Revised & Expanded 2nd Edition

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BOOKED

The digital marketing and social media appointment setting system for anyone looking for a steady stream of leads, appointments, and new clients.

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Dedications are usually reserved for people that have influenced the author over the years. This time, I'd like to dedicate this book to only two people.

Number one....You.

I dedicate this book to you. Your commitment to growing your business is what makes this book possible. We may not yet know each other, or maybe we do. Either way, it is you who this book is for.

And second, to each of our clients along the way that believed in what we were doing. Especially those clients who gave us a shot in the early days! We're here because of you, and the success of my company is a reflection of you.

Thank you!

Want a FREE VIDEO TRAINING of the Booked System?

By purchasing this book, you're entitled to the Booked Quick Start Kit by Josh Turner, at no extra charge. In this kit, you'll get an in-depth breakdown of the 5 pillars of the Booked system through videos, a workbook, and more!

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INTRODUCTION

You're reading this book. So that means a couple things.

For starters, you're a human. Me too! Welcome to the club!

I bet you're also a human with a business, a business you'd like to grow. That makes two of us. It's great to have you in that club too.

Maybe you're just starting your business. Maybe you started your business years ago.

You might have a modest amount of income coming in. You might have no income quite yet. Or you might be a bit more established, with multiple six, seven, or eight figures of revenue.

Wherever you fall on that spectrum, we all have one thing in common. To get your next client, you must first get your next lead. There's no other way around it. 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. But if you're paying too much attention to all the gurus, maybe you're feeling a bit like I was when I first started my business – overwhelmed and uncertain about which strategies and tactics will work for you.

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.

You're likely thinking to yourself at this very moment, "Yeah Josh, that's not rocket science. Tell me something I don't already know." And you're absolutely right! However, you and I both know that you are not currently doing a good enough job on A and B to get enough of C.

But that's ok, and seriously…you shouldn't blame yourself. I've seen it time and time again.

You have an amazing business, you do awesome work, and your clients love you. When you get a prospect on the phone, or you sit down face-to-face, there's a good chance they're going to do business with you. But you simply are not getting enough opportunities.

What good is the best home-run hitter, if he never gets an at-bat? You can't hit the ball if you don't have enough at-bats. You're a home-run hitter. If you weren't, you wouldn't be reading this book. You just need more at-bats.

Case Study

Dan Demers, CEO of Remission Consulting, is a great example of this. Historically, Dan had relied on word of mouth to bring in leads, but ran into a wall because clients were just taking far too long to commit. Not only was he not generating enough quality leads, he also was taking a significant amount of time to convert the leads he did have into clients. He was also having a difficult time standing out from the pack, creating awareness, and building credibility.

Dan recognized he needed a new way to grow his business. Using the exact systems in this book, Dan's company saw almost immediate results. Within weeks, Dan had secured two five-figure, ongoing contracts. These were the type of engagements that used to take 18 months to move forward. Now, because of how Dan had so strategically positioned himself, quickly built up

Case Study (Cont.)

his credibility, and utilized a multi-touch-point messaging process, he was enrolling new clients in just a matter of weeks.

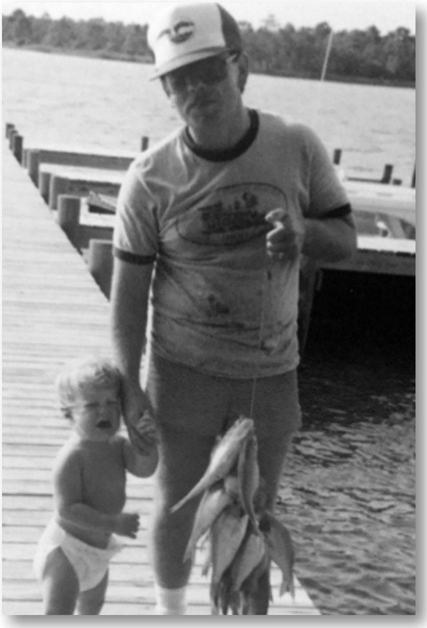
Dan later attributed at least $200,000 in direct business to this system over the course of a year, saying it had quadrupled his pipeline. Now he's adding new staff, and has his sights set on the million-dollar mark.

Like I said, I've seen it time and time again.

The first time I saw it, I was 22.

ONE

FISHING, DRYWALL, AND FAILURE



I was fortunate to grow up in a loving and supportive family. My Dad was a typical American father figure – tough but loving. Most importantly, he taught me to fish from a very young age.

That's me in the diapers, my Dad in the hat. It doesn't get better than this.

When I was just a few

years old, I remember Dad remodeling our basement. He had learned on his own how to build stuff and was very good at it. At the time, he was working for a big insurance company. Less than 10 years later, in a story that is all too familiar to most of us, he was downsized. And the prospect of getting another "job" was not only daunting, it was unattractive.

After a long and successful career working for other people, and being unceremoniously kicked to the curb, Dad was itching to chart his own path. To dive into the dream and start his own business.

When I was about 13, he took his self-taught knowledge of remodeling basements and set out on his own. Before long, his newly founded business would provide me with an opportunity that would change my life.

Within a couple of years, Dad started getting me involved in the business. I'd meet him after school sometimes to help out with a job. He started teaching me some of the basics. He showed me how to hang doors and install baseboard, and sometimes I'd be "lucky" enough to carry drywall up and down flights of stairs. Grueling, but not as grueling as holding a piece of drywall up while it's being screwed to a ceiling.

In 1999, I headed off to college at the University of Missouri, and would work for him during the summer when I came home. My responsibilities increased and by the time I was 22, I wasn't just a trim carpenter. I was helping estimate jobs, coordinating schedules with subcontractors, managing projects, communicating with clients, helping out with marketing and sales, and whatever else he needed help with. Dad's business had grown to the point where he had several jobs going at any given time. One year he even reached the $1 million revenue mark.

He had boats, nice cars, went on nice vacations. He worked when he wanted to and seemingly had all the freedom in the world. One of my favorite perks was that he had season tickets to the St. Louis Blues. From my viewpoint, he had it all.

We had talked about me working for him full-time once I finished school. My mind was made up. I planned to work with my Dad and help him grow the family business.

Then one day in 2002, he asked me to come into his office and told me that he had no choice but to shut down the business. Things had turned south. Work opportunities had dried up. The projects he had on the books were all wrapped up. There was no more money coming in. And because the preceding few months had become increasingly slow, the payables had started to mount. As the business lost money, the debt mounted. And the hole was too big to dig out of. Unable to pay the bills, he had no choice but to shut the doors.

