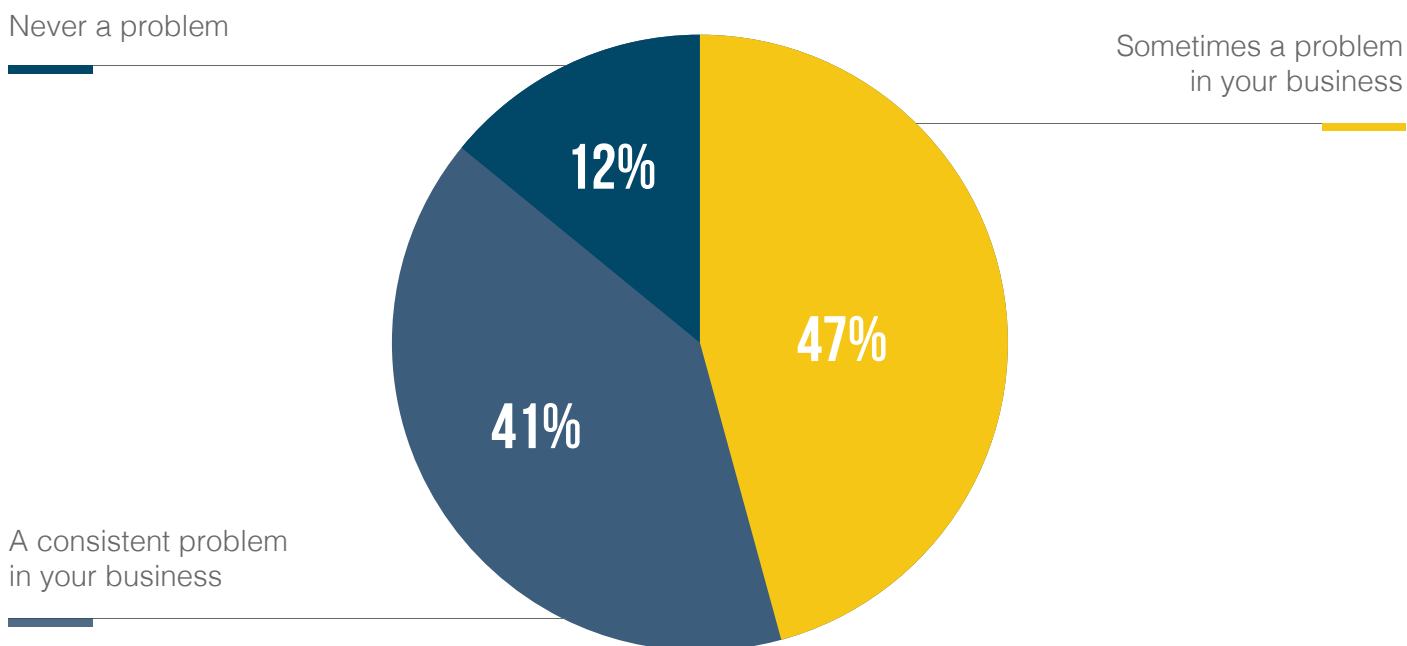


ONLINE CLIENT ACQUISITION SECRET USED BY TODAY'S FASTEST GROWING U.S. SMALL BUSINESSES

A Must-Read for: Small Business
Owners, Professional Services Providers,
Marketing Agencies, Marketers,
Solopreneurs and Start-ups

If you're a small business owner, service provider, marketer, or professional entrepreneur, you're probably wondering what this report is all about. Let's set the stage. Our Company, LinkedSelling, recently conducted a study of over 1,300 business owners. This groundbreaking study uncovered some troubling data. Most notably, that 88% of business owners struggle to maintain consistent cash flow. Only 12% said that they do not have cash flow problems.

Is cash flow (i.e. having enough cash to pay the bills, pay yourself, and have extra profit) a problem for your business?



Naturally, the next question we asked is:

WHAT'S THE DIFFERENCE BETWEEN THE 88% WHO STRUGGLE WITH CASHFLOW...AND THE 12% WHO DO NOT?

Well, when we looked at all of the data from the study, there was one thing that stood out head and shoulders above everything else...

THOSE BUSINESSES WHO REPORTED NEVER HAVING CASHFLOW PROBLEMS, ALMOST ALL OF THEM REPORTED THAT THEY HAVE SYSTEMS IN PLACE TO CONSISTENTLY BRING IN NEW PROSPECTS, APPOINTMENTS AND CLIENTS.

Meanwhile, the vast majority of the 88% who do not, these businesses continue to ride the cash-flow rollercoaster.

Clearly, having a reliable system for generating new leads and clients is a core requirement of getting off the cashflow rollercoaster.

And... to be fair, you probably already knew this...at least for yourself. There's an 88% chance that you're experiencing this right now.

But which strategy is working best?

That's what we found out...and what we're going to share in this report.

This Is Not A Small “Survey”

What you are about to uncover in this study is a remarkable trend that my company and I have discovered, through an extensive research project conducted over several months. Using multiple

third party researchers to compile and analyze data, the body of research presented is the result of a considerable effort that left no stone unturned.

In addition to combining many existing studies and research, we also surveyed and interviewed 642 business owners and marketers to find a clear answer to the question of “what's really working?”

All of this data provided a very clear answer to that question, which we will share in this report.

Oh...and by the way...

