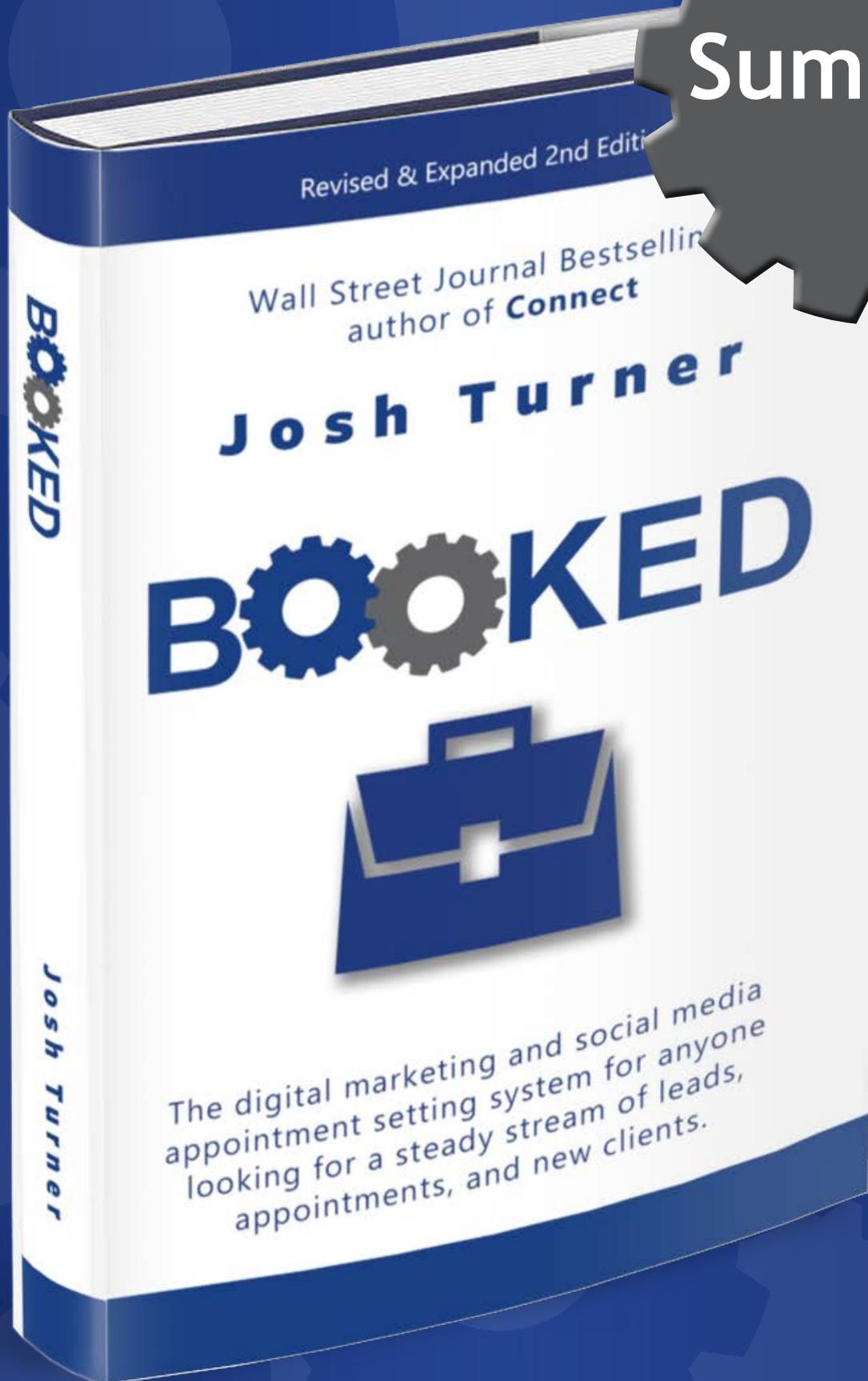


Summary



INTRODUCTION

Wherever you are on the business owner spectrum, we all have one thing in common. In order to get your next client, you must first get your next lead. Without a “lead”, it is almost impossible to sign a paying client. And the only way to land your next client (and the next one, and the next one...) is to position yourself in front of your prospects, convert a percentage of them into leads, schedule appointments, and turn at least one of them into a client.

