

# THE \$27,000 TripWire

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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, featuring a circular profile picture of him in a dark suit against a background of a waving American flag. The card displays his name, title, affiliations, location, and connection count, along with 'Connect' and 'View in Sales Navigator' buttons.

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

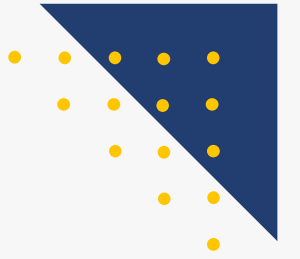
No thanks

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.



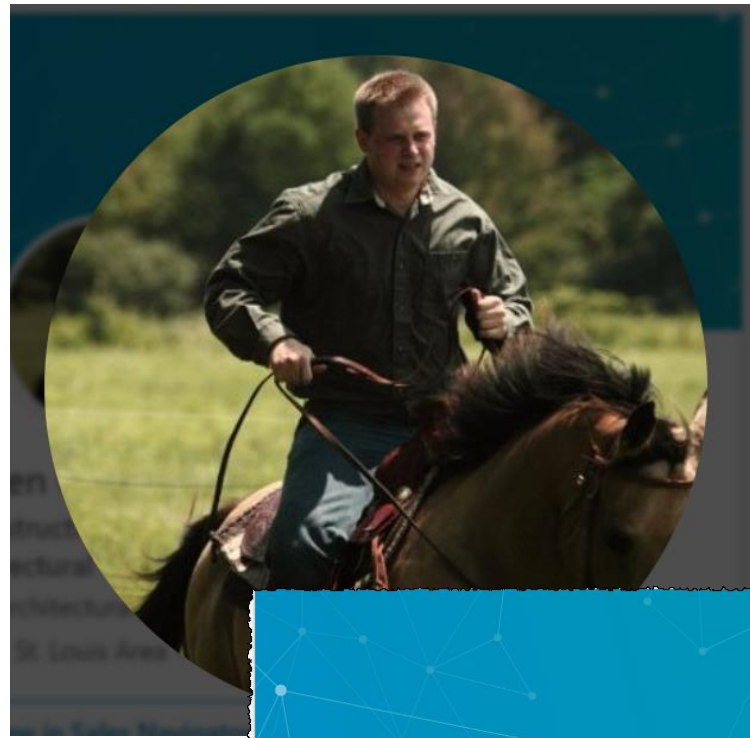
Nowhere else  
online can  
you...

**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 screenshot of 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 profile picture is the LinkedIn logo. Below the profile 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 of the card are three buttons: "Message", "View in Sales Navigator", and "More...". Below the buttons is a short 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

[Redacted signature]

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

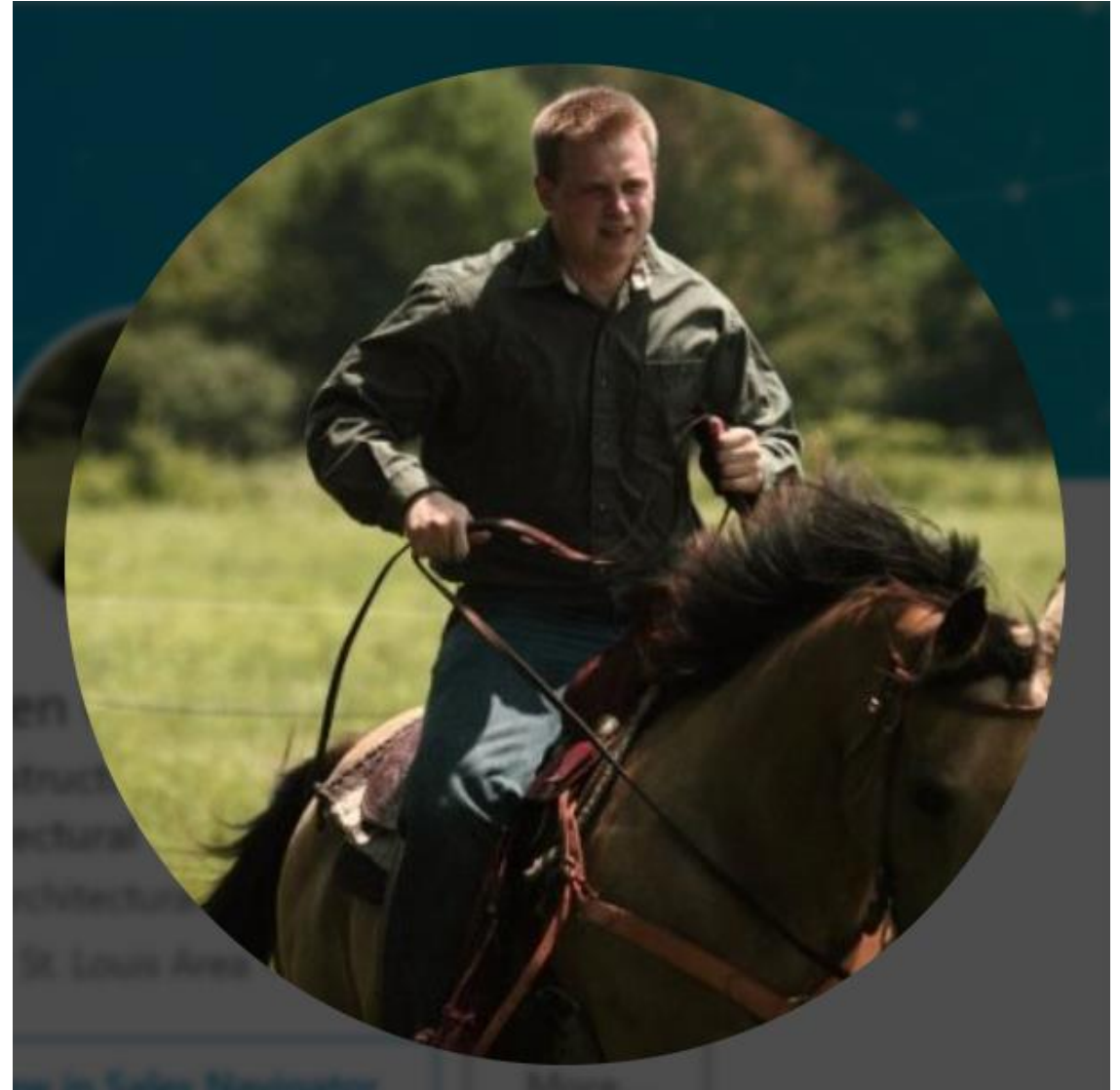
4:28AM

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: [REDACTED] Cell: [REDACTED]

NATIONWIDE DELIVERY AND INSTALLATION—ON TIME!