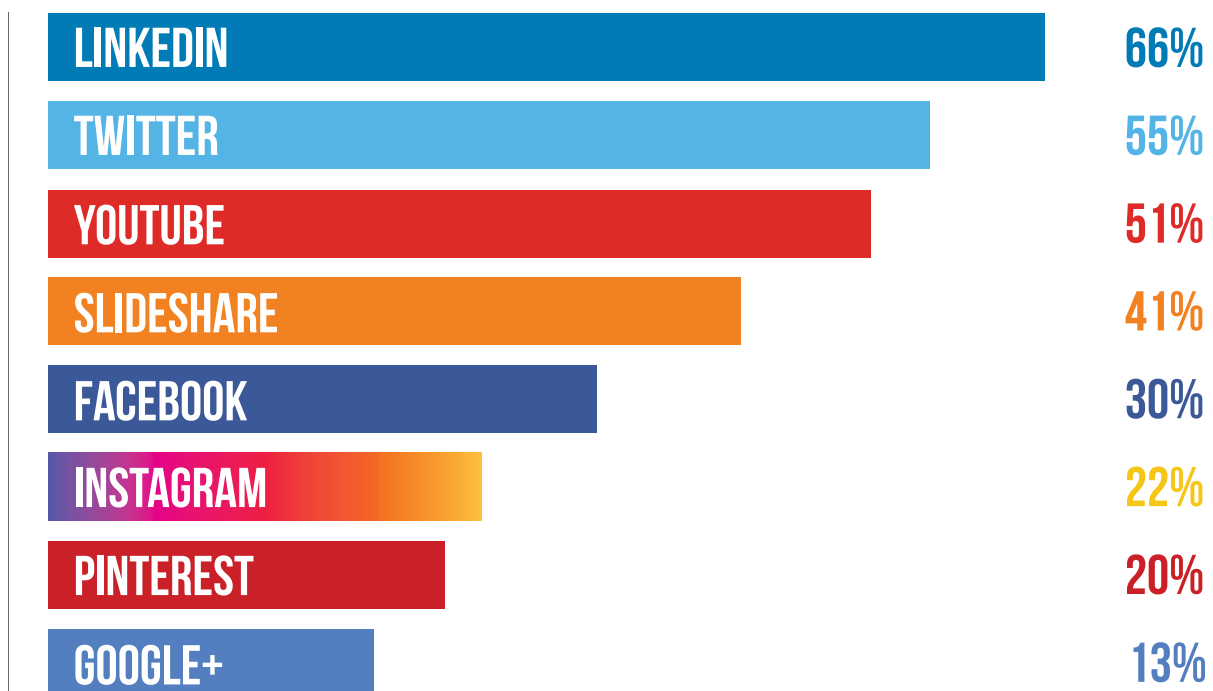
We've discovered a trend that is now so clear...that it's incredible that others have not already become aware of it. But I have to admit, I'm glad they haven't. Because it represents such a tremendous opportunity for those who are in the know.

Cutting Through the Clutter

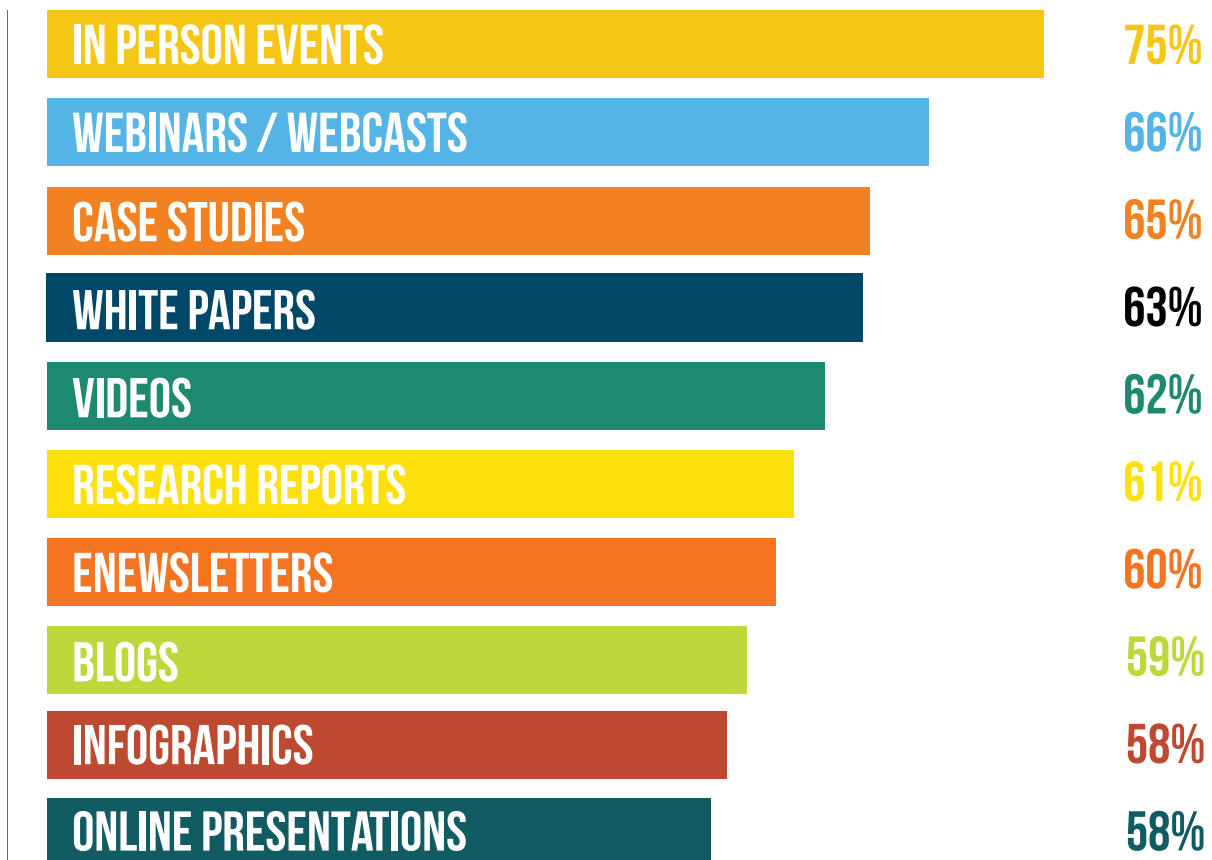
When it comes to marketing your business online, there are so many options. Too many, really. What happens usually is that the onslaught of advertising and people pushing the latest shiny widget, well, it causes a lot of people to bounce around. Shiny object syndrome is something we've all experienced. Eventually, it creates paralysis.