It was a jolt to my system. I expected this company to be my future. Now it was gone.

For Dad, it became one of the most difficult times of his life. The business he built was gone, and he was forced to consider going back to working for somebody else. It took a huge financial toll of course, but the emotional toll of failing was even greater.

How could this have been avoided? It's possible that cutting costs and spending less could have kept the business more profitable in the years leading up to it, but the deficit was too great and it would only have delayed the inevitable.

The only thing that could have prevented Dad's business from going under? More opportunities, leads, and clients. You can't grow by cutting costs. The only way to grow, or to remain stable, is to generate a consistent flow of leads.

As I said in the previous chapter, it's simple. The only way to get more clients is to get in front of more prospects. To schedule more appointments, consultations, strategy sessions, sales calls…whatever you want to call it. More appointments, more sales. If you want more business, your calendar needs to start filling up. Soon enough, when a prospect asks if you can talk tomorrow…you'll have to tell them you're booked. When your calendar fills up with appointments, you can start to pick and choose who you work with, raise your prices, make more money, and succeed in the game of business.

Dad didn't have the marketing systems in place to guarantee enough appointments. When times were good, he did well. But when things slowed down, without this system his business went under.

Fortunately, Dad rebounded a few years later to start another business and continues to run that business today. He's now nearing retirement and is looking forward to a few more years of hard work, and booking a lot of appointments on his calendar.

TWO

TRAGEDY AWAITS

After my Plan A failed, I landed a new job at Boa Construction in January 2004.

Boa was a company doing about five million dollars in revenue, with two divisions. One was Boa Construction, a custom homebuilder and remodeling firm. The other side of the company was Architectural Millwork of St. Louis, a cabinet and millwork manufacturer.

I was in charge of the finance department and did a lot of other stuff there.

In just a few short years, we went from $5 million to over $23 million in annual revenue!

From the outside, it looked like a very successful business. But on the inside, we were living paycheck to paycheck.

When times were good, we had a lot of work. But in 2008, when things got more competitive in the market, our sales team couldn't find any new business. We ran out of work. And one day, we realized we couldn't afford to keep the lights on anymore.

And that was it. In 2009, the company was forced to shut its doors. This was the second time in 10 years I had been a part of a company that failed because we weren't able to generate enough new business.

It was one of the lowest moments of my life. I felt like a total failure and the business I was so proud to have been a part of...it was simply gone.

I was like so many other people, cast aside by the corporate world and out on my own. Sure, I could've looked for another JOB, but I was tired of working for other people.

Not only that, but I had learned an important lesson for the second time.

The most important thing for any business is marketing and sales.

Without enough leads, your business is in jeopardy. It's imperative that you build a system to generate a consistent flow of opportunities in both good times and in bad.

With that in mind, I resolved to set out on my own.

THREE

SLEEPLESS NIGHTS

I started my business in early 2010. At the time, I was a 29-year-old, unemployed finance guy. And I didn't have a lot of confidence. After all, I had just played a big part in the failure of a $23 million company. Who was I to run a business?

Countless entrepreneurs have shared with me that they felt much the same way when they first got started – like a fraud. But we all have something else in common too. We push through that fear, because we know that working for somebody else just isn't in the cards anymore.

So, that's exactly what I did. With my finance background and a LinkedIn cache of about 500 contacts, I decided to call myself an "outsourced CFO." I created a terrible-looking website and had some business cards made at Kinko's. They were terrible too. But I was in the game.

I was fortunate to land my first client within a couple of weeks. It was a real stroke of luck for me, but the company that hired me felt the same way. I dove in and delivered great value for them.

But with only one client, the feelings of being a fraud were growing. When you only have one client, you feel like you barely even have a real business. Yet, you have no other choice but to parade around town acting like you've got it all figured out. I mean, if you tell people about your fears, most of them will be completely turned off, right? Better to act strong and confident so they can have the same confidence in you.

That's how we all act when first starting out. But unless you're a narcissist, it creates a tremendous amount of tension inside of you. You feel like a fake. You feel less than "good enough" because you see other people with big successful businesses, and you know that yours is nothing close to theirs. You want your peers to respect you. You want your friends to respect you. You want your family to respect you. But deep down, you're afraid that you're failing on all counts.

This might be running through your mind, but you have no other choice than to keep pushing forward.

The most effective way to eliminate this mindset, and start feeling like a busy, successful business owner is to generate more activity. Get yourself in front of more prospects, book more appointments, and grow your client base.

Surely that sounds good to you, right? If not, go ahead and throw away this book right now. There's nothing here for you. Otherwise, keep reading.

The business world is in some ways the same as it ever was, and in other ways, it's going through massive changes.

What's stayed the same is this: If you want to grow your business, then you need more leads and appointments with qualified prospects. Seems like a no-brainer right? Well, it is, except that most small business owners aren't doing enough about it.

For big companies with armies of salespeople, this isn't much of a problem. They've got systems in place to generate as many appointments as they can handle.

But the majority of small business owners are constantly on the cashflow roller coaster. One week it feels like you're doing great and you're busy helping clients. The next week you're wondering what happened and why the phone is just not ringing. Where did all the business go? If you're just getting started, it can feel even worse. Without a track record, it's tough getting people to take you seriously.

Things are changing though, with all of these online tools to attract new leads and book appointments.

This book is the story of how things have changed and what you need to do to take advantage of it, so you can start getting in front of more of your ideal clients.

It's really unfortunate, but the fact is most people don't know this stuff or are not willing to put in the work. They're either being misled by people with strategies that don't really work for anybody but the person teaching it. Or they're one of the dreamers always looking for a magic bullet and they're still struggling to grow their own business. The days of the magic bullet are gone, if they ever existed.

To grow your business,
it takes work. Period.

You know that already, right? You're willing to do the work. But there is so much confusion out there that you're not sure where to start. Most business owners don't have a step-by-step system for generating qualified appointments. That's what this book is all about.

And again, this isn't just for big companies. These systems that I'm going to share with you, while they're good for big business too, were actually designed with the small business in mind, for people just like you and me.

That's what this is really 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.
We can probably agree on at least one thing...

The internet and the online marketing space is simply way too hypey these days.

FOUR

THE BULLSHIT I WAS FED

If I see another training program that claims to have the key to all of your wildest dreams and riches, the golden ticket to a life of passive income where you sit on the beach and magically make money all day….well, just thinking about it makes me want to throw up in my mouth a little bit.