**HI, I'M JOSH  
TURNER**





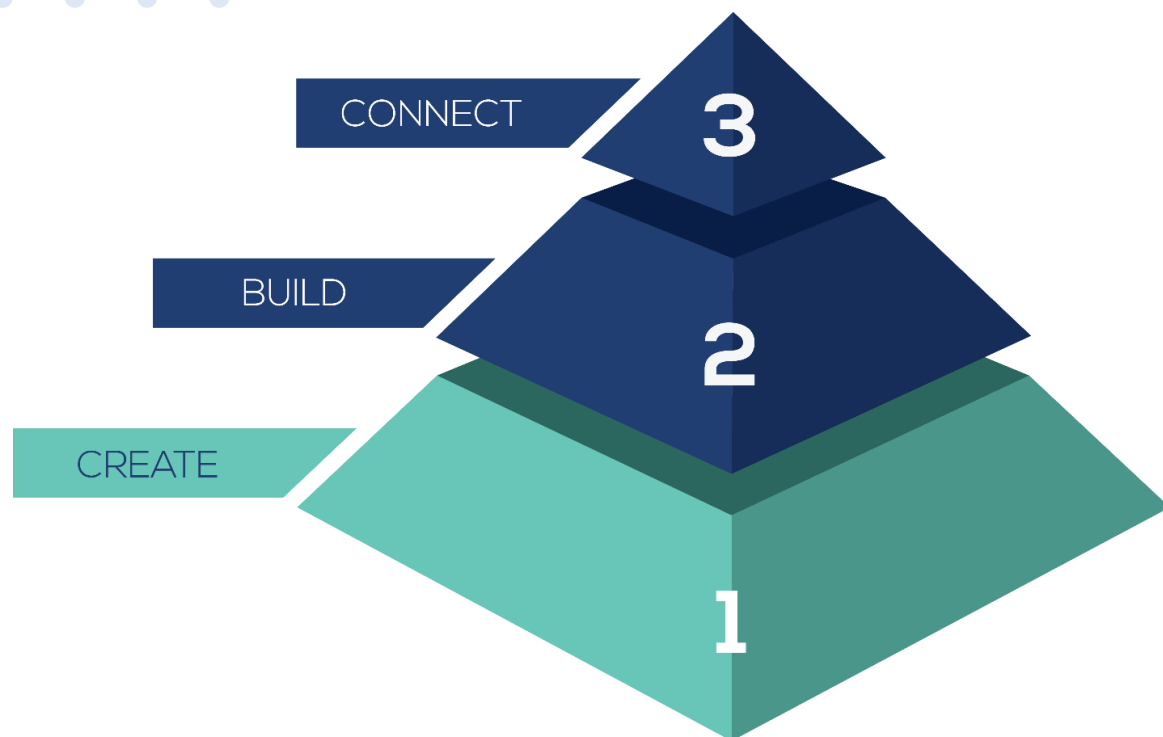


**HI, I'M JOSH  
TURNER**



- **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.**

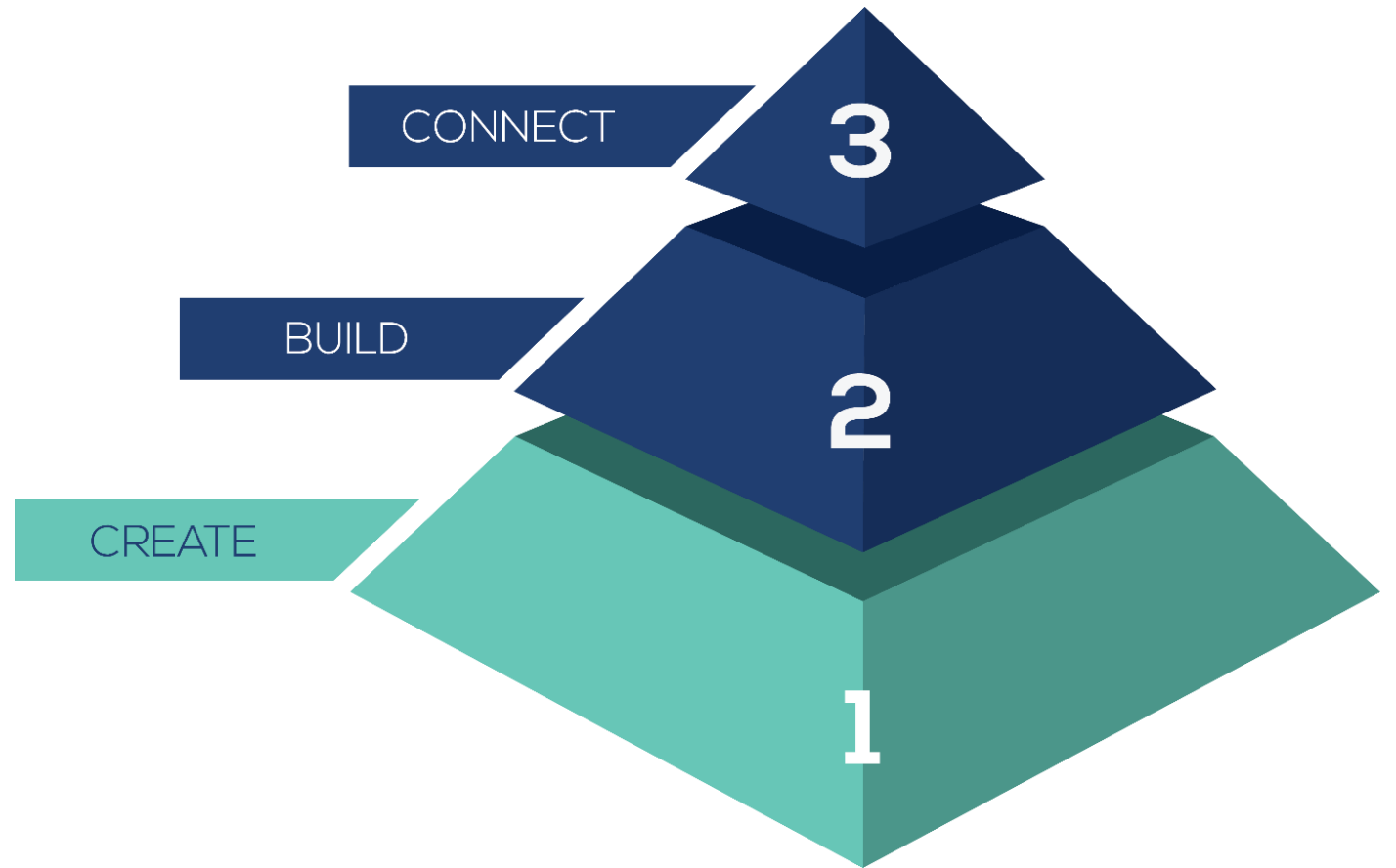
# Quick Overview of Our Process

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.**

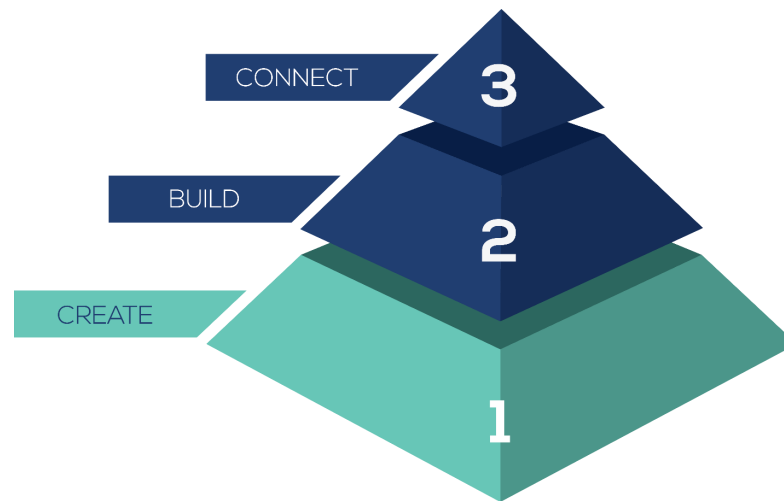
# 3-Step LinkedIn System...



# 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, what details surrounding those feelings:

- 
- 
- 
- 
-



## ENVIRONMENT

The daily surroundings that your prospect is exposed to.

## EMOTIONS

Outlines the thoughts and emotions of your prospect.

## OBJECTIONS/ OBSTACLES

Pain points, barriers, and buying objections

# VALUE IDENTIFIER MAP

## SUCCESS

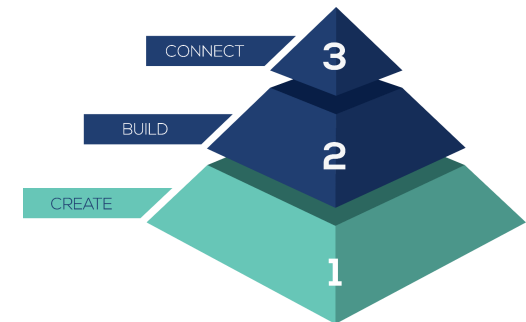
'After' State:  
What do they hope to obtain  
from working with you?