Consider these graphics from a recent study conducted by Marketing Profs and Content Marketing Institute:

Effectiveness Ratings for Social Media Platforms



Effectiveness Ratings for Marketing Tactics



Clearly, there are a ton of choices when deciding how you are going to grow your business, get more clients, and get off the cashflow rollercoaster. The list is truly endless.

If you're feeling a little overwhelmed, you're not alone. But this study will show you EXACTLY what to focus your energy...for the next 5 years!

Think about it...

Having a strategy that you can consistently apply for maximum results, for the maximum ROI on your time and money...

That is what a Successful, Healthy business looks like

- One that has tremendous staying power.
- One that does amazing work and creates a lasting impact in the world,
- One that affords you the freedom and lifestyle you want, and
- One that makes a consistent, large profit.

To do that, you must have a marketing system that generates new leads, consultations, clients and sales.

But there are so many systems out there and so many choices. Which one is the RIGHT one? That's the answer that we set out to discover, and I believe that the data shows a clear winner.

Not only in terms of the platform that you must be focusing on (this one platform is responsible for over 80% of leads converted into sales), but also the exact strategy to use on that platform.

In this report, we are addressing the “platform” question and revealing a trend that is too powerful to ignore. We've also uncovered the answer to the second question, **“What is the right strategy to create both quick wins and lasting, long-term results?” And provided a roadmap for exactly what this strategy entails and how you can implement it.**

Let's dive in!

Identifying the Top Place to Get New Clients – A Major Surprise

We researched the best places to find clients and uncovered a number of existing, very large market research projects. Combining this data with our independent study, surveys, and interviews of 642 business owners, we found a **big surprise...**

Given the immense buzz surrounding Facebook over the last couple years, we expected to see Facebook as #1. Additionally, Facebook is almost universally considered to be the dominant player online.

Just by sheer numbers (they have over 1.7 billion users), we expected Facebook to be the most popular online channel for attracting business opportunities

But this wasn't the case. Not even close.

Study after study has returned the same finding:

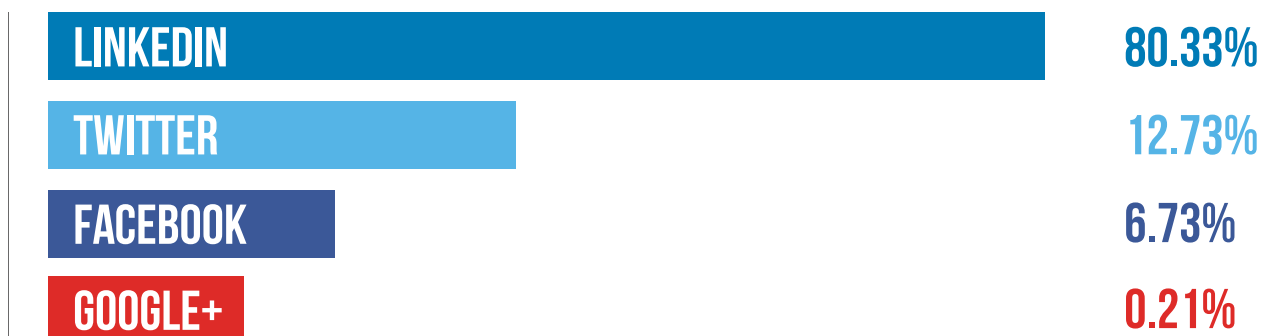
**LinkedIn is, across the board, regarded as the most effective channel
for businesses to get clients.**

According to the Content Marketing Institute and MarketingProfs, LinkedIn is,

“The industry’s most popular social network...and found a majority of marketers believe it to be the most effective social media platform.”

WHY?

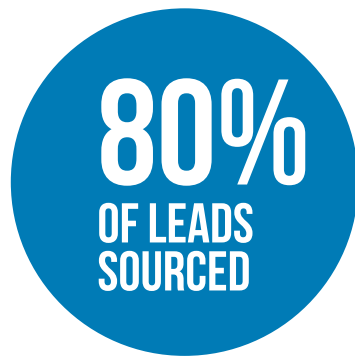
**WHY IS LINKEDIN THE BEST LEAD GENERATION TOOL FOR
B2B SOCIAL MEDIA MARKETERS? OVER 80% OF LEADS
GENERATED THROUGH SOCIAL MEDIA FOR B2B MARKETERS
COME FROM LINKEDIN THAT'S WHY!**



A follow up study from analytics firm Kissmetrics discovered that more than 80% of a business's social media leads were the results of LinkedIn.

from If that's not enough, a recent study by DemandWave also found LinkedIn to be the most effective platform for lead generation, by a long shot:

Top in lead generation... by a long shot



Though social media
for B2B marketers come from

LINKEDIN

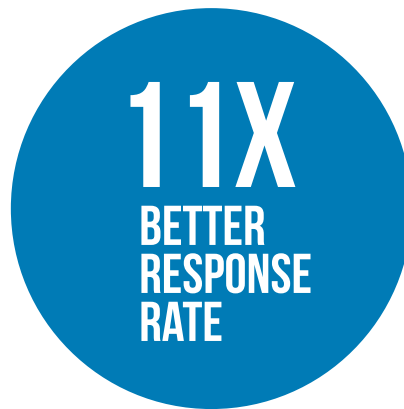
#1 Social Media Channel

92%
OF B2B MARKETERS
LEVERAGE LINKED IN
OVER ALL OTHER SOCIAL PLATFORMS

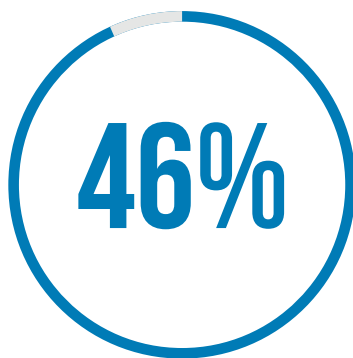


Replicon found LinkedIn messages to generate 11x better response rate compared with other methods:

Replicon



Drive Traffic and Awareness

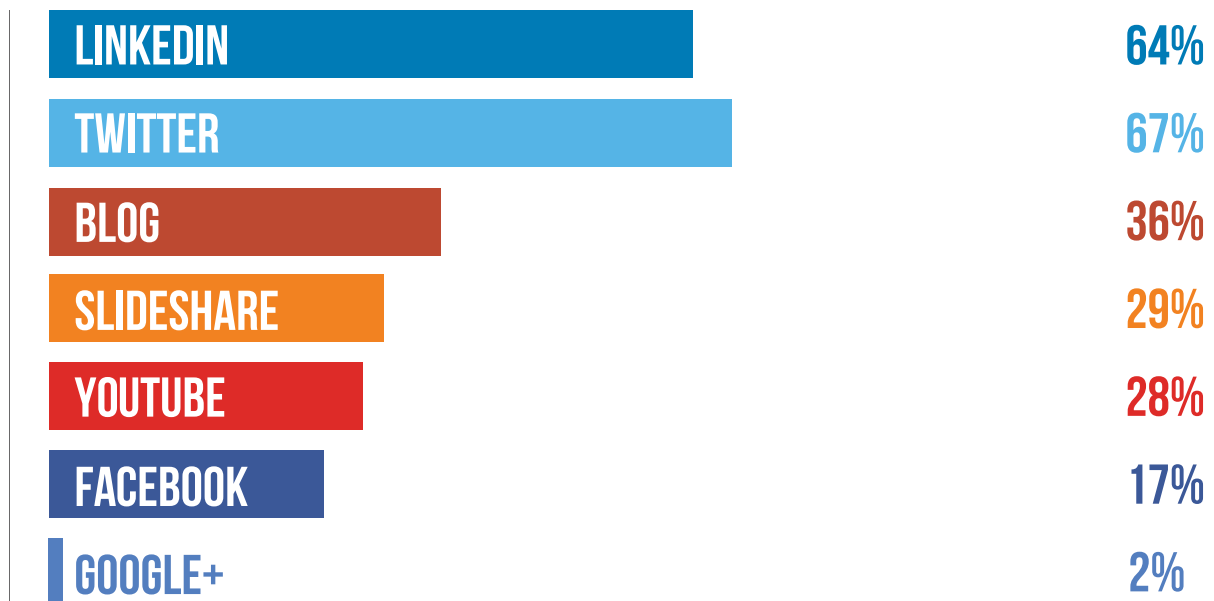


**LinkedIn's share
of social media
visits to corporate
websites**

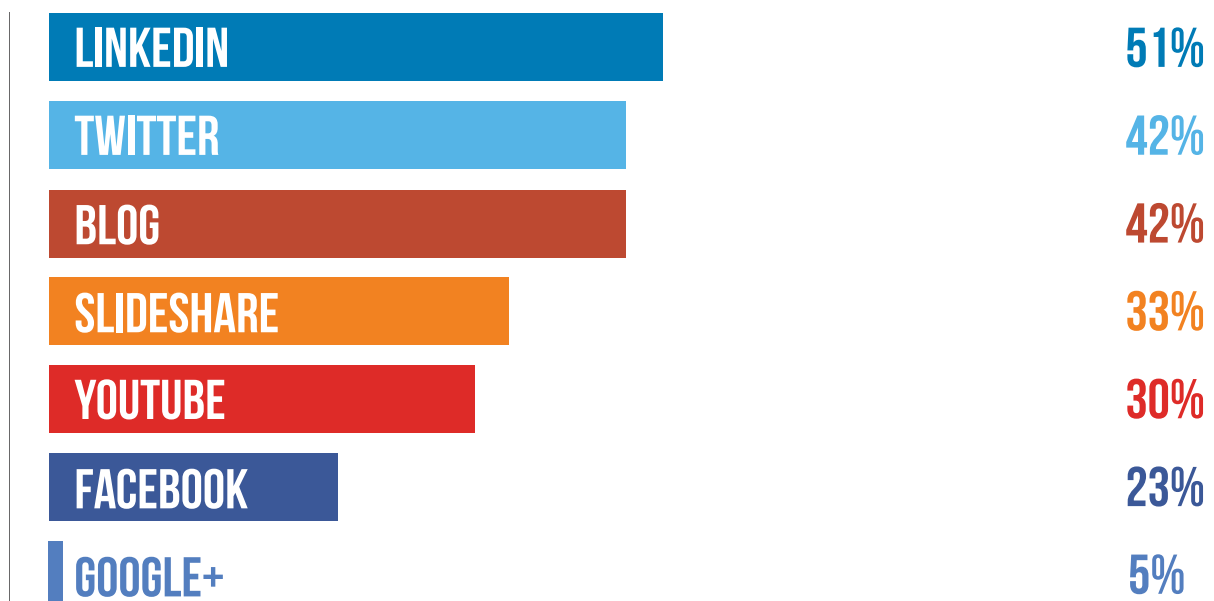
And not only is LinkedIn the best place online to get clients, it's the best place to engage both before and after a sale, as Social Media Examiner discovered in their recent research on the topic. It is also considered the most effective in the sales cycle. According to Content Marketing Institute, 63 percent of marketers report positive results in using LinkedIn to move prospects through the sales cycle.