The serious business owners I work with, they're tired of that crap too. Not only are they tired of it, they've completely tuned it out. If you're like most of my friends and clients, you're looking for practical resources to help take what you love to do and propel your business to the next level. You want to leverage proven systems for getting in front of more clients, generate more income and revenue, improve your cash flow, and grow your business. And to get a little peace of mind, knowing that you won't have to worry about where your next client will come from.

Does that sound like you?

Growing your business will allow you to get the lifestyle you want and the ability to make a real difference. And of course, you want to do it without acting like a used car salesman, right? You want your business to be something that your friends, your family, and you can be proud of. That was huge for me, and still is to this day. I bet it is for you too.

Wait a minute?! Didn't I just tell you that I was sick and tired of hypey pitches that promise you the world and then some? Absolutely. Let's be clear. The system you find in this book is not the answer to all of your wildest dreams. It is a system that will help you generate more leads and appointments. Getting more leads and appointments is ONE critical component of growing your business, and achieving your goals.

Cool? Cool.

The Cashflow Roller Coaster

So let's talk about the #1 thing that prevents business owners from achieving this. It's what I call, the “cashflow roller coaster,” and it’s critical to your success that you put the systems in place to get off the roller coaster.

I got my first taste of the cashflow roller coaster back when I was working for my dad. Things were going really well for his business for a long time. Then one day he ran out of work and was forced to shut his doors. You see, he was on the roller coaster. And maybe you’ve been there before too.

One month you feel like you’re doing pretty well. So you get busy doing everything except looking for new clients. Before you know it, 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?

How do you prevent this? 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!

If you have a system 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.

The key is having a system that attracts your ideal clients and works them through a process that culminates with them booking a time to speak with you. Whether you call it a consultation, a strategy session, a sales call, or an appointment, we're all talking about the same thing.

This is an amazing time to be an entrepreneur because the internet has leveled the playing field for us. With online tools like email, LinkedIn, and Facebook, you can book appointments with highly targeted prospects. You would never have been able to reach them back in the day, not unless you were a big company with a massive marketing budget.

Here's the problem. And it's a BIG one. Most of the stuff promoted by social media gurus out there is full of you know what. You probably already knew that. Unfortunately, I didn't when I first got started and I had to learn the hard way.

After the failure of the big construction company I worked for, I decided the only option was to work for myself. But I made a promise to myself that I would never let the same thing happen to my business. I committed to myself that no matter what, first and foremost, I would always have systems in place to generate as much business as I needed or wanted.

The Social Media Myth

When I first started working for myself, I went out and bought a couple books on using social media to generate business and started following all the big gurus. After all, that's where it's at these days, right? Social media continues to be all the rage, as it was back in 2010.

Using these books, I learned that, supposedly, the best way to get business using social media was to provide value, to be a giver, and to "engage." Everybody seemed to agree. Engagement was the key. So I tried some of what they recommended. I tried getting involved in conversations, and looking for the right places to strategically add my expertise. Every so often, I'd even try to throw in some snarky comments, cause that's what all the cool kids were doing right? (Remember that word? Snarky!)

Well, it never seemed to work for me. In a short amount of time, I realized many of my ideal clients weren't paying attention to these Twitter conversations, they weren't following my Facebook business page, and they simply didn't have an interest in my snarky comments. On top of that, I realized that I just wasn't that great at this whole online "engagement" thing. It really seemed like the only people benefiting from all this social media stuff were the people at the top, the people with the big followings.

I continued trying to do what all the gurus said for about six months. I got almost nothing out of it, and my new consulting business was sputtering along. In the summer of 2010, I really felt like all of this social media stuff just wasn't for me... and I sure as hell wasn't getting any business from it. So I stopped doing it. Instead, I started using a different approach.

I figured there had to be a SYSTEMATIC approach for generating leads consistently, without spending any money on advertising. You see, I didn't have a ton of money lying around. I started my business with just a few thousand dollars in the bank. I needed something that would work with just a little elbow grease.

I knew there was a sea of prospects out there, accessible to every one of us. They're just sitting there, waiting for you and me, but we all know you must approach them the right way. You have to know the right things to say. Otherwise, you won't stand a chance of getting in the door.

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 bona fide system on my hands for generating a predictable number of leads.

> ***Random social media engagement wasn't the answer.***

The answer was systematically targeting the right prospects and working them through a process that takes advantage of psychological triggers to get them to agree to meet with me.

Game on.

FIVE

CAN YOU HELP US WITH THAT?

In a short amount of time, this system was doing more for me than I could have imagined. My client base was growing and people considered me one of the top outsourced CFOs in the St. Louis area. They didn't actually know if I was any good or not. They believed I was at the top, simply because I had positioned myself properly.

Call it brand awareness. Call it name recognition. Call it whatever you want. All I know is this: Before this, the leaders in my community hadn't been giving me the time of day. Afterward, I was getting calls and referrals from some of the most respected business people in town. Me, a 29-year-old who couldn't even grow a proper moustache, was getting calls from 20-year grizzled business vets who rarely look outside of the "old boys club."

One story stands out in particular. I had started a LinkedIn group called Small Biz Forum to position my brand and services in front of small business owners. By actively promoting the group in the St. Louis area, I had filled the group with prospective clients. One day, I got a call from a business owner who was a member of the group. He needed help building financial projections for a new venture. I met him at his facility, and his assistant escorted me to his office. He was wrapping up a few things but invited me to have a seat. His computer screen was facing me, and he had Outlook pulled up with his recent emails. I noticed the email he currently had selected was the digest of content from my LinkedIn group, Small Biz Forum.

Coincidence? Hell no. He had seen my name repeatedly, was receiving the group content, and the day he had a need, I was the one he called. I later found out that I was the only one he called.

This system evolved to include messaging processes and became so dialed in, I could predict exactly how many appointments I could generate. That's when I knew I had something special.

The Lightbulb Moment

After seeing the success I was having with this system, I was asked by some of my finance clients if they thought the same marketing and social media processes would work for them.

It was a light bulb moment for me. I realized very few people knew how to do this stuff. They were stuck in the old way of thinking about social media, trying to "engage" and post content, hoping somebody would see it. It wasn't working for them either.

I had a hunch that my system could work for almost anybody, so I decided to give it a shot. I brought on my first client in 2011 and attempted to replicate the system for them. We had almost immediate success, and as a direct result of the sales generated through my system, their company has grown significantly in the years since.

I soon realized that helping businesses grow was a real passion of mine, and decided to go full-time, leaving the CFO business. Since then, my team and I have been fortunate to serve hundreds of clients around the world in all sorts of industries. From big companies like Microsoft, to small businesses just like mine when I started, and everything in between.