## INFLUENCES

Who or what will influence your prospect's purchasing decision?

## ACTIONS/BEHAVIORS

What actions are they taking in order to reach their goals?





**"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!**

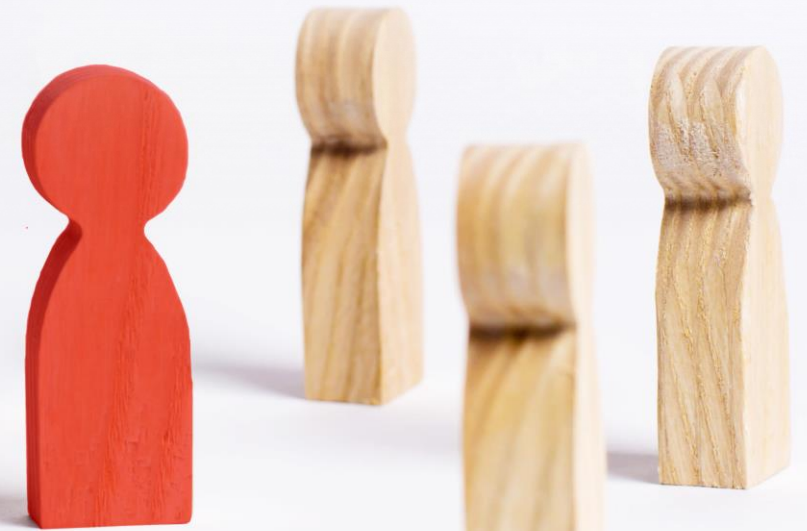


**Miles Nichols**

**Owner of Living Love Mindfulness**

**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!"**

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



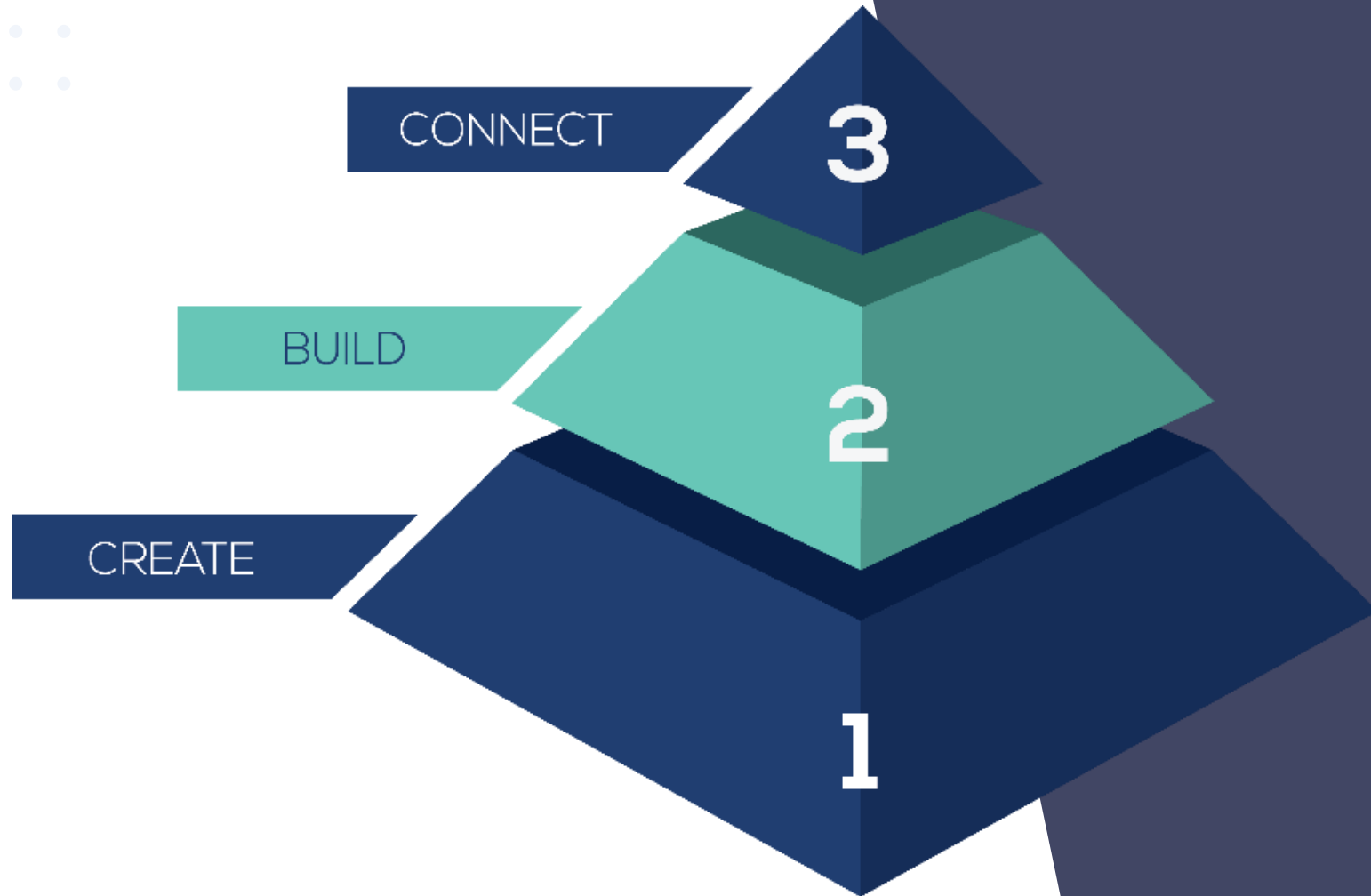
There's  
way too  
much  
noise out  
there...