It really is that simple.

What I want you to do right now is get rid of all that noise. Set it all aside. Let's focus on the simple truth about what it takes to grow your business. Here's the framework one more time:

- A. Position yourself in front of your prospects.
- B. Convert a percentage of these prospects into leads and appointments.
- C. Turn at least one of them into a client.

The days of the magic bullet are gone, if they ever existed. To grow your business, it takes work. Period. But you know that already, right? The hard part is competing with the full marketing and sales teams that big businesses have. And that is what Booked is really about.

It's about bringing the power of big business marketing to OUR kinds of businesses. Putting the power into YOUR hands so you can be the master of your fate. It's in your hands now.

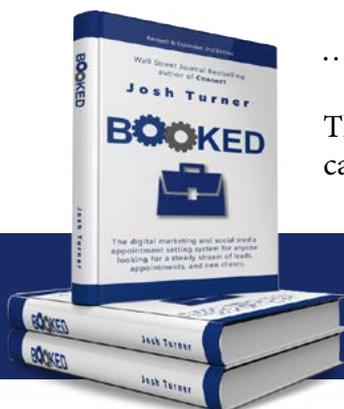
It's about what it really takes to use your computer and an internet connection to generate almost as many leads and appointments as you want, and the incredible opportunity that this represents for the entrepreneur who is ready to seize it. Maybe one just like you.

The #1 thing that prevents business owners from achieving this is called “the cashflow roller coaster.” One month, you feel like you're doing pretty well. So you get busy doing everything except looking for new clients. Then before you know it, the next month comes around, things start slowing down, and because you weren't keeping the pipeline full, now you're almost out of work. Where will your next buck come from?

It's critical to your success that you put the systems in place to get off that roller coaster. So how do you do it? Well, the answer to that question is also the most proven, time tested strategy for growing any business. And that is...wait for it....

....Getting in front of more prospects!

There are a lot of gurus out there that will tell you how to do this, with networking, ad campaigns, complex funnels, cold calling, or a million other tactics.



SUMMARY

None of these worked for me when I was starting out.

I knew there was a sea of prospects out there but we all know you have to approach them in the right way. I tried the social media ‘engagement’ approach, and got nowhere with it. I knew I didn’t have tons of money to spend on advertising for my business or time to waste with complex funnels and software, so I had to find another way.

I realized, that if you have a SYSTEMATIC approach for generating a consistent flow of opportunities and leads, then your business will be very well protected against the roller coaster. You’ll be able to grow to the level that you’re aiming for.

I set out to design a system to tap into this sea of prospects. I didn’t know it at the time, but that system played on proven psychological triggers, which created the perfect environment for prospects to open up to me. When I combined that with a process for developing targeted contacts into high value prospects, and utilizing a standardized messaging process, things started taking off. I quickly realized that I had a real bonafide system on my hands for generating a predictable number of leads.

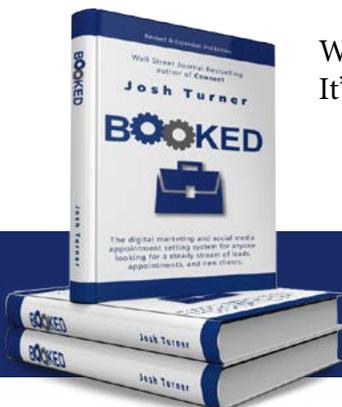
THE SYSTEM

“POSITION YOURSELF ABOVE THE FRAY, AND PROSPECTS WILL BE FAR MORE APPROACHABLE THAN WHEN YOU’RE JUST ANOTHER ME-TOO COMPETITOR IN A CROWDED SEA.”

When you can position yourself as a leader, as a real expert, your prospects will actually want to talk to you. But using traditional methods can be expensive and time consuming. You don’t have the luxury of spending thousands or taking the next couple years to position yourself as a market leader. You need it now. And that is exactly what the Booked system allows you to do.

Booked is a 5-step process that helps you quickly position yourself as an expert in your industry, directly connect you with an unlimited supply of prospects, and work them through processes that will generate a predictable number of leads and appointments. When you have that predictable number of appointments, you’ll have a predictable stream of new clients.