Along the same lines, a study by Regalix found that LinkedIn is actually on top of the list when it comes to channels found to be most effective for customer engagement both before and after sales.

Which social media channel proves most effective for customer engagement at the pre-sales stage of the buying cycle?



Which social media channel proves most effective for customer engagement at the post-sales stage of the buying cycle?



It was surprising to see Facebook ranked so low, but equally surprising to see Twitter ranked so high!

Even so, LinkedIn time and time again, in study after study, has been consistently ranked as the best place to attract new clients.

Content Marketing Institute's study found that LinkedIn is the most effective social platform, and that 94% of b2b marketers use LinkedIn for marketing, making it the most-used social platform for business.

And a significant 61% of marketers plan on increasing their use of LinkedIn in 2016. As expected, B2B marketers are significantly more likely to plan on increasing their use of LinkedIn (76% of B2B vs. 52% of B2C).

But possibly most surprising, is that LinkedIn isn't just for b2b (business to business) companies. B2C companies also reported that they are seeing big gains from LinkedIn. In fact, over 51% of these companies reported in a study conducted by Oktopost that they have acquired at least one customer through LinkedIn.

^The data seems clear, right?

Yet, somehow interest in LinkedIn has significantly declined in the last couple years

How could that be?

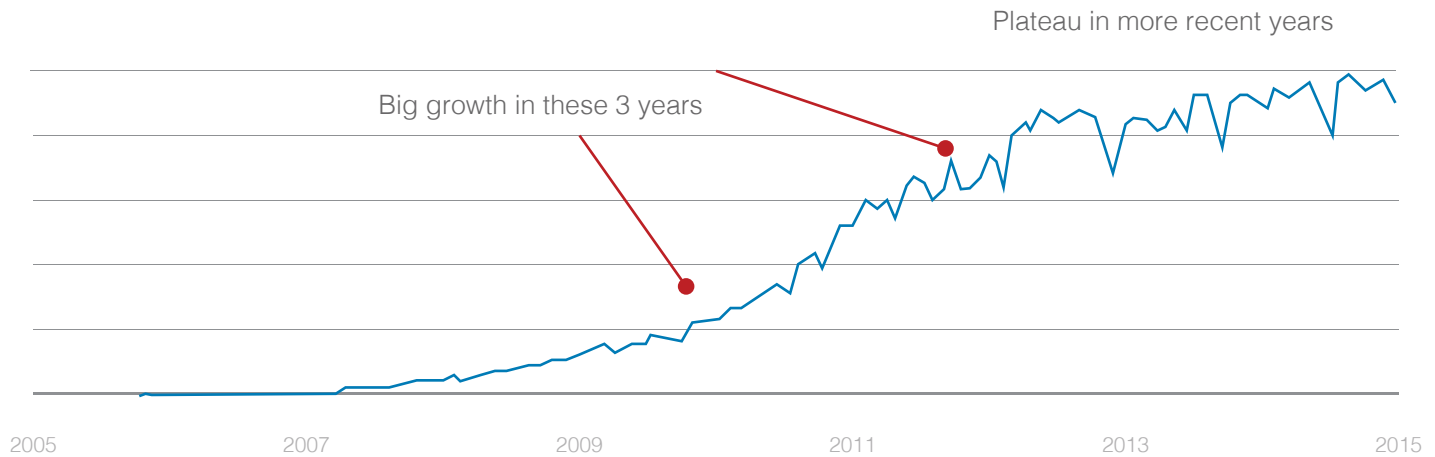
LinkedIn Buzz Declines While the Opportunity Grows Even Greater

Even with all of the data seeming to point to a clear conclusion, our studies clearly show that LinkedIn is not as popular as it was just a few years ago.

In our independent research surveying over 600 business owners, a majority said that they are less excited about using LinkedIn to market their business and get new clients, than they were 3 years ago.

Google Trends reveals a similar pattern. From 2010 to 2013, the increase in LinkedIn related searches was 228%. However, from 2013 to 2016, the same number was virtually flat.