And so LinkedSelling was born. Fast forward to 2016, when we were named #252 on the Inc. 5000 list of the fastest growing companies in the US. All because of that one idea, that one system.

It's proven to be true. The system works for almost any business.

It can work for you too. If you're ready to put in the work.

Ready?

Let's go!

SIX

THE SYSTEM

In the years since 2011, the system has been tested, refined, and improved into the playbook I'm giving you here. Had I known it in its current comprehensive form back when I was starting, it would have allowed me to reach even greater heights with my first businesses. I may have found success anyway, but it doesn't always work that way for everybody. I want you to have the greatest chance you possibly can to reach your business goals. The best way to do that is by booking more appointments.

While the system has some moving parts (I'm going to walk you through them), the big picture is this:

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.

Yet using most methods, it can be difficult and very expensive to achieve this kind of "leadership positioning." Even if you have a massive budget, you need leads and clients quickly, right? You don't have the luxury of 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.

Of course, you have to be able to turn an appointment into a client. But even if you only close a small fraction of consultations into clients, the system will work for you. And that's a worst-case scenario. For most people I talk to, it's not a matter of being able to close. You've got an amazing service and compelling story, but just aren't getting in front of enough people. Let's change that.

Let me reiterate what this system is one more time:

Booked is a 5-step process that helps you to 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.

That doesn't sound much like the same old social media mumbo jumbo, does it? That's because it's not. While the system does leverage LinkedIn, Facebook, and email, it is not about the platform. It's about the process. No matter where your clients can be found, the process can work for you.

Over the next few chapters, 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

It starts with the foundation. These are the things you need to put in place FIRST. Without them, the rest of the system will be far less effective.

Step 2

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

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 that are both systematic and free.

Step 4

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 ensures that you'll be generating appointments when you want them.

Step 5

Then in Step 5, learn to combine the systems you've built in Steps 1-4 with email strategies that generate even more appointments. It's funny how so many people get married to one platform. With our system, you'll be leveraging not JUST Facebook, not JUST LinkedIn. You won't be a one-trick pony. You'll be integrating the best of both Facebook and LinkedIn, based on where your target market can best be reached. Then you'll combine them with email, to get results most other people only dream about.

Case Study

Cohen Architectural Woodworking is a Midwest-based manufacturing company that was looking for a way to break into a new market. Following the Booked system, they were able to land their biggest client ever and to date, have netted nearly $30 million in sales. The playbook should

Case Study (Cont.)

sound similar.

First, we helped them build and quickly grow a LinkedIn group catering to their ideal prospects. Not a group about woodworking, but an industry-focused group that their PROSPECTS would actually enjoy and care about enough to opt-in and stay opted-in for a long time. The group went from zero to over 9,000 members, and quickly positioned Cohen as a leader in this new market.

In tandem with growing their authority leadership platform, they went on to develop several thousand direct connections (highly targeted prospects).

From there, they implemented the messaging strategies detailed in Chapter 10. The rest is history. Nearly $30 million in revenue generated and counting, directly attributed to relationships developed through the Booked system.

I've said it before and I'll say it 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 less than 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 a week, you will get some remarkable results.

SEVEN

SETTING YOUR MINDSET

I want to be crystal clear about something. There is no such thing as a quick fix or a magic button when it comes to generating leads and growing your business.

The system outlined in this book is no different. These strategies have been proven to work, both in my business and in those of my clients, but it does take some time. And just like anything worth having, it takes effort.

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?" The kind of prospects who, for many of our clients, end up turning into their most valuable long-term clients.

And "What is the value of establishing myself as a leading expert in my industry?" An authority and a leader that your prospects will know, like and trust.

You'll need to 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.

You'll have built the foundation of a relationship that will be both long-standing and mutually beneficial, resulting in more leads, referrals, and clients.

It amazes me that more people don't take this approach with all their marketing. Practically speaking, it's just a bad idea to burn through your leads without really letting your prospects get to know and trust you. It's AFTER that point when the magic really happens.

When you make the shift to this long-term mindset, this focus on building relationships and providing value, you'll see this system in a whole new light.

The small pieces of the puzzle matter. What I'm about to show you does have some moving parts. If it didn't, and if I told you it was so easy a monkey could do it, I think that would be insulting your intelligence. These components and the up-front investment of time to implement them are very much worth your time, 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...

Don't worry about what you think other people are doing. 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? Let's assume it's two new clients per month, for the purpose of this example. Now, consider how many prospects you need to talk to in order to enroll five new clients.

If you have 10 consultations a month, with qualified, targeted prospects, how many will become your client?

If you're not sure, come up with a good ballpark. Make it conservative, though. Too many people overestimate their sales effectiveness. Think you can close 50 percent? Let's get conservative and make that number 20 percent. Sound way too low? Great! It's an awesome feeling to exceed your goals.

Assuming you need two new clients a month, at a 20 percent close rate, you'll need to generate 10 appointments a month. That's roughly 2.5 appointments each week. Now you have a metric that you can track. A popular saying in business is "you manage what you measure." It's true. If you're just shooting in the dark, your results will be all over the place. When you have clear goals to track against, you can hold yourself accountable and increase the chances that you'll hit your income goals.

Here's an easy formula to help you determine what your ROI goals should be.

Desired Income
÷ Average Income per client
= Number of new clients
you need per month

Then, once you've got your number of new clients that you're aiming for, you can determine how many appointments you need with this simple formula:

Desired new clients per month
÷ Close rate
= Number of prospects you
need to book appointments
with each month

Now you know how many appointments you need to schedule each month, in order to convert your target number of clients. Next, think about what each of those new clients is worth to you.

Use this simple formula to arrive at your total Return on Investment:

Number of New Cients
× Average Income Per Client
= Return on Investment

And if you're like most of our clients, I'm guessing the numbers are pretty compelling! That's the potential that the Booked system can have for you. It's just a matter of working the process and getting the appointments on your calendar!

Once you get this system up and running, if you follow the process I'm laying out for you, you'll start seeing the leads roll in. After you've worked through the system and you've got your first appointments on the calendar, it's going to be a very exciting time.

You'll love what it will do for your business. Because finally having a system in place that consistently brings new prospects into your business is a game-changer.

It's not a matter of whether or not it will work for you, or for any business for that matter. It's just a matter of whether you will be one of the businesses that have the courage to commit, and to start.

Heck, you’re this far.

I know you’re ready.

EIGHT

THE FOUNDATION

Abraham Lincoln once said, “Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.” This system is no different than Abe’s tree. If you don’t sharpen your axe and 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. Trying to shortcut the process just isn’t worth it.