While the system does leverage LinkedIn and email primarily, it is not about the platform. It’s about the process.



SUMMARY

3

The Five Step Process

I'll walk you through the 5-step process and give you some examples of people who have had amazing success using it.

Step 1 - The Foundation

It starts with the foundation, getting to know your prospect really, really well. This needs to happen FIRST, or the rest of the system will be far less effective.

Step 2 - Your Leadership Platform

Step two is our proprietary process for quickly establishing your leadership platform. It's this platform that's going to supercharge everything else you do, and it might take you only an hour or two to get up and running.

Step 3 - Building Your Database

The third step is building your database of prospects. This involves identifying your ideal clients and bringing them into your funnel, in a number of ways, both systematic and free.

Step 4 - Your Messaging Machine

From there, we'll move to Step 4, your messaging campaign. This is where the results start POURING in. Instead of sitting back and waiting, this proactive approach insures that you'll be generating appointments when you want them.

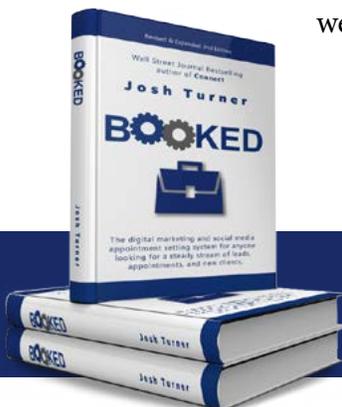
Step 5 - Email Blueprint

Learn to combine the systems you've built in Steps 1-4 with email strategies that generate even more appointments. You'll be leveraging not JUST LinkedIn or other social media. Then you'll combine them with email to get results that most other people only dream about.

I've said it before and I'll say it again, and again. If you are looking for the easy way out, this is not for you. In my experience, there is no easy way out.

**THE 'DREAMERS' ARE ALMOST NEVER SUCCESSFUL.
IT'S THE PEOPLE WHO ARE WILLING TO ROLL UP
THEIR SLEEVES, THE 'DOERS', WHO GET REAL RESULTS.**

Fortunately, this system doesn't require too much work. It can be managed in under an hour a day. You can take weekends off too. As long as you are willing to commit to 30-60 minutes a day, 5 days per week, you will get some remarkable results.



SUMMARY

4

SETTING YOUR MINDSET

This system is all about building long-term relationships and about changing or creating people's perception of you and your business. Neither of those things happens overnight. For this system to work, you've got to take a step back from the old, tired way of marketing and adopt a new approach. One that's as much about the long game as it is the short term.

The question is not necessarily "How many leads can I get out of this in the next week or the next month?"

You should be asking "What is the value of building relationships with high-quality prospects in a repeatable and scalable way?" and "What is the value of establishing myself as a leading expert in my industry?"

Switch your focus from making the immediate pitch to gaining a deeper understanding of your ideal prospect, who they are, and what they need. A little work on the front end to get clear on these things will allow you to reach many more prospects than before, in a systematized way.

Do that, and you'll stand out from the salesy masses, whether you see a quick return on investment (ROI) like some of our clients, or if it takes a few months to get things rolling.

Speaking of ROI...

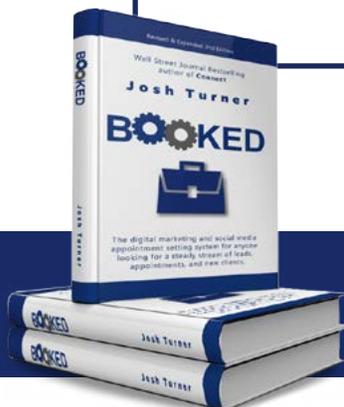
Now it's time to figure out how many clients YOU need to reach YOUR goals.

The best way to determine that is to do a quick ROI calculation. How much additional income do you need to bring in? How many new clients will it take to achieve that? Now, consider how many prospects you need to talk to in order to enroll five new clients. That will depend on your close rate. Check out the quick formulas below.