Interest over time



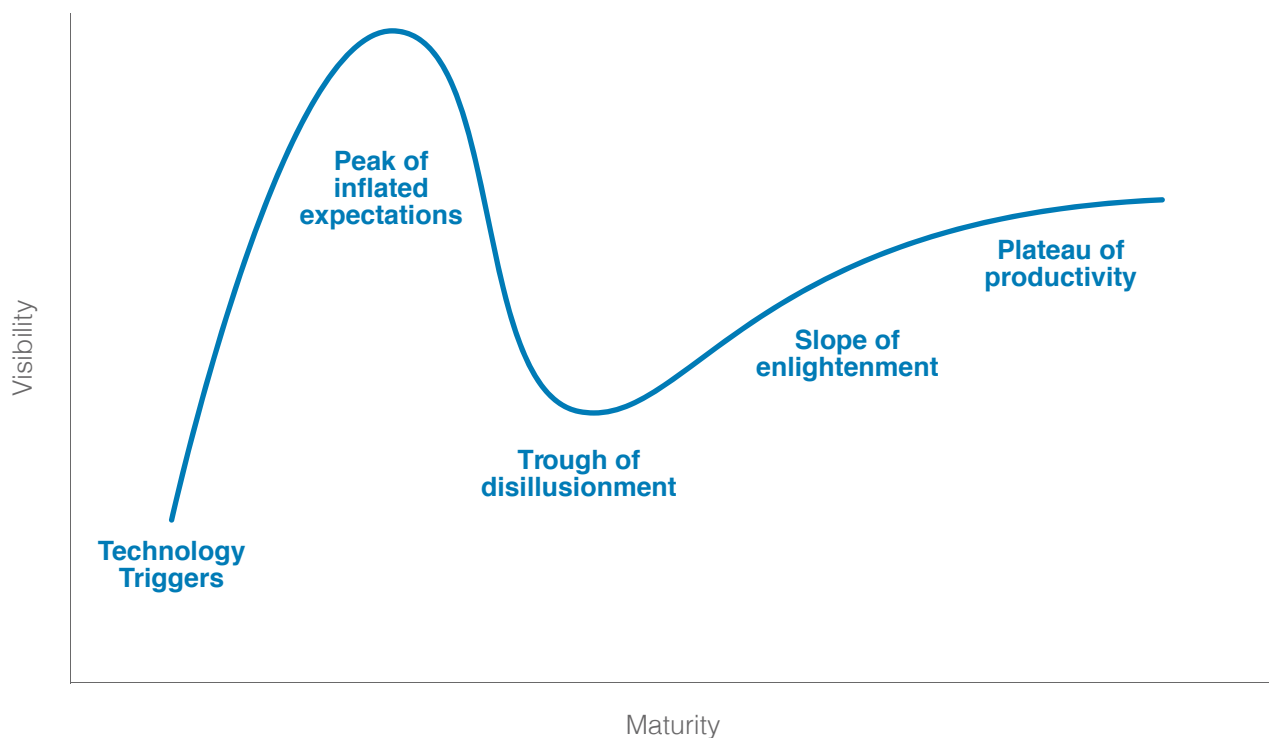
LinkedIn was all the rage a few years ago. But even in the face of overwhelming data showing that LinkedIn is one of the most effective online platforms for marketing your business, clearly the majority of business owners are not as excited about it as they once were.

This is further seen in a recent study by Social Media Examiner, who found that of the top seven platforms used (not indicating effectiveness, just usage) by marketers, Facebook currently leads the pack while LinkedIn is in the third place with 67% of users among marketers, marking a slight drop from 71% to 67% since 2015.

How could this be? If LinkedIn is the most effective channel for getting new business online, why have so many turned to new shiny objects?

THE ANSWER LIES IN A PHENOMENA CALLED THE GARTNER CURVE. AND WHAT IS REALLY EXCITING IS THAT THIS SAME PHENOMENA SHOWS THAT LINKEDIN IS POISED TO BECOME EVEN MORE EFFECTIVE

The Gartner Curve, also known as the Gartner Hype Cycle, is a concept for emerging technologies which predicts they'll go through five stages: it starts with technology trigger, soars up to peak of inflated expectations, crashes down to the trough of disillusionment, then glides back up to the slope of enlightenment, and continues on to the plateau of productivity.



Just like most other technologies that go through this cycle, the LinkedIn buzz has died down a bit. And most businesses moved on to the next shiny thing.

Yet, many have not moved on. Many continue to generate significant results and have not been deterred by the lack of buzz and hype. In fact, this has made it an even greater opportunity as the shiny-object chasers have moved on, creating less competition for attention.

And savvy business owners and marketers ride upward on the “slope of enlightenment.”

The “Trough of Disillusionment” is actually an overcorrection. It is a decline beyond what is reasonable or needed, causing many to miss the boat. In fact, it is at these points of over-correction, that it’s the best time to get into any space.

Consider the parallels to the financial markets...

Uber is a well-known technology company in 2016. But in 2013, it was still a smaller, upstart company that many thought was going to be a fad. Wise Silicon Valley investors knew that this company would be absolutely massive...but the public hadn’t quite caught on yet.

In December of 2013, an internal leak revealed that Uber’s revenues were near \$213 Million... which was about \$100 Million more than the “analysts” at major firms had predicted.

And yet, it still took normal investors and non-insider tech gurus until December of 2014...when Uber raised an astounding \$1.2 Billion in venture funding...to realize that they'd been late on the trend.

Why?

Because they'd fallen victim to the Gartner Hype Cycle: Uber was considered a "small, disruptive company" that had little chance at scaling. It got some initial hype and attention when it started, but then the interest slowly declined...but meanwhile, Uber was picking up true steam and came out as the most valuable taxi company on the planet in only 5 short years.

And today, many marketers, business owners, service providers, and entrepreneurs are making the same mistake by ignoring LinkedIn. Just like the early days of Facebook Advertising, when the clicks cost less than a penny and you could get 100's of leads in hours...you don't want to be caught in the herd of people stampeding to LinkedIn in the next few years. You want to solidify your position NOW to beat everyone else who comes after you.

The \$26 Billion Mistake, and How to Avoid It

The Gartner Curve is one of the key reasons that Microsoft recently acquired LinkedIn for a staggering \$26 billion. Seeing the tremendous, steady growth potential that LinkedIn currently has, they paid a hefty premium. And they bought at just the right time. This is a clear indication that the growth of LinkedIn is not only going to continue, but will be strong for many years to come.

Smart business owners who realize where LinkedIn is at on the Gartner Curve took great notice of this acquisition. And it further validated their efforts and results. Meanwhile, there are many who are overlooking this and making a massive mistake. Instead of seeing the trends and how history has played out so many times before, there are those who are more influenced by buzz and hype.

They are skeptical of Microsoft's \$26 billion acquisition, some even calling it a mistake. Yet, that couldn't be further from reality. And the only mistake is ignoring the real signal at hand. That LinkedIn will continue to be the best place to get clients for many years to come.

But in all reality, I'm not here to try and convince anybody. Just laying out the data, and those who understand it will be very well positioned. And those who don't? Well, that just leaves more for the rest of us. Fine by me!13

What's working, and what's not.