The first step is clearly identifying who your ideal prospect is. Don’t make the mistake of saying “everybody” or “any small business owner.”

Trying to be all things to all people leaves your message vanilla and boring, and it won't resonate with anyone.

Your success will improve dramatically when you focus on a specific niche. It might be an industry you've had a lot of success with, or possibly, a specific type of person you like working with. Your niche could be demographic or psychographic. There are entire books on positioning and niche, and we only have a few paragraphs to speak to it here. Regardless, the key at this stage is to get very clear on who your ideal prospect is. Develop a one-page cheat sheet including all the criteria that you will use to find this prospect online.

Prospect Profile Cheat Sheet Basics

Here are some of the common pieces of data that you might include in your prospect profile cheat sheet if you are targeting people in businesses:

- Company size
- Title
- Geographic focus
- Seniority
- Male/Female

- Age
- Department or function

Not going after businesses? Maybe your prospect profile will include information such as:

- Male/Female
- Income range
- Geographic focus
- Interests
- Group associations

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.

From there, you will be armed with the information you need to find the places where these prospects hang out online. It could be certain LinkedIn or Facebook groups. Maybe your prospects hang out in niche forums or other communities. Most markets can be found in niche-specific LinkedIn groups, as there are over 1,000,000 of them.

Don't forget to look at Facebook, though, as certain niches are very well represented and more easily accessed there. Next, start joining these groups.

Once you've identified and begun joining these groups, you need to spend some time understanding what topics interest them. A cursory review of the conversations and posts in these groups will give you a good idea of which topics your prospects really care about. What are they asking about? Which discussions seem to have a lot more comments than the others? 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, but let's not get ahead of ourselves. There are still a couple of pieces of our foundation left.

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.

Optimize Your LinkedIn and/or Facebook Profile(s)

The final component of your foundation is optimizing your LinkedIn and/or Facebook profile(s). Position yourself as a trusted authority in your space, a real thought leader. When your prospects check you out, you want them thinking "Oh, this person looks like a peer. A real player in the industry. This is somebody I should connect with." As opposed to "Uh oh, here's somebody that's gonna try to sell me something."

When it comes to LinkedIn profiles, most people talk all about themselves – how great they are, what they 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.

Your LinkedIn headline is one of the most important parts of your LinkedIn profile and one of the first things a prospect will see. You want this to make a good impression. It should be attention-grabbing and compelling enough to make someone look at your profile and/or accept your connection request.

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

1. Speak to your differentiators. What makes you different or unique? Why should somebody do business with you over a competitor?

2. Call out your target audience and how you can help them.

3. 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].

Positioning yourself on Facebook is even easier. You might change your cover photo to include information about your authority leadership platform (stay tuned for that), or you might leave it just the way it is. Facebook is more "personal," whereas LinkedIn is more "professional" by nature. Therefore, if you plan to use your Facebook profile as part of your Booked system, it's ok to keep it personal.

It takes a certain strategic finesse to achieve this expert status, but our process systematizes it so that anybody can quickly achieve it. A big key to making it work is the positioning of your authority leadership platform.

NINE

YOUR AUTHORITY LEADERSHIP PLATFORM

Your clients are under siege. They're bombarded daily with emails, ads, and messages from businesses trying to sell them something. Like a pesky mosquito buzzing around their face, these advertising messages leave them wanting to do nothing other than SMACK! If you think all it takes to book some appointments is to pile on with everybody else, think again. You'll be just the next in line to get smashed and left for dead.

The key to getting a foot in the door is to 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 Authority Leadership Platform

At a high level, the plan is to set yourself apart from your competitors. Without this, the other strategies in this system won't be as effective. You begin developing this platform by owning a targeted group full of your ideal prospects.

Let me repeat that… "a targeted group full of your ideal prospects."

That means the focus of this group shouldn't be on what you do or on your expertise, but rather what your ideal prospect does and is interested in. If you're a marketing consultant, for example, chances are you're first inclination will be to create a group all about what you do, marketing! This is a common mistake we see. You want to showcase your expertise around your subject matter, so you end up creating a group all about what you do. But this will only attract other marketers. If you're an IT firm, a group all about IT will only attract other IT businesses (your competitors).

Instead, the marketing consultant will achieve much greater results, and attract the right prospects, by creating a group for small business owners. The IT firm would be well served to create a group all about their prospects so that they can position their brand as a leading provider in the space, all the while building long-term relationships with business owners and executives.

When you are the founder of a community created for your prospects, people are much more open to your advances. Instead of your prospects thinking "I've seen a million of you guys, I don't need to talk to another one," they'll be open to the invitation. In a short time, they will come to feel like they know and trust you. It's a big shift from the way most people are using LinkedIn and Facebook, where they primarily just talk about themselves all the time. Yet, it's actually easier to do it this way. And you'll get far better results.

To achieve this, we recommend you create a group on either Facebook or LinkedIn. They're two of the most popular online networks and they have great built-in group functionality. We'll talk in a moment about which might be best for you.

As you are creating your group, don't lose sight of the fact that the 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. But our primary goal is using your group to position you properly to generate lots of appointments.

Case Study

Tom Swip, Founder and CEO of an IT company called Swip Systems, implemented the Booked system and is a perfect example of executing the Authority Leadership Platform strategy. His target market includes high-level executives at large manufacturing firms. That isn't an easy market to break into. LinkedSelling helped Tom start Midwest Manufacturing Leaders, a LinkedIn group that was focused on topics his prospects would be interested in. Over time, the group has grown steadily and proved to be a critical component of Tom's success in growing his business. To date, there are over 6,000 members in his group. This was the result of implementing the very system outlined in this book, and a commitment to working the process. Achieving this kind of top-of-mind awareness in front of thousands of prospects has created a snowball effect, and resulted in a significant amount

Case Study (Cont.)

of new business for Swip Systems.

Having seen so much success on LinkedIn, Tom decided to take it to the next level. He now hosts quarterly in-person events that attract hundreds of high-quality prospects and referral partners from his Authority Leadership Platform. He has, without doubt, become a go-to resource and IT vendor in the manufacturing space.

Extending your online presence into real world events is not a necessary tactic. In fact, few of our clients do it, simply because they don't need to. In-person events require a lot of work and effort, whereas the Booked system requires a fraction of that effort. Nonetheless, it's an exciting possibility and the option is certainly there if you see it as a fit for the direction of your business.

Branding Your Platform

You'll want to think carefully about the message you want to convey with the name and the theme of your Authority Leadership Platform. Remember, you're creating an educational and helpful group for your ideal prospects.