**DESIRED INCOME ÷ AVERAGE INCOME PER CLIENT =
NUMBER OF NEW CLIENTS YOU NEED PER MONTH**

**DESIRED NEW CLIENTS PER MONTH ÷ CLOSE RATE =
NUMBER OF PROSPECTS YOU NEED TO MEET WITH EACH MONTH**

**NUMBER OF NEW CLIENTS × AVERAGE INCOME PER CLIENT =
RETURN ON INVESTMENT (ROI)**



SUMMARY

5

THE FOUNDATION

If you don't put in place the necessary foundational elements first, the rest of it won't be nearly as effective. What we're doing here is building a system that you'll come to rely on for new leads and appointments for years to come.

The first step is clearly identifying who your ideal prospect is. Don't make the mistake of saying "everybody" or "any small business owner." Your success will improve dramatically when you focus on a specific niche.

TRYING TO BE ALL THINGS TO ALL PEOPLE LEAVES YOUR MESSAGE VANILLA, BORING, AND IT WON'T RESONATE WITH ANYONE.

Prospect Profile Cheat Sheet Basics

Below are some of the common pieces of data that you might include in your prospect profile cheat sheet, whether your prospects are businesses or consumers. These are just samples. Yours may look similar, or quite different. The key is to have a very clear picture of who your ideal client is.

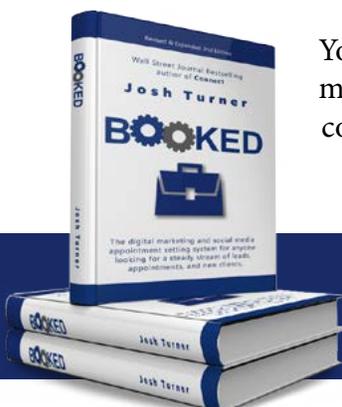
- Company Size
- Title
- Geographic Focus
- Seniority
- Male/Female
- Age
- Department or Function
- Male/Female
- Income Range
- Geographic Focus
- Interests
- Group Associations

Use this information to figure out where these prospects hang out online. It could be certain LinkedIn groups, Facebook groups, a niche forum, or some other type of online community.

Join some of these groups, and spend some time understanding what kind of topics interest your prospects. Review the conversations and questions in these groups. Create a list of topics that seem to be of interest to your prospects, and set it aside for later. You're going to use this to position yourself as a trusted resource.

Another awesome approach for getting an understanding of what your prospects care about, is to ask them! Whether through surveys or informal messages, getting direct feedback from your target market is a fantastic way to know exactly what kind of content will attract them.

You'll integrate your lead magnet with your leadership platform and use it throughout your messaging campaigns. Used strategically, it will increase your response rate and be a key component of generating more appointments.



SUMMARY

Optimize Your LinkedIn and/or Facebook Profile(s)

The final component of your foundation is optimizing your LinkedIn and/or Facebook profile(s) by positioning yourself as a trusted authority in your space.

Don't waste space talking about how great you are, what you do, and so on. Instead, you want to focus on what your prospects care about. More importantly, you want them to feel comfortable connecting with you. On Facebook you might change your cover photo to include information about your leadership platform, or you might leave it just the way it is.

Here are a few tips to making your headline more impactful:

- Speak to your differentiators. What makes you different or unique? Why should somebody do business with you over a competitor?
- Call out your target audience and how you can help them.
- Be as specific and concise as possible - you only get 120 characters.

**IF YOU'RE LOOKING FOR A TEMPLATED FORMAT TO FOLLOW,
HERE'S ONE THAT WE OFTEN RECOMMEND:
[TITLE], [COMPANY NAME] | WE HELP [AVATAR] [BENEFIT].**

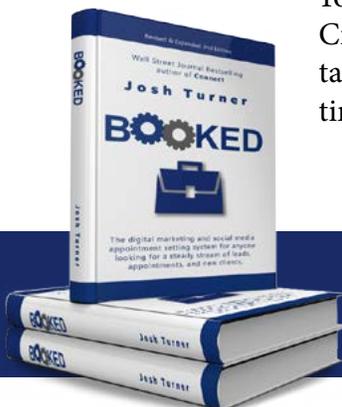
YOUR LEADERSHIP PLATFORM

Your clients are under siege. They're bombarded daily with emails, ads, and messages from businesses trying to sell them something. If you think all it takes to book some appointments is to pile on with everybody else, think again. The key is to set yourself apart from your competitors. Without this, the other strategies in this system won't be as effective.