To be fair, certainly not all business owners have been so easily influenced by a decline in buzz surrounding LinkedIn. For many, it was a lack of time or a realization that the investment of time was not justified by the results.

In our study, we found that a majority of business owners simply found that they lacked the time to properly implement LinkedIn. **And for another segment of respondents, they put in the time, but did not see the results to justify the time investment.**

Clearly LinkedIn is a platform that does require an investment of time if you expect to see results, as with any marketing channel. There is never an opportunity to achieve results with no work. Yet most business owners simply do not have excess time to invest in this way. And those who have, found that the amount of time invested was far more than could be justified.

Seeing this as a major problem, we've identified and developed a solution that minimizes most of this time-intensive work. Read on for more information on this groundbreaking solution.

But first, let's talk about what works. The data clearly shows that many business owners are indeed generating consistent results from LinkedIn.

So what's working?

For our study of over 600 business owners, we asked those who were happy with their results, "What's working for you?"

The responses were somewhat consistent. Here's a sampling of them:

"I've been setting up follow up sequences to schedule sales calls"

Find who can put me in touch with my target 2. Send an invitation with a reason why we should connect 3. Seek to follow up with a face to face soon thereafter

Becoming more visible, actively demonstrating expertise, connecting more

Building relationship through staying in contact with key people.

Connecting thru groups and using a messaging system to a phone call

Connecting with people, first on LinkedIn, then in real life.

Creating contacts and sending personal messages

Direct contact and sending messages

Sending connection message that are personalized and updating status on a regular basis to keep front of mind.

Connecting and sending In mails

Using the Advanced Search to target potential referral contacts.

InMails with relevant content sent to relevant prospects - specifically not selling or pitching meetings, just bringing them relevant content / in-person events / webinars as a means to build awareness of our business.

Linkedin works well for connecting with and getting appointments with channel partners.

Making initial connections and then building the relationship off the platform!

Messages to clients, also posting articles about my industry that highlight me as an expert.

Let's Dive A Little Deeper Into What Separates Successful LinkedIn Marketing Systems From Systems That Fail

WHAT DOESN'T WORK

How to Design a System That Fails

I recently spoke with a marketing firm that helps their clients generate new business. Their primary focus is telemarketing (cold calling) and direct mail.

You probably will not be surprised to hear that they rely on reaching an extremely large number of prospects, because they get such a low % response rate.

The associate I spoke with stated, “We aim to generate 1 new lead a month for our clients. Sometimes we go months without generating anything.”

(On a personal note, I was really floored by this. My company generates between 5-30 leads on a monthly basis for our clients, depending on the engagement. And this other marketing company charges a LOT more than mine.)

Here's what it comes down to. Cold calling and cold mailing don't really work. Sure, they can generate something every once in a while. But they sure as hell don't come close to a system that consistently generates leads.

Here's another problem with the old approach. You alienate a LARGE portion of your market who is turned off by these old school marketing tactics.

When that happens, there's a real opportunity cost that in some cases outweighs the short term benefits of the few results that these efforts can bring.

So what do you do?

We call it “systematically building relationships to turn cold prospects into warm leads” and it generates a 30% response rate

Footnote: Another thing that does not work? Not having something valuable to say. Luckily, our system solves that problem too.

WHAT DOES WORK

The Guts of Our System

People do business with people that they KNOW, LIKE and TRUST.

That's nothing new, you've heard it plenty of times before. Yet it remains very true.

Building relationships with new prospects is the very best way to turn them into new clients. Think about some of the new business and clients you've recently picked up.

Surely some of it has come from referrals. And some of it has probably come from prospects that you've been in contact with for a number of months, or even years.

Your relationships and contacts are at work for you every day, slowly moving people deeper into your funnel.

Now, what if you could accelerate this process with thousands of new prospects?

My company has developed a methodology for achieving just that.

You see, most people are wasting time with their online marketing efforts. Social media? Please. Instead of getting caught up in the time drain of Facebook and all the other latest fancy gadgets that everybody claims you "must be a part of," my company has focused **instead on building a system based on generating leads**. We leverage the latest online platforms to actually create measurable business opportunities.

We're able to identify new prospects every month, and work them through a process that breaks down barriers, smashes through gatekeepers, and gets you on the phone with 30% of targeted business owners, CEO's, Presidents, CFO's...really, whoever your ideal prospect is.

Now let's talk about HOW to do it.

HOW TO DO IT

The Process for Generating a Flood of New Leads

It all starts with the top of the funnel. Utilizing LinkedIn, you can quickly identify thousands of prospects that fit your prospect profile.

These are highly targeted prospects. And, because they're on LinkedIn...you know they're there to talk business. But that's where most people struggle with HOW to actually make that happen.

The key is to systematically reach out to these prospects in a non-salesymanner. When you reach out to prospects and leverage common contacts, many of these business leaders will be open to connecting with you. (Yes, there is an art & science to doing this the right way.)



The best sales people are engaging customers even before the purchase journey starts. The place they're positioning themselves as trusted advisors by helping people in the learning phase of the purchase journey, to learn about new opportunities and think through ideas.

They are disseminating as much information that is "other people's stuff" as they do stuff that is about their business. By occasionally sprinkling in an insight that teaches a customer into their sales funnel, they earn the image of trusted advisor.

It's a totally new way of engaging with customers, and social media has made it possible. We find that the best salespeople are taking advantage of this in unique and powerful ways."

-Mathew Dixon, Corporate Executive Board's Sales Executive Council

Now, this is really important. Once connected to a prospect, DO NOT start pitching. That's the best way to spoil the relationship.

Instead, you want to design and execute a campaign to stay in front of them on a regular basis. To position yourself as a trusted advisor.