Let's say you're in the business of selling software or services to construction companies, specifically, commercial construction firms. Imagine now that you're the Founder of "The Commercial Construction Leadership Network" on LinkedIn. With that intro, prospects will recognize you as a leader in the industry. It might seem simple, but the impact it has on your ability to get people to open up to you is profound.

I've talked a lot about how you should go about creating your group. Equally important is what you should NOT do when creating your group.

Here's a checklist of things to keep in mind.

Checklist: What NOT to Do with Your New Leadership Platform

- Be overly promotional and constantly pitch your services or products. Ain't nobody got time for that.
- Post content without making an effort to have a consistent voice. Figure out what voice your brand should have, and then make sure your language, your graphics, and your shared content represent that.
- Pretend to be something you're not. Be authentic.
- Focus only on yourself and what you can get out of interactions. You've got to give a little to get a little. Focus on providing value to your network.

Since the group is there to position you as a leader, it's important you curate and share content that your prospects will see as informative and interesting.

At this point, you might be thinking, "Josh, this sounds like a lot of work. I'm not sure I have time to be creating lots of content. I thought you said this system was efficient?"

Great question! In fact, it does not take much time to do it right. And you actually don't have to create any of your own content. All you have to do is know how to easily find the best content that other people have already created and re-share it into your group. This is known as content "curation."

When your group is seen as a hub of valuable resources, your prospects won't care who originally wrote it. Because you're the one consistently curating these resources and bringing it to them, you'll be the one they remember when they're in the market for your services.

The next step is doing your database build. It's important to note you most likely want your group to be in place BEFORE you perform your database build, so you can leverage the positioning to increase the response rate of your database build. When you're reaching out to prospects, they'll see that you are the founder of your group, giving you instant positioning and credibility. Doing this, you'll quickly have hundreds of new prospects in your database who view you as a leader. Your group will be a marketing asset that will churn out leads and appointments for years.

We'll be talking more about the database build process in the next chapter. It boils down to this: You want your group to be in place before you perform your database build, so you can leverage the positioning to increase the response rate. When you're reaching out to prospects, they'll see that you are the founder of your group, giving you instant positioning and credibility. Doing this, you'll quickly have hundreds of new prospects in your database who view you as a leader. And a marketing asset that will churn out leads for years.

Want a FREE VIDEO TRAINING of the Booked System?

By purchasing this book, you're entitled to the Booked Quick Start Kit by Josh Turner, at no extra charge. In this kit, you'll get an in-depth breakdown of the 5 pillars of the Booked system through videos, a workbook, and more!

Get your videos at:

TheBookedBook.com/QuickStart

TEN

BUILDING YOUR DATABASE

Now you've got your foundation in place, your authority 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. It's a real database of prospects that you'll be able to nurture and turn into qualified leads for years to come. There are really two phases to the process of building your database. The first is an initial blitz where you'll reach out to hundreds of prospects. The second phase is where you'll continue growing the database by regularly reaching out to new prospects on an ongoing basis. This second phase essentially never ends, as we recommend reaching out to at least a few new prospects every day. Well, not every day. You can take the weekend off if you'd like.

There is a very systematic way to do this. When done correctly, you'll attract hundreds of targeted prospects into your network overnight.

Let's look at a hypothetical example. Bob Cherry is the owner of Cherry Consulting Group, LLC. He's a management consultant specializing in the oil & gas industry. Currently, Bob's LinkedIn headline reads "President, Cherry Consulting Group, LLC." When Bob reaches out to a prospect, they're going to check out his profile. When they see this, they'll be immediately thinking "Uh oh, Bob's gonna try and sell me something." Naturally, the response rate will be very low.

Luckily for Bob, he found this book and, after using the Booked system, he recently launched a LinkedIn group called "Oil & Gas Executive Network." At the same time, he changed his headline to read "Founder, Oil & Gas Executive Network." Now when a prospect views Bob's profile, they view him as a peer and a leader in the industry. They're much more open to connecting. That one little change opens the doors to some of the most senior decision-makers that Bob has never before been able to get through to.

That's the power of this strategy, and it works regardless of your market or niche. Whether you're targeting C-level hot shots at big companies, small business owners, marketers, retirees, holistic healers, you name it. The power is in creating a community that's all about your prospects.

Once your LinkedIn and/or Facebook profiles are positioned properly, now it's time to begin the database build.

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 tool (LinkedIn's search tool) to find qualified prospects and send them a connection request.

The Advanced People Search tool allows you to search for really specific groups of people. Check it out and you'll see what I mean. Just a few of the fields you can search by include:

- Title
- Location
- Industry
- Company Size
- Groups they belong to

LinkedIn makes it so easy to find the exact types of people you want to do business with. And when you follow the process I'm about to lay out, you'll be connected to hundreds of them very quickly.

When you're just getting started, 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.

You might be thinking at this point, "Yeah, but Josh, am I allowed to connect with these people if I don't really know them?" Yes. The key is including a personalized script in the connection request. Sticking with the stock script from LinkedIn is a mistake, and your response rate will go way down. Using a personalized script will typically get 50-70 percent of prospects to connect with you.

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

It will take you a few hours to complete this phase of the system, but you'll pick up a large number of new connections very quickly. This will give you a tremendous database to launch your ongoing appointment generating campaign. And this is just the initial database build!

The second phase of the Booked system (after the initial foundation, creating your authority leadership plat-form, and database build) includes ongoing pros-pecting and outreach. I recommend reaching out to 5 new prospects every single day as part of your ongoing marketing plan. This will provide you with a steady stream of new prospects added into your leadership platform, as well as directly connecting with you. Using our proprietary messaging process-es, you'll be armed with a weapon that will convert a predictable number of these prospects into live appointments, consultations, and strategy sessions.

Case Study

The awesome thing about these strategies is that they really can really be customized to fit your unique situation. A great example is Mike Mertz, the owner of Mertz-International LLC, a consulting firm specializing in tax planning for U.S. expatriates in Asia and Russia. Talk about having a specific niche!

Mike was tired of relying on referrals to grow his business. That can only take you so far in today's market. And, of course, "U.S. expatriates in Asia" isn't a search filter offered on any digital marketing platforms we know of, so Mike had to get creative.

He chose LinkedIn for building his database. Using the Advanced People Search tool, Mike selected specific countries in Asia and used keywords like "expatriate" and "United States." After building his database, he did a great job of maintaining top-of-mind awareness with his new contacts with a messaging campaign. Within the first eight months, these campaigns generated 29 new clients!

ELEVEN

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 percent of your competitors. Stopping there would be doing yourself a disservice, though, 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.