Position yourself as somebody they know, like, and trust. People do business with people they have relationships with. If you want to generate more appointments, you need to develop more relationships. The Booked system is a step-by-step process for achieving that. It starts with building a leadership platform.

Developing Your Leadership Platform

You begin developing this platform by owning a targeted group full of your ideal prospects. Create your group on either Facebook or LinkedIn, the most popular online networks. It takes a bit of time to set up, but once it's up and running, you won't need to spend so much time on it.



SUMMARY

Our primary focus for this leadership platform is to generate appointments. It's also great for the secondary purposes of general marketing, brand awareness, content distribution, driving traffic, and more.

The main consideration is simply that you are running the group, and the positioning that goes with it. Make sure to adjust your profile slightly on both Facebook and LinkedIn, to make it clear that you are the founder of your group.

LinkedIn or Facebook?

Some markets are better for Facebook, some for LinkedIn. Referring back to your ideal prospect profile, you need to be clear about whether your prospects are more likely to engage on Facebook or LinkedIn.

In some cases, it's easier to grow your LinkedIn group initially, if you don't already have an audience. That's because you can perform the database build, create your database in LinkedIn, and then invite all of those new connections to join your group. You're virtually guaranteed to succeed quickly.

Facebook can take a bit longer, if you don't currently have an audience. However, you can use that same LinkedIn database and invite these LinkedIn connections to your Facebook group. This can be beneficial because prospects are a bit easier to identify on LinkedIn.

By simply launching and managing your Facebook or LinkedIn group, you will generate leads and appointments passively. Why? Because you're the leader now, and they have a need. Yet, these passive "inbound" leads typically won't add up to enough to meet your weekly goal for new appointments. To bridge the gap, you need a proactive approach for funneling these prospects into appointments.

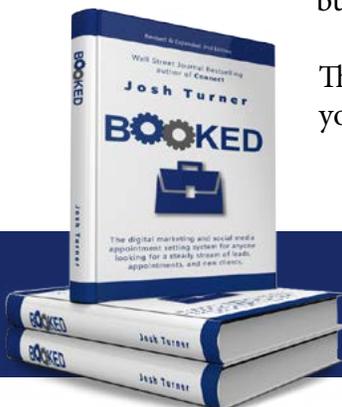
Now your leadership platform is set up, and you're probably wondering, "Where are all the prospects?" Knowing how to find your best prospects and ideal clients, and how to connect with them, is the next step. We call it "Building Your Database" because that's what it is.

BUILDING YOUR DATABASE

Building a Database on LinkedIn

Performing an initial database build on LinkedIn requires simply sending connection requests to a large number of targeted prospects. You'll use the advanced people search (LinkedIn's search tool) to find qualified prospects and send them a connection request. You'll want to send at least 300 connection requests in the initial database build. If you really want to go all out, you can send up to 1,500.

The key is including a personalized script in the connection request, which will typically get you 50-70% of prospects to connect with you.



SUMMARY

Here's a simple example of what this script might look like:

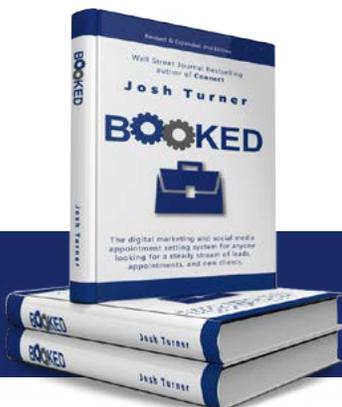
Hey First Name,

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

Thanks!

Your Name

Founder, Your Group Name



SUMMARY

YOUR MESSAGING MACHINE

If all you implemented were the first 3 phases of the system that we covered so far, you'd be ahead of 90% of your competitors. Stopping there would be doing yourself a disservice, because there is a way to take it to the next level and to generate a consistent stream of new appointments.

How many new appointments do you need to reach your goals? Some people might need only a few more each month. Others might be looking for 20 each week. Go back to the number you came up with on page 5. You'll use those numbers as a metric that you can track.