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



# Step 2: Build



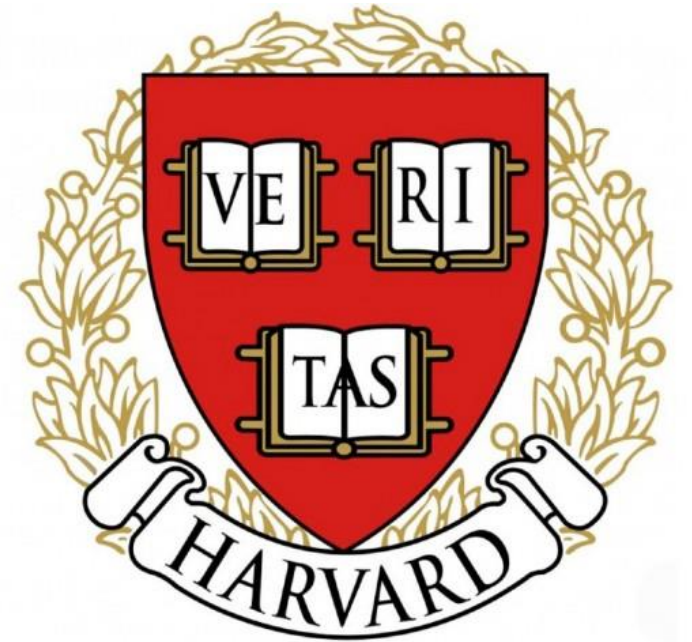
# CAVEMAN PSYCHOLOGY

"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

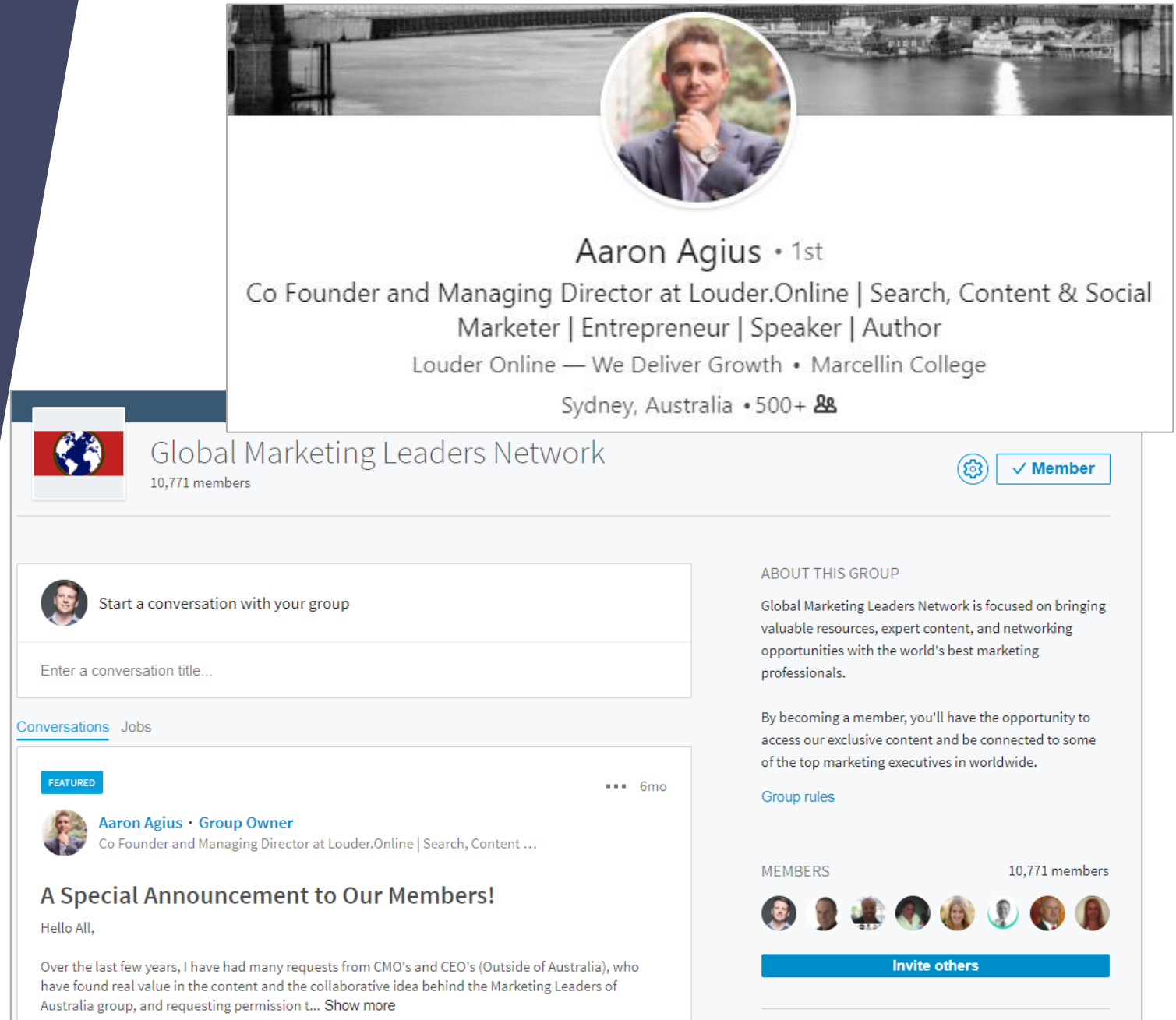
LTC2 Consulting • The George Washington University

Baltimore, Maryland Area • 500+ 




BOLD Leaders Forum | Best practices for BOLD Leaders


# The Authority Leadership Platform



The screenshot displays a LinkedIn group page for the 'Global Marketing Leaders Network'. At the top, there is a banner image of a waterfront city scene. Below the banner is a circular profile picture of Aaron Agius, the group owner. His name and title are listed: 'Aaron Agius • 1st Co Founder and Managing Director at Louder.Online | Search, Content & Social Marketer | Entrepreneur | Speaker | Author'. Further down, it says 'Louder Online — We Deliver Growth • Marcellin College Sydney, Australia • 500+ 88'. Below the profile information is a group icon (a globe) and the group name 'Global Marketing Leaders Network' with '10,771 members'. A 'Member' button is visible. The main content area features a conversation starter with a small profile picture and the text 'Start a conversation with your group'. Below this is a text input field labeled 'Enter a conversation title...'. There are tabs for 'Conversations' and 'Jobs'. A 'FEATURED' post by Aaron Agius is shown, titled 'A Special Announcement to Our Members!'. The post text reads: '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'. On the right side, there is an 'ABOUT THIS GROUP' section stating the group's focus on bringing valuable resources, expert content, and networking opportunities. It also mentions that by becoming a member, one can access exclusive content and connect with top marketing executives worldwide. Below this is a 'Group rules' link. At the bottom right, there is a 'MEMBERS' section showing a row of 10 member profile pictures and a count of '10,771 members'. An 'Invite others' button is located at the bottom of the members section.

**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+ 88


 **Global Marketing Leaders Network**  
10,771 members Member

 Start a conversation with your group

Enter a conversation title...

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

**FEATURED** 6mo

 **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](http://www.FocusMarketingInstitute.com), [SmartSalesHires.com](http://SmartSalesHires.com)  
Previous Times Color Graphics, Schauffler Associates, The PEOple Group  
Education Colorado College