Determining Your Activity and Goals

Remember those goals you set back in Chapter 7?

Here's a quick refresher:

Desired Income ÷
Average Income Per Client =
Desired Number of New Clients
You Need Per Month

Desired New Clients Per Month ÷
Close Rate =
Number of Prospects You
Need To Book Appointments
With Each Month

Now that you've got that number fresh in your mind, you're probably asking, "How am I actually going to generate these appointments?

By simply launching and managing your Facebook or LinkedIn group, you will generate leads and appointments passively. In other words, your new friends, connections, and group members will sometimes reach out to you to talk business without you having to do anything. 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. We facilitate this steady flow of new appointments with messaging campaigns.

Since 2008, my team and I have been testing and refining different processes and scripts. These processes require being proactive and regularly reaching out to your best prospects to invite them to a phone call or meeting. If you want to just sit back and see what comes your way, that’s fine. But keep in mind, that’s what most people do. Most people are not generating the kind of results you’re looking for. Why do you think companies like Microsoft have hired us to install this system for their teams? They know the most time-tested and proven way to grow is to go out, position yourself in front of your prospects, and ask for the meeting.

Sitting back and hoping is NOT a plan.

I want you to draw a line in the sand and commit to doing the work it’s going to take to get you the kind of results you want. The best way to do that is through proactive outreach, not through soft and fluffy social media stuff. What we're talking about is a systematic process for working prospects through direct outreach and messaging campaigns that are going to get you lots of appointments.

There are a number of different types of campaigns we teach. Each of them gets a different response rate on average, and each has a different purpose and time when you might want to use it.

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 Your 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, and the best part is they 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 and tons of appointments. Or, you can shortcut the process and work with my team to coach you through the process.

We'll discuss each messaging process in a bit more detail, but first I want to remind you of something. Keep in mind that the goal here is to build relationships with the highly targeted prospects you have identified. Use these messages to introduce yourself, to get to know the prospect, and build trust. Remember, each of these communications is sent one-on-one. Each message is personalized with the prospect's first name. Yet, you're sending the same copy to each prospect as you work batches of prospects through your ongoing messaging campaigns. This is the kind of "engagement" that worked for me, and we've found that it works for almost any type of business.

The following messaging scripts are somewhat generic and they're like that for a reason. They're meant as a starting point, and it's up to you to make them your own.

Here are a few ways you can do that.

- Be personal and friendly.
- Be consistent in your messages.
- Time them right.

- Make sure the messages are valuable and relevant to the prospect.

Now let's look at these six different messaging playbooks.

Multi-Touch-Point Nurture Campaign

The Multi-Touch-Point Nurture Campaign has historically been the most effective messaging process in our arsenal. On average, 21 percent of prospects worked through the process will agree to a phone call with you. In some markets, it has been lower, and in others higher. Regardless, the bottom line is it works.

This process involves sending a minimum of 4-5 messages over the course of 2-3 months. Each message is sent 2-3 weeks apart. The first 2-3 messages are simply meant to develop the relationship and position you as somebody your prospects can trust. The last two messages are where you go for the phone call or meeting.

You're already seen as a leader in your prospects' eyes, as a result of your leadership platform. Because of the quality content that you'll drip out from this platform, these prospects will be seeing your name on a regular basis and in a very positive way. Now you're going to supercharge it by working them through a one-on-one messaging process.

The first message is typically just to thank them for connecting and to let them know you look forward to keeping in touch. You may also mention something to the effect of "If there's anything I can help you with, don't hesitate to ask!"

The second message should include a piece of awesome content you think they'd be interested in. This should be something you DID NOT create. Instead, you want this to be an article or resource written by a third party. There's nothing in it for you. You're just sharing it with your new friend because you think they'll get value out of it. It can be as simple as saying,

> *Hey Bobby,*
>
> *I came across this case study and thought of you. Really smart how they are using X to get new X. Thought you'd be interested in it too. Hope you're doing well!*
>
> *Your Name*

Then, the third message might be calling their attention to a discussion happening in your group.

Hey Bobby,

There's a discussion happening in the [group name] group that I thought you'd want to check out. Would love your thoughts on this: [link to discussion]

Thanks!

These first three messages simply serve to nurture the relationship and share valuable resources with your prospects. This gets them engaged with you and if done strategically, gets them thinking about your solutions in a way that doesn't feel pushy.

Now it's time to ask for the phone call. The fourth message might look like this:

Bobby ,

We've been keeping in touch here for the last few weeks, and as much as I love all this social media stuff...I still like to get to know my connections in the real world. Would you be open to a no-agenda call to see how we might be able to help each other? How does next Tuesday afternoon look?

Your Name

You'll get a lot of bites. But don't stop there!

Too many people throw in the towel after one message, but you know better than that. You know that follow-up and persistence is the key to maximizing your results. And you've probably heard that it takes at least seven touches before getting through to a prospect. Some people say 12 touches, and honestly, I've heard all sorts of numbers. No matter what it is, we can all agree that the more touches you make, the greater your chances of success.

The next message is a simple follow-up. Nothing more than:

> *Hey Bobby,*
>
> *Just following up on the last message I sent you. Would love to get a call set up if you're open to it. Let me know!*
>
> *Your Name*

Between the final two messages requesting a phone call, we've seen (on average) 29 percent of prospects agree to the phone call. Using that average, you'd need to add about 86 prospects through the process each month to arrive at 25 appointments per month.

Case Study

Aaron Agius runs one of Australia's leading marketing consultancies, Louder Online. The challenge for Aaron's business is pretty simple. As with many consulting firms (and especially marketing firms), the competitive landscape is crowded. Aaron needed to cut through all the noise and position himself as a peer to the senior marketing decision-makers he targets.

Aaron used these same strategies with phenomenal success. He started by building up a LinkedIn group called the Marketing Leaders of Australia, quickly building it up to 4,700 members, all highly targeted prospects. Aaron then used this status as the founder of a well-developed, high-powered marketing group to add thousands of new connections to his personal profile.

And Aaron didn't stop there. He nurtured both of these databases, the group and the first level connections, through personal messaging campaigns. By simply working the system, he continues to generate a

Case Study (Cont.)

consistent flow of leads and sales…multiple six figures in sales…and it's been working for Aaron for over four years now. Needless to say, this is the kind of system that you can rely on for years to come.

Are you starting to see how systematic this is? This is the kind of system I envisioned when I first started my business and realized that most of the other stuff out there just wasn't working for me.

And like I said, the "Multi-Touch-Point Nurture Campaign" is just one approach. Let's spend a bit of time talking about the rest.