A few of the messaging campaign processes we teach our students include:

- Multi-Touch Point Nurture Campaign
- Referencing a Shared Connection
- Request for Call Right After Connecting
- Re-engaging Existing Connections
- Asking Permission to Send A Lead Magnet
- Asking Discovery Questions

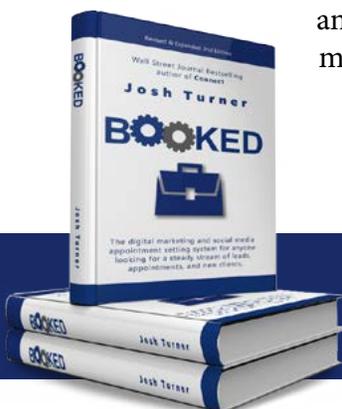
These are six of our most effective approaches, but there are many more we have implemented for our clients and recommend to our students. These six are a great start. Additionally, each of these approaches can be combined to achieve even greater effectiveness. The key is in the strategic design of a messaging system that will work well for you and be effective for your target market. This "strategic design" is a bit of a nuanced skill, but with practice and testing you can find a mix that will generate amazing results.

The messaging scripts you use will vary. As I mentioned, we have a number of processes we teach our students. The key is to find a process that will warm up your prospects, build some trust, and then once that trust is established, go for the appointment. You'll probably want to start by adding a batch of prospects into the Multi-Touch Point campaign. Concurrently you can work a different batch of prospects through one of the other approaches. This way you'll have different prospects being worked through different campaigns, which will result in a steady flow of leads.

(See your copy of Booked for messaging scripts for each of these different campaigns.)

It's also critical that you also have a system for tracking the prospects through your campaign. When following our system, you'll have hundreds of prospects in your funnel. If you're not well organized, things will inevitably slip through the cracks and you'll miss out on opportunities.

We recommend creating a messaging campaign playbook. This is the calendar of activity, and a summary of what's going to happen. You'll want to include information regarding the message timing/date and the message script that was used.



SUMMARY

10

EMAIL BLUEPRINT

Email is one of the best places to reach your prospects, and a surefire way to improve your results. Some of the prospects you connect with on LinkedIn may not be paying constant attention to their inboxes on these social networks. But you better believe they're looking at their email!

You can get excellent results with the system, even if you do not integrate email into your approaches. Yet with email, your results will increase. The more places you can reach your prospects where they're hanging out, the better your odds of booking an appointment with them. We know they're probably on LinkedIn, and we know they're probably on Facebook. But we know without a doubt that they are spending lots of time in their email inbox. So why not show up there too?

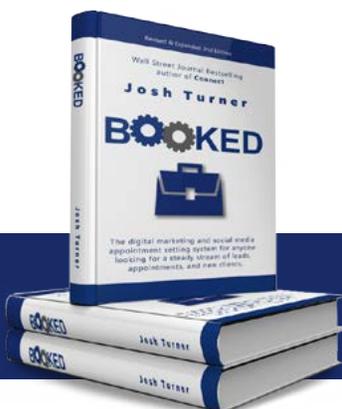
Before I share a couple strategies with you, I want to clarify what we're NOT talking about here. We're not talking about automated, in bulk, opt-in-based emails through a tool like MailChimp or Infusionsoft. Instead, what we've seen work tremendously is to layer individual email outreach on top of the messaging campaigns you run within LinkedIn and Facebook.

For our purposes here, we're not importing prospects into email marketing software. The messages we send will be 1-to-1, personalized messages. It's 100% CAN-SPAM compliant, meaning that this kind of email is most certainly not SPAM. Think of it as following up with a friend. It's essentially the same thing.

It works like this. After you send the scripted messages in your LinkedIn messaging campaign, then filter your tracking list and make sure to remove those who responded. Move those who didn't respond over to the email campaign, and send a couple new messages there. It's this persistent follow up that generates the great-est results. Not everybody will respond right away. Sometimes it takes a few tries.

Remember, these messages are designed to add value to your prospect's world, not to harass them about taking an appointment with you.

A well designed email campaign can add 10-20% response rate to the overall system. Over time, that's a tremendous amount of additional appointments that you don't want to miss out on!



SUMMARY

ONWARD!