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

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

**ADMS**

**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**



**sales**QB

**"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."**

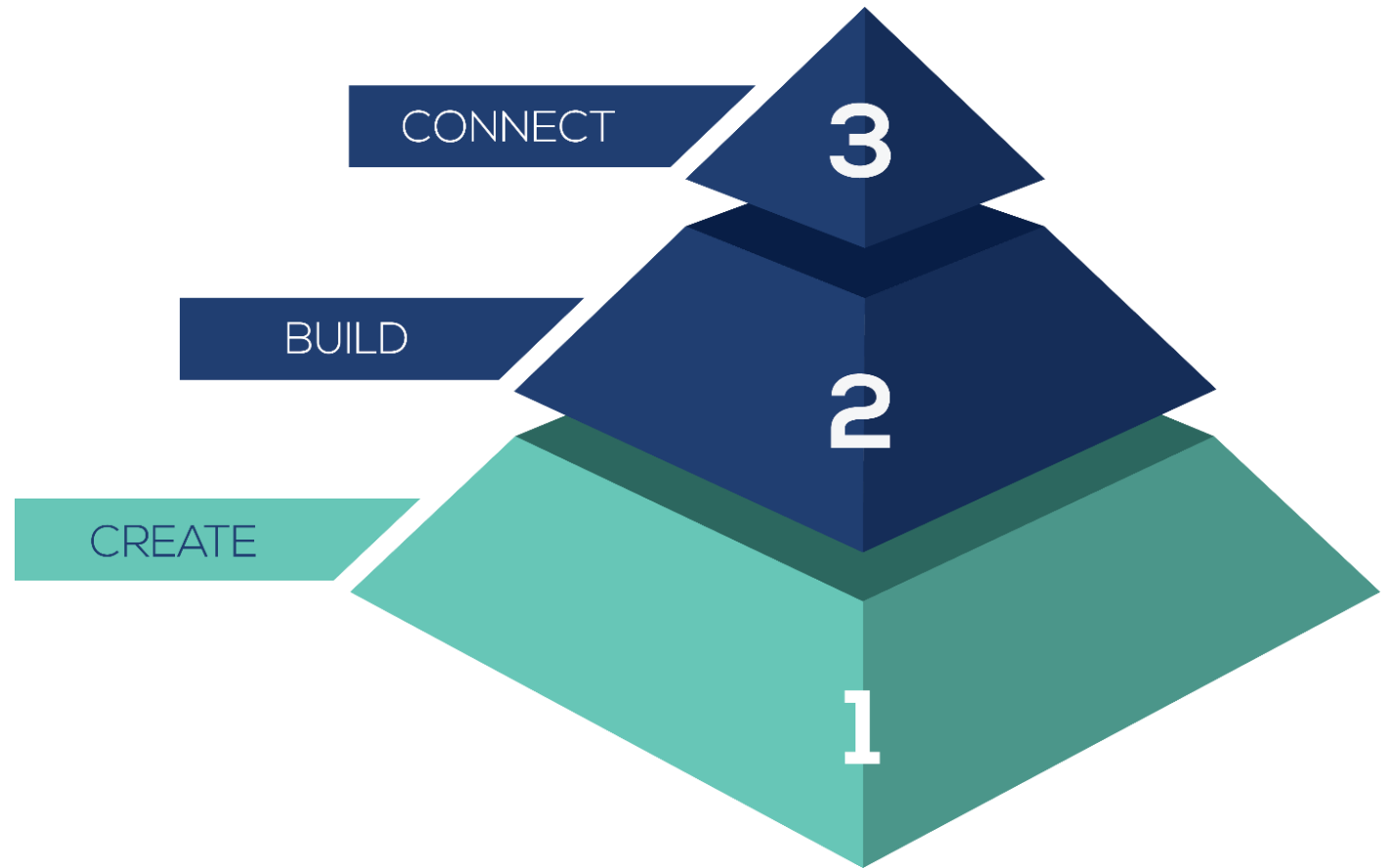


**SWIP**<sup>TM</sup>  
SYSTEMS  
POWERFUL TECHNOLOGY SOLUTIONS

**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". A red arrow points to the search bar. Below the search bar, a dropdown menu displays "CEO in People" with a list of search results. A second red arrow points to the link "See all results for 'ceo'" at the bottom of the dropdown. The main search results area shows several profiles, including:


- 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, the "See all results for 'ceo'" link is visible. The main results list includes:

- 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 interface, there are 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 right, there is a button "View results in Sales Navigator".

# Step 2: Filter for High-Ticket Prospects



[Home](#) [My Network <sup>16</sup>](#) [Jobs](#) [Messaging <sup>8</sup>](#) [Notifications <sup>3</sup>](#) [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

