



ABOUT

JOSH TURNER & LINKEDSELLING

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Entrepreneurs' Organization

Hello, I'm Josh Turner, Wall Street Journal bestselling author. I'm also the founder and CEO of LinkedSelling, the world's foremost lead generation company. We've been honored to be an Inc. 5000 company 3 years in a row, as well as an Entrepreneur 360 company.

Early in my career, I was part of two amazing and very successful companies, but I saw them both fail, simply because they couldn't generate enough steady business. I resolved to never live through that again. When I decided to launch my own business, I knew I needed a system to grow business consistently and keep cash flow steady. The Appointment Generator is the result. It's since become my mission to provide small business owners with a proven system that would erase the struggle to generate leads.

Too many businesses are forced to close their doors, but I believe that small business owners are the future and that you deserve better. That's why I'm sharing my system with you.

What you'll learn in this masterclass series comes from personal experience in growing my business from \$0 to multiple seven figures in just a few years, as well as hear the stories from the thousands of successful clients and students who've applied the same system consistently to generate high-quality leads every month, resulting in over \$1 billion in revenue.

Be sure to watch the training videos to learn how you can use this system to bring in a consistent stream of leads and high-end clients.

[Watch Part 1 now here!](#)





The Booked Foundation

The system we teach in Booked can revolutionize your business, just like it's revolutionizing the way business owners, consultants, marketers, salespeople, and entrepreneurs everywhere are growing their businesses online. This training is the first in a series of 5 parts in our free Appointment Generator Masterclass.

The Endless Cashflow Rollercoaster Loop

Starting and growing a business isn't easy.

There are a lot of moving parts, but at the end of the day it all comes down to one simple element: cashflow.

Your business lives or dies by your ability to generate it.

Unfortunately, too many businesses get stuck riding the cashflow rollercoaster. One month you bring in a few clients and are riding high because you have cash in the bank. But if you do not have a system to get new clients consistently, no clients come in the next month and you're back at zero. This is what most businesses face every month.

Change the Story: Create a System to Get Clients

The only way to free yourself from the cashflow rollercoaster is to put a system in place, proven to bring you leads and clients every single month. Doing so increases your revenue and you no longer have to be worried about where your next clients will come from or how you'll get them.

This is why the Booked approach is all about building a system that you'll rely on for new leads and appointments for years to come. However, you must build a strong foundation first or the rest of the system won't be nearly as effective.

How Getting to Know Your Prospects Is the Most Efficient Way to Generate More Appointments

The first step for a strong foundation according to the Booked approach is to clearly identify who your ideal prospect is. This knowledge will determine your positioning in the market, your ability to attract your best clients, and will set you apart in your industry.

Through research and conversations with your clients, map out these three things:

1. The Prospect Profile - the exact type of client you want to work with
2. Your Prospect Map - where are your prospect's hanging out online
3. Your Prospect's Value Identifiers - what do they care most about..



What's Next...

Remember:

All of these pieces work together to help you understand exactly what makes your prospects tick.

You'll use this information to create your own system that will attract and convert these prospects into booked appointments.



[Click Here](#) to watch the full training on the "Foundation" now and learn the first step you need in place to create your Booked system to get more leads and clients.