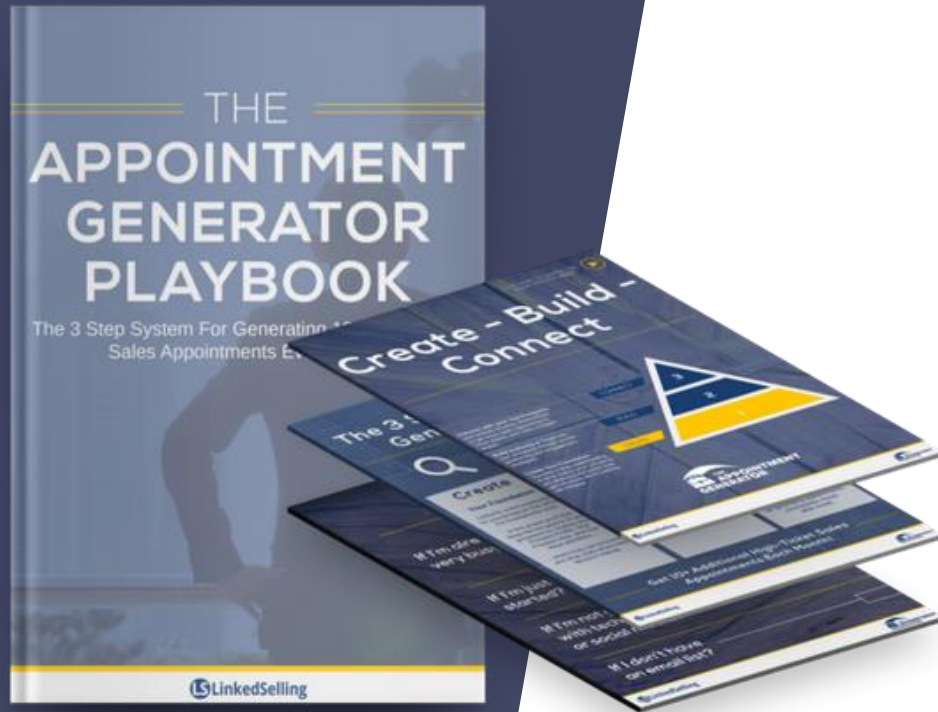
One more option...



Get our ops manual, learn
our secrets, and implement
it on your own...

...with support from my team.





On-demand training on all 5 modules.

Scripts, templates, playbooks.

Access to our next virtual bootcamp.

Unlimited email support.

1-on-1 post-launch strategy call.



Total Value: \$9,770

**** We charge \$20k minimum to lead
in-house full day workshops**

SuperConference special price: \$1,997

***Save \$500 on this break only:
\$1,497***





Done-For-You

Every month...rely on the predictability of having 10-15 high ticket appointments booked for you, without you lifting a finger.

~~\$67,000~~ *standard contract*

SuperConference Special:

\$3,000 first month

\$2,000 per month x 6 months

FIRST 12 get

Email System FREE (\$18,000 value)

Training/Coaching

Get our acclaimed training suite, learn our secrets, and implement it on your own...
...with support from my team.

~~\$9,770~~ *value*

SuperConference Special:

\$1,997

*SAVE \$500 and get it for \$1,497
during this break only!*

**"High-Ticket Appointment Generator"
Done-For-You System**