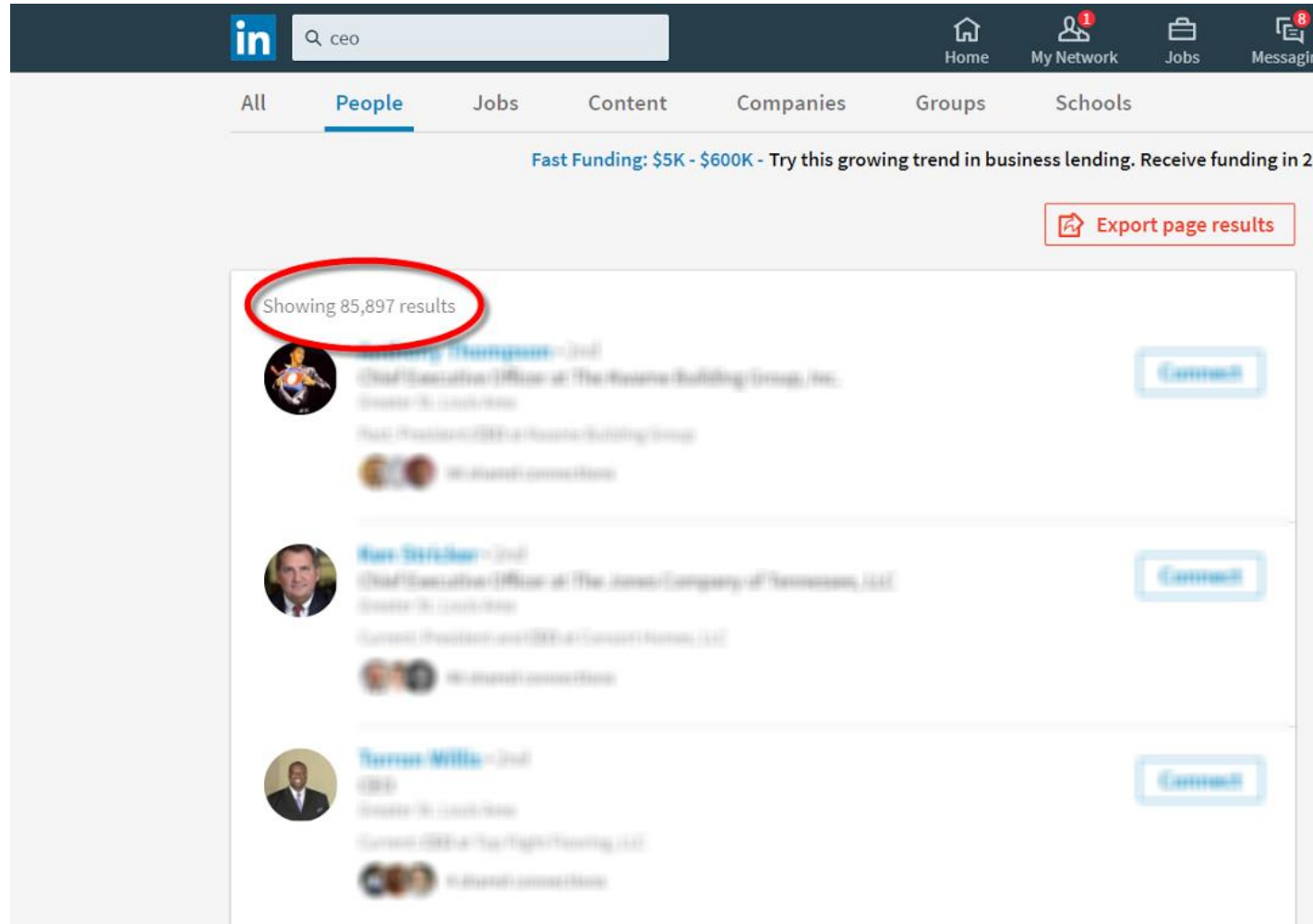
200 shared connections

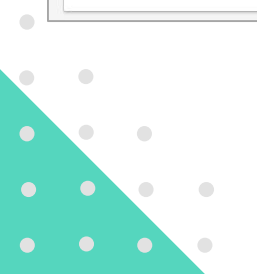
Connect

Messaging



# Step 2: Filter for High-Ticket Prospects





×



**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

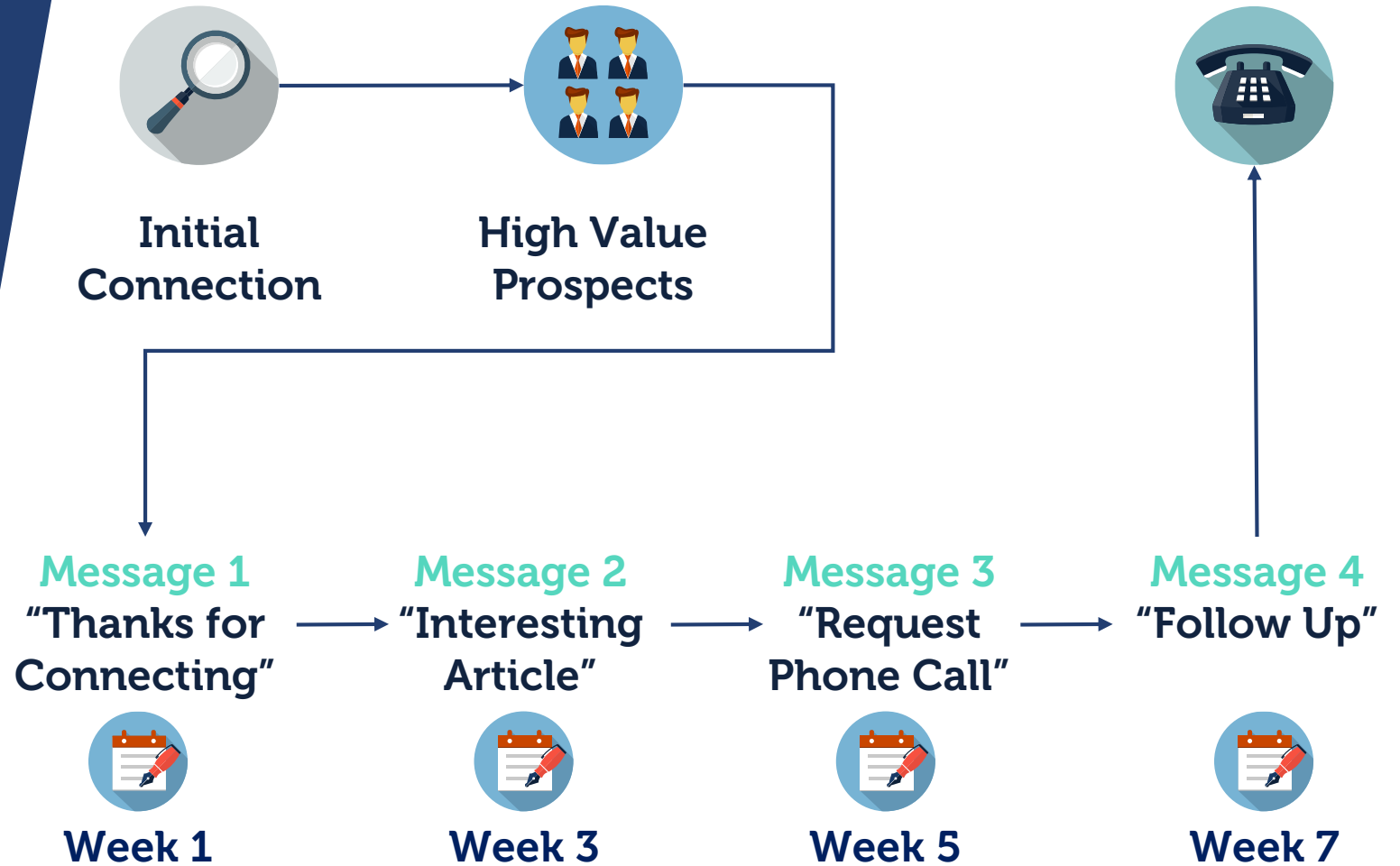


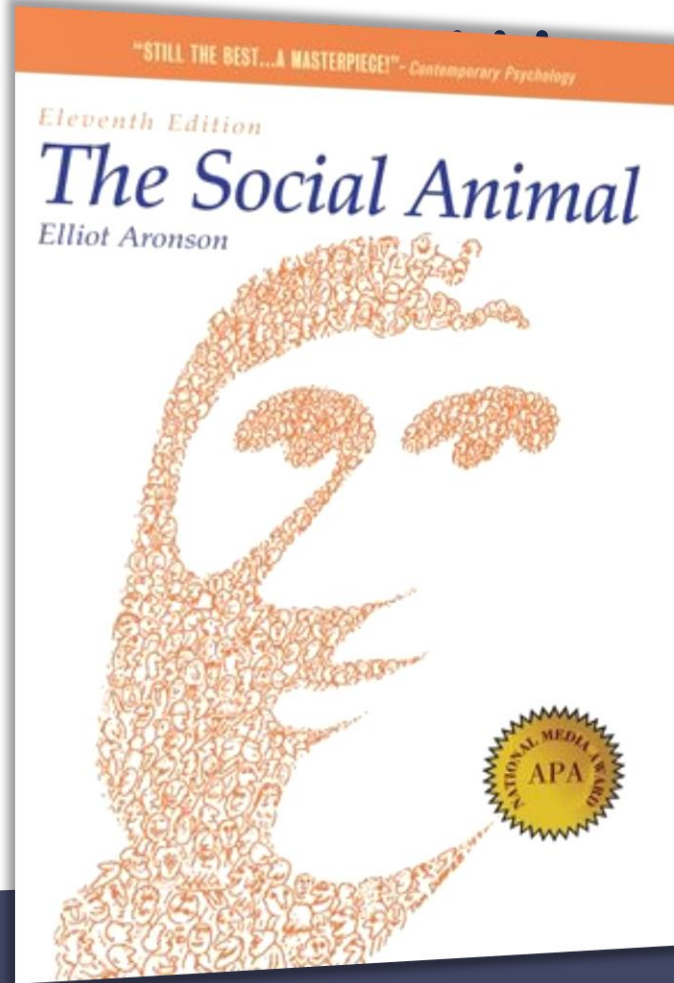
# Turning prospects into appointments.





# 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.

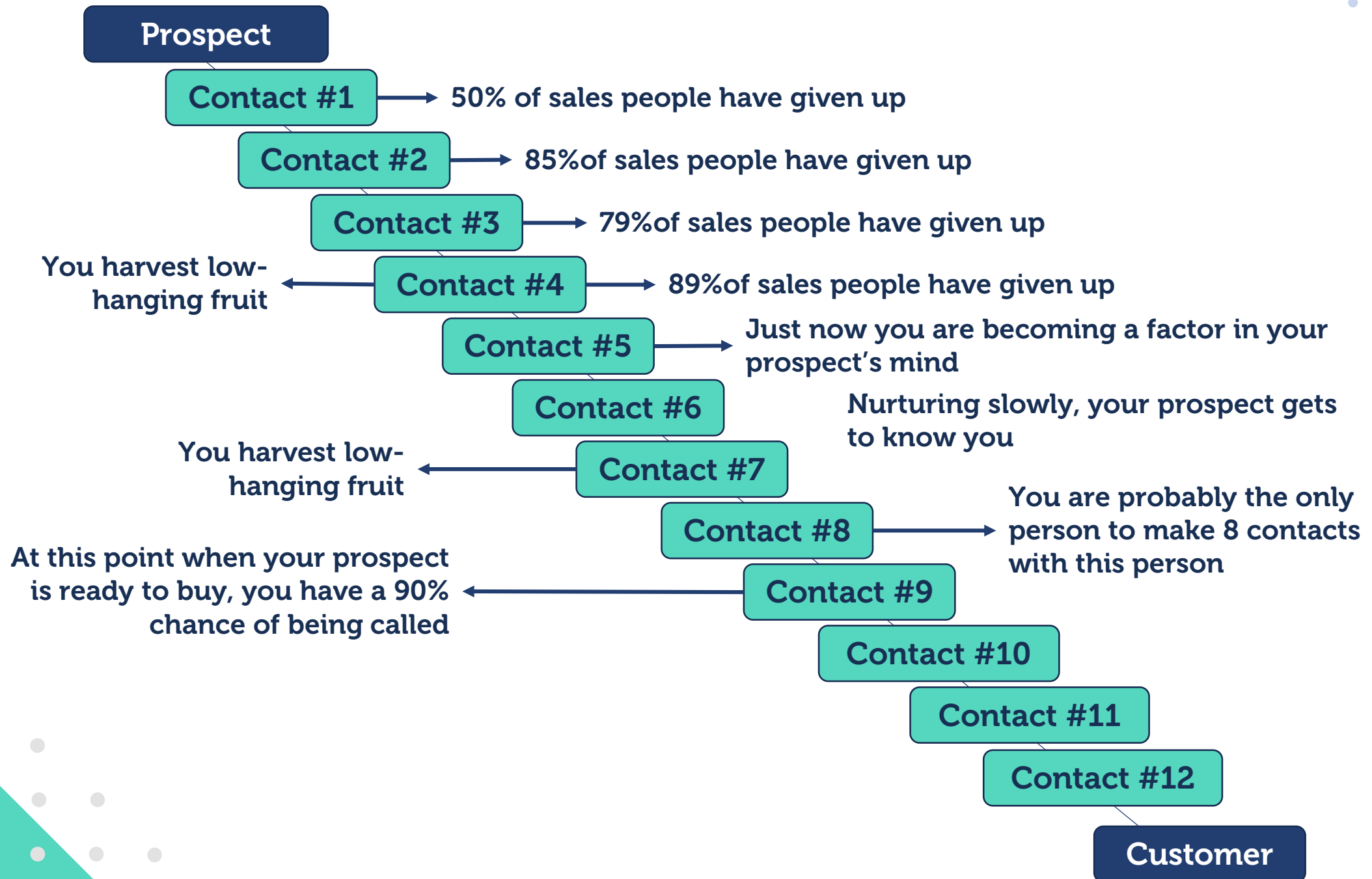
I got 15 leads in january from groups of about 20-30 prospects.