It's a lot to take in all at once. Fortunately, there's a step-by-step process for building out your entire appointment generating system in just a few weeks. I've eluded to the students and clients my company serves a few times, so you probably assumed that my company offers training to help business owners implement these strategies. You assumed correct.

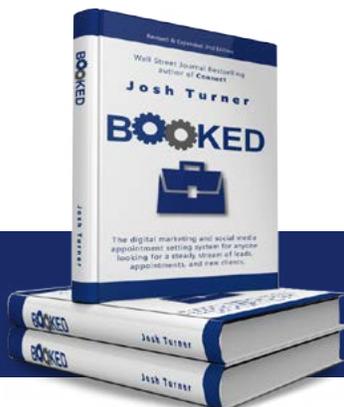
We've helped over 11,000 businesses implement these systems, and along the way have been perfecting every step of the process. Our flagship training program, The Appointment Generator, provides step-by-step instruction on the entire system as well as 1-on-1 support to insure that our students succeed. For more information about the next time we'll open the doors to The Appointment Generator, send our team an email to support@theappointmentgenerator.com.

Here are a few tips to make sure this process goes smoothly:

Organize your action items into a calendar. We find that it is very helpful to plan 2 months ahead at a time. By planning in advance, you realize a couple of key benefits. For one, you'll have every day planned out. You'll know exactly which tasks to complete, each and every day.

The second benefit of planning your tasks in advance is that you can estimate exactly when your appointments will start being booked, and how many. Based on historical percentages, you can predict approximately how many appointments the different messages will generate. That way, you can easily throttle your activity up or down, to arrive at the precise number of appointments that you're aiming to generate.

Another key to successfully implementing the Booked system is to put in the time. It should go without saying, but again, there is no easy button. How much time should you expect to devote to this? At least 30 minutes per day, 5 days per week. It will take more time to get things set up over the first few weeks. Once you're foundation is in place, your leadership platform is up and running, and you've got your initial database build completed, you can achieve great results on just 30 minutes per day, 5 days per week. If you want to implement every step of the process and generate the best results possible, you'll want to devote an hour per day.



SUMMARY

12

GETTING OFF THE CASH FLOW ROLLERCOASTER

The cashflow rollercoaster is the leading cause of death for businesses. Without consistent cashflow, you're only one downturn away from being out of business. The way to get off the rollercoaster is to have a steady stream of new opportunities and clients. The way to insure that happens, is to have a system for generating a consistent flow of new leads and appointments.

You need to start getting in front of more prospects. You need a system for positioning yourself as a leader in your market, so you're not just another "me too" competitor. And you must be willing to put in the time to work the processes that I've laid out for you in this book.

Only a small percentage of people who read this book will actually take action on these ideas and this systems.

**I WANT YOU TO BE ONE OF THE FEW THAT DECIDES
THAT NOW IS THE TIME TO MAKE A CHANGE.**

You're about to change your business forever. Your journey is just beginning.

Resources to Help You Book More Appointments

- Refer to Booked for More Information
- The 5-Part Booked
- The Appointment Generator Advanced Training Program
- LinkedSelling.com Blog About Josh

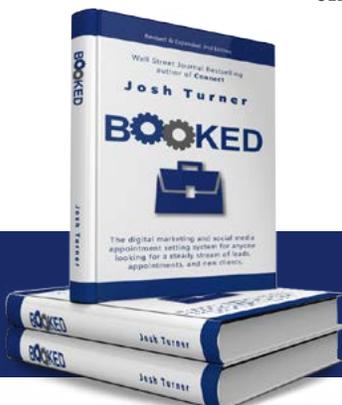
About Josh Turner

Josh Turner is a Wall Street Journal bestselling author, and the Founder & CEO of LinkedSelling, a marketing, coaching, consulting & training firm, recently name #252 on the Inc 5000. He is widely considered as a worldwide leading authority in using LinkedIn and Facebook to generate leads, and clients.



Josh is also the creator of Linked University and The Appointment Generator, training and coaching programs, which have together served over 12,000 entrepreneurs and over 400,000 entrepreneurs through his workshops. He lives in St. Louis with his longtime partner, Jess, and their son, Eddie.

You can send Josh an email at Josh@LinkedSelling.com



SUMMARY

13