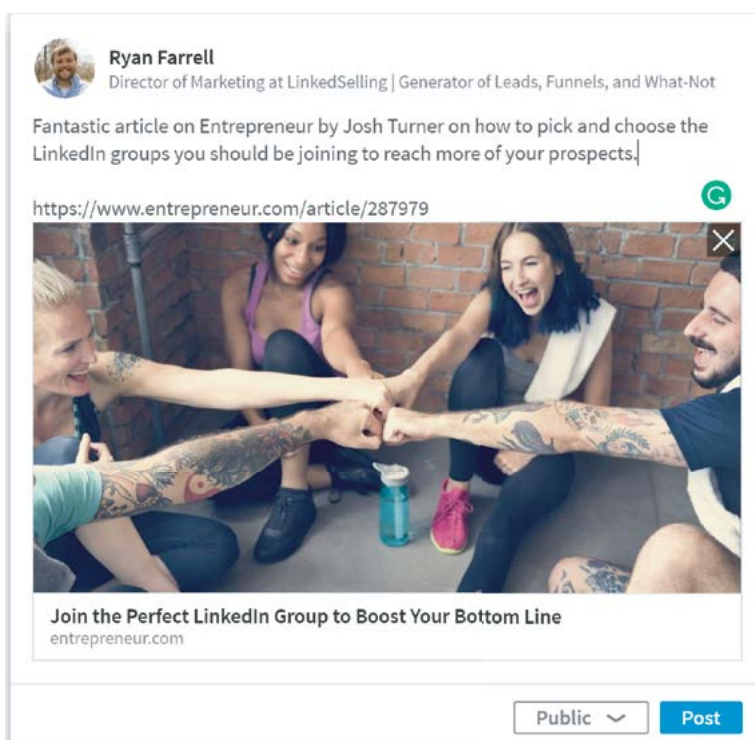
This campaign should include 3 primary components:

1. Top of Mind Campaign via Status Updates
2. Personal Messaging Campaign (Position Yourself as a Trusted Resource)
3. Zero Moment of Truth (Strategy for Going for the Phone Call)

Let's talk about each of these more specifically.

Top of Mind Campaign via Status Updates

Drip marketing requires executing on a set of activities over an extended period of time. By keeping your name and message in front of prospects, you'll be the one they think of when they are in the market for your services.



With the decline of traditional interruption marketing tactics, LinkedIn status updates have become one of the most powerful mechanisms for achieving a top of mind drip campaign. But why is that?

Personal Messaging Campaign (Position Yourself as a Trusted Resource)

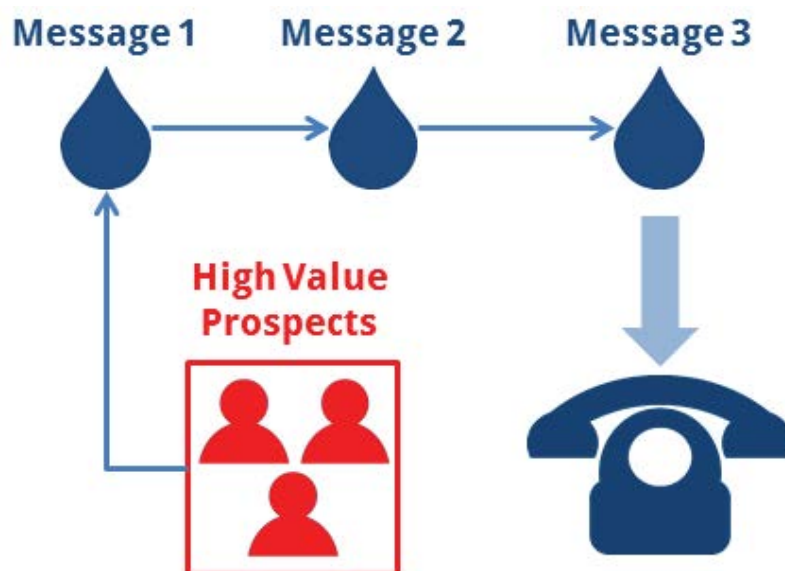
Where the action really happens is behind the scenes. This is why your competitors have no clue that these strategies even exist.

By working our finely tuned processes, we'll connect you with thousands of new prospects over time. And we'll keep you top of mind.

But the consistent lead generation happens behind the scenes, with a systematic messaging campaign. The purpose of this campaign is to position you and your firm as a trusted resource.

Over a short time frame, we'll send a number of personal one-on-one messages to your most important prospects.

For a while, these messages will contain nothing but valuable content. Case studies, articles, conversation. Your prospects will appreciate it, and love the content.



Strategy for Going for the Phone Call

Once we get them to this point, when they “know, like and trust” you, that’s when we go for the phone call. And at that point, they can hardly say no.

Using our proprietary scripting, modified to meet your goals, you will see 30% of prospects targeted agree to a phone call with you.

At this stage, some of these prospects may be in the market for your services today. Those are certainly ideal situations.

Others might not be ready right away, but now you’ve got them. Now you’ve built rapport. You’re in.

For one, now you can work them through your typical funnel with email follow-ups, invitations to grab a coffee or a round of golf, whatever your typical marketing consists of. And on top of that, we’ll continue running our top of mind campaign.

What it boils down to is this. **Some will become clients quickly. Others will require more time. Either way, both scenarios are covered.**

This is why we have grown 300% the last 3 years in a row, are currently the #252nd fastest growing company in America on the Inc. 500 list, and are now considered by many to be the #1 LinkedIn marketing firm in the world. Our solution solves a major problem for our clients, and word has spread quickly.

So If You Are Interested In Learning More About How to Implement a LinkedIn Marketing Campaign That Generates More Leads, and Ultimately More Clients,
[Click The Button Below to Book a Time With A LinkedSelling Client Strategist:](#)

LET’S TALK



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