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 1



Follow Up  
Email 2



Follow Up  
Email 3



Follow Up  
Email 4



Follow Up  
Email 5





# 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...

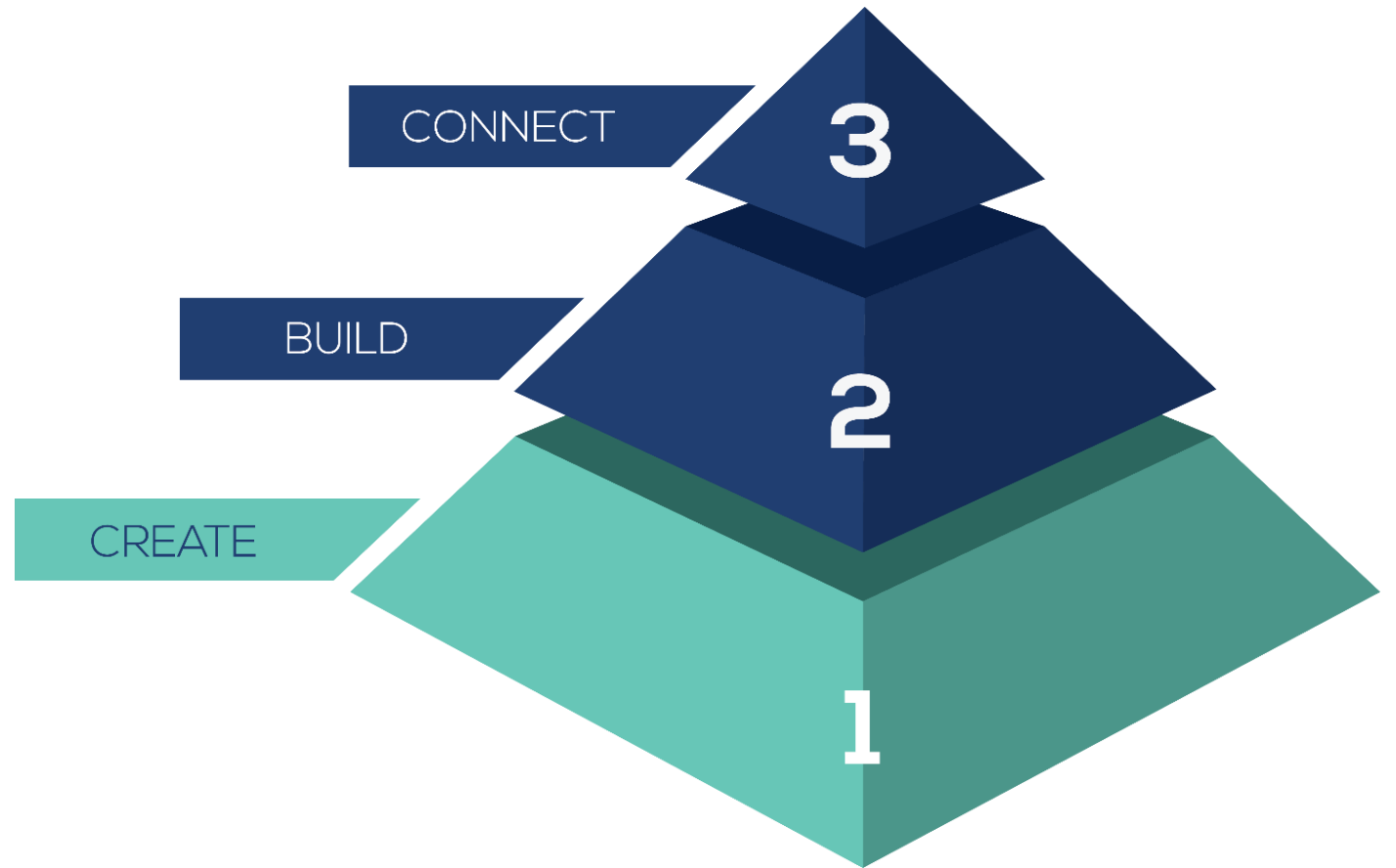
250 connection requests sent per month =  
100 new connections

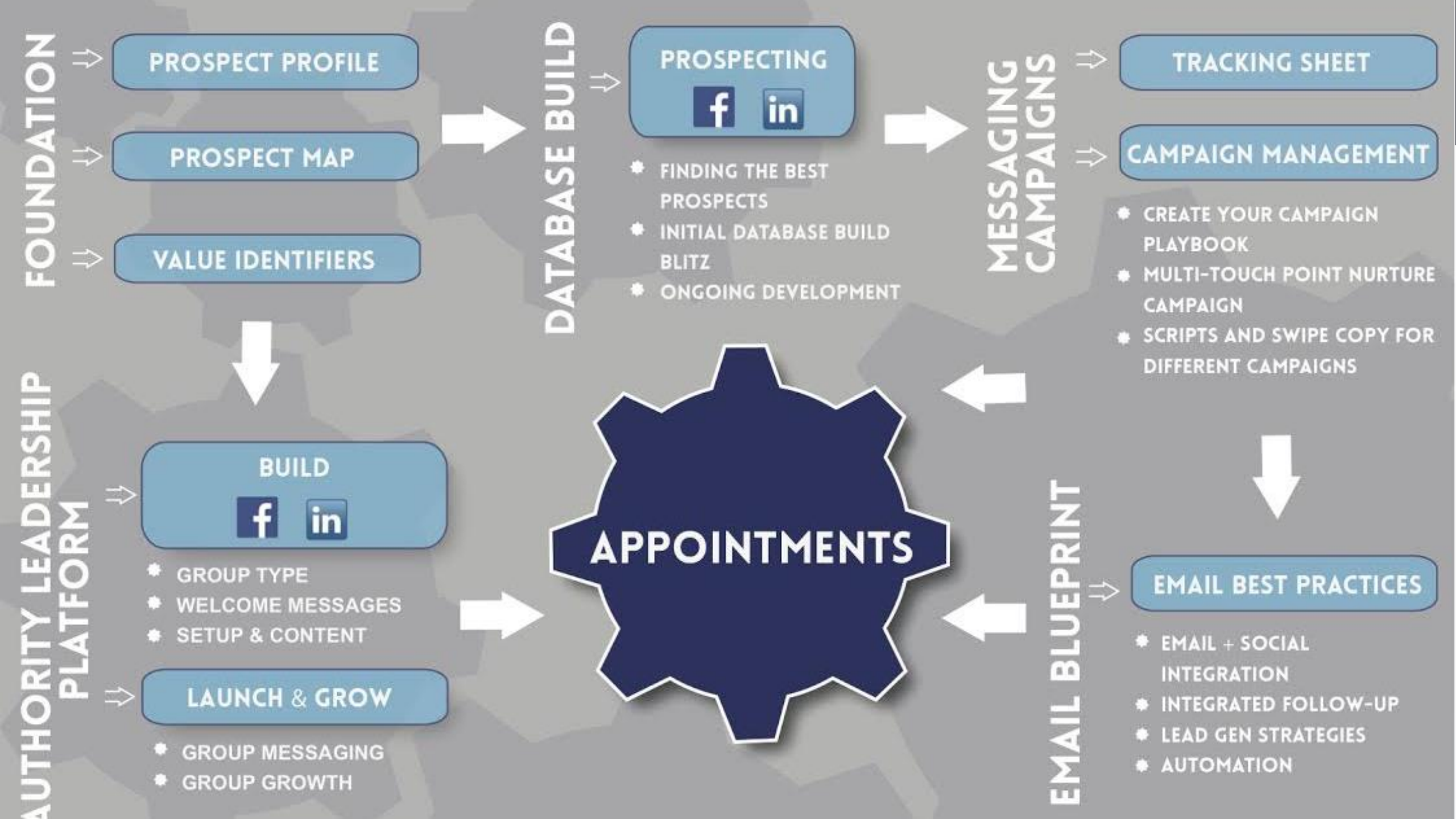
Each worked through 2-3 month messaging campaign

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?

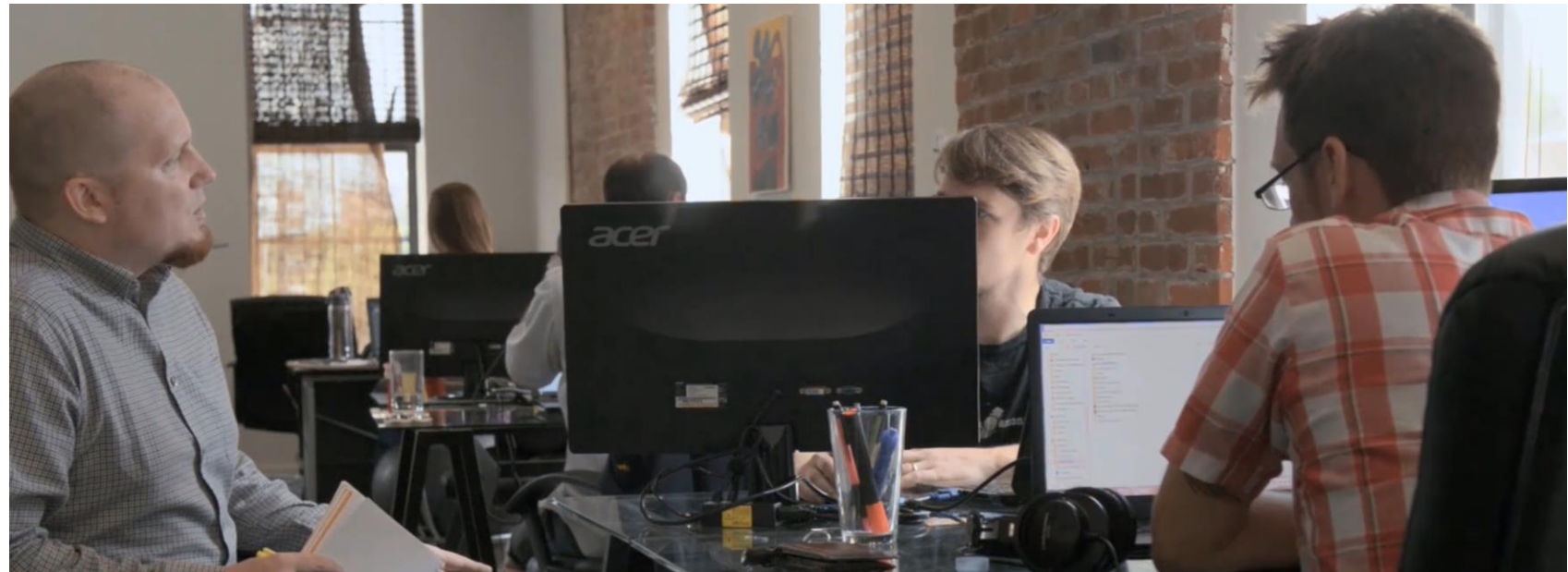


**“The path to success is to take  
massive, determined action.”**

**- 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."**



**SWIP**<sup>TM</sup>  
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

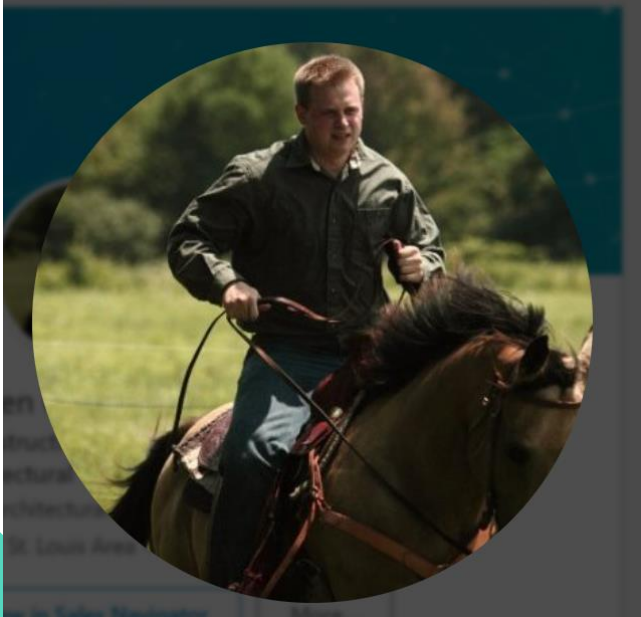
Owner at Advanced Safety NZ



"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.”**

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**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: \_\_\_\_\_



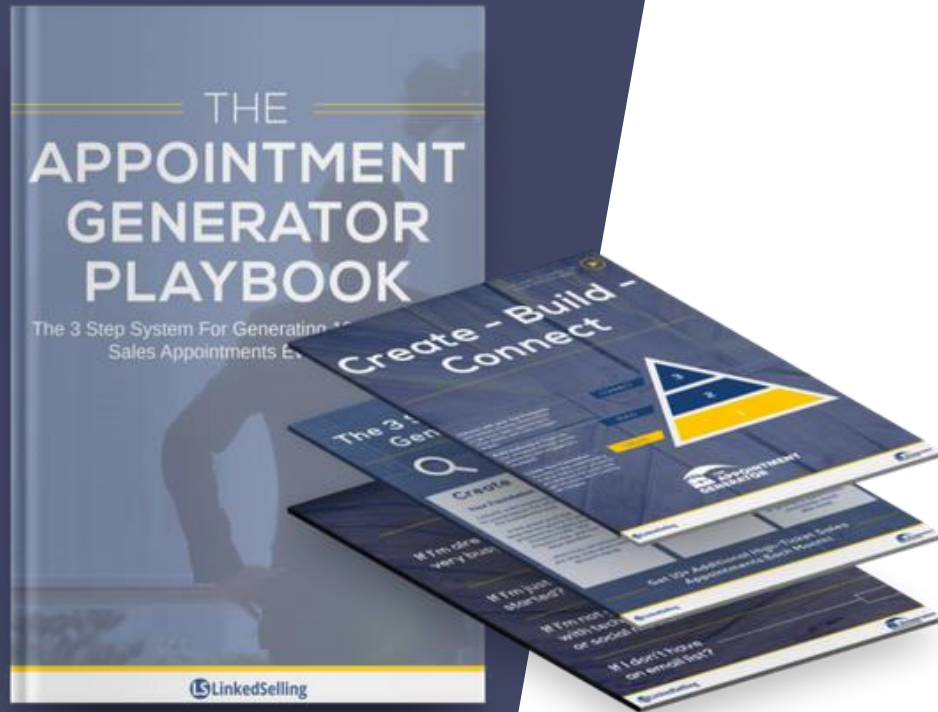
One more option...



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**