Referencing a Shared Connection

When I ask most business owners, "Where are you currently getting most of your business?" I hear the same answer time and time again: referrals. There is no doubt that referrals produce some of the best leads money can buy. Yet for most, relying solely on referrals is a recipe for lackluster performance. You're simply not getting enough of them to reach your goals.

But what if you could leverage the power of referrals and shared relationships to generate more leads…

without actually having somebody else make the referral? That's what this process does. I'm not claiming that this approach is equal to a legitimate referral. It's not. That said, we're leveraging the same psychological triggers to get you in the door with more prospects.

This process involves identifying prospects you have a second-degree LinkedIn connection with, or share a mutual Facebook friend with. Both groups of people are one degree removed from you, meaning that you share at least one common connection. There are a couple ways to leverage these points of commonality.

For one, you can leverage the relationship in your initial outreach. When sending a friend or connection request, personalize the message you send to reference the shared connection.

> *Hey Bobby,*
>
> *I saw that we're both connected to Ben Gahlken and thought it wouldn't hurt to reach out. Would love to connect here if you're open to it!*
>
> *Your Name*

You'll get an extremely high acceptance rate using this approach.

Another way to leverage these common connections is to go straight for the appointment. The approach might look something like this:

> *Hey Bobby,*
>
> *I saw that we're both connected to Ben Gahklen and thought it wouldn't hurt to reach out. Ben and I have done a lot of networking over the years and I've really valued the connections he's made. Would love to jump on a call and learn more about what you're doing, and how we might be able to help each other. How does Tuesday at 3:00 Eastern work for you?*
>
> *Thanks!*

You might be reading this and thinking to yourself, "Why wouldn't I just do this? Why go through the effort of the Multi-Touch-Point Nurture Campaign when I can just ask for the appointment right away?"

Because the response rate will be lower.

In almost every campaign we've tested, asking for an appointment before you get to know someone results in a lower acceptance rate, sometimes significantly lower.

So why am I recommending this approach to you? Because rules are meant to be broken. What doesn't work for others may work well for you. Most importantly, you may need to generate appointments more quickly than the Multi-Touch-Point Nurture Campaign allows. If you need to get some appointments on the calendar while the long-term nurture strategy builds up, the process we just discussed can be a nice thing to do in the meantime. Just keep in mind that you will burn through more prospects, so be sure to track your results.

Request for Call Right After Connecting

Another approach for generating calls more quickly is to connect, and then ask for the phone call. This approach is pretty simple. First, send a connection or friend request. Once they accept, send a message asking them if they'd be open to jumping on a call to learn more about each other.

The script might look like this:

> *Hey Bobby,*
>
> *Thanks for connecting! As much as I love all this social media stuff, I still like to get to know my connections in the real world. Let me know if you'd be open to jumping on a call to learn more about what you're up to. I've got some ideas on how we might*

be able to do some things together. How does next Tuesday look?

Your Name

Be prepared to send a follow-up message or two in case they don't respond right away. Give them a few days before following up again, as you don't want to seem too eager. As with the "shared connection" approach, this process will usually generate a lower response rate than the Multi-Touch-Point Nurture Campaign. That said, in certain cases we've actually seen it perform better. It all depends on your target market, and to some extent your business and how unique it is. If you have something really special, prospects will agree to speak with you at a higher rate. This "request a call immediately after connecting" approach is another good way to generate appointments in the short term while you wait for the nurture campaign to reach its peak.

Re-engaging Existing Connections

Many of our clients and students start with an existing base of prospects to market to. Maybe you've built up a few hundred connections on LinkedIn that look like good prospects, but it's been a long time since you engaged with them. Is there a way to re-engage with these old connections? Absolutely!

For starters, you'll want to invite them to join your new leadership platform (your Facebook or LinkedIn group). This is a great first step to getting them back in the loop. From there, you can work them through the rest of the system just as you will with new prospects. That said, there's another approach you can take to move these prospects toward an appointment, sooner rather than later.

Typically, you want to acknowledge that it's been a while since you last connected or spoke, and thought it might be a good time to catch up. The message might look something like this:

> *Hey Bobby,*
>
> *I was going through some of my contacts and your name popped up. Can't believe it's been so long since we connected {or met, or spoke}! I'd love to jump on a call to catch up and hear what you've been up to, if you're open to it? How does next Tuesday afternoon look?*
>
> *Looking forward to it!*
>
> *Your Name*

Even if the prospect doesn't respond to this message, don't give up. Of course you should send a follow-up message. If they don't respond to the follow-up either, then you might decide to move them into a more long-term monthly drip campaign, or transition them into a Multi-Touch-Point Nurture Campaign. As always, keep in mind that it's a numbers game. The more touch points you make with every prospect, the more appointments and sales you're going to make.

Asking Permission to Send Your Lead Magnet

I love this approach. If you have a really solid piece of content that you've developed, such as a lead magnet, ebook, etc., this works very well. Instead of sending them to an opt-in page where the prospect has to enter their email, you're just going to send it to them.

These days, landing pages and funnels and conversion tracking are all the rage. We sometimes forget that keeping it simple is also a very viable option.

With this approach, simplicity can significantly improve your results. The first message looks something like this:

> *Hey Bobby,*
>
> *We've been connected here for a while and I thought you might be interested in a new report I'm putting together. It's all about how {avatar, type of*

company, etc} can {benefit} by {thing you do}. I'd love to send you a copy. Would you prefer I send it here on LinkedIn, or would email be better?

Thanks,
Your Name

Notice how you're not sending them a link to a landing page. You're asking permission to send them the report. When they say yes, send them a link straight to the download for the report or attach it to the message. Boom!

But what about those who don't respond? Send a follow-up! This time, you'll just send them the report.

Hey Bobby,

Just following up on my message from last week. Didn't hear back from you but I'm sure you're super busy, so I'll just link up the report here. You can download it here: <link> There's no opt in required and nothing to buy. Just thought you could get some good value out of it. Let me know what you think!

Thanks,

Your Name

Now it's sitting right in their inbox, and many people will click through and check it out. If the content in the report is decent, it will serve to increase their interest in your services.

From there, send them a third message a week later.

> *Hi Bobby,*
>
> *Just wanted to follow up on the report I sent you last week. Hopefully you've had a chance to check it out. In any event, I'd love to jump on a call sometime and learn more about the work you're doing. Happy to answer any questions you have about the ideas in the report. How does next Tuesday afternoon look?*
>
> *Thanks!*
> *Your Name*

If they don't respond to this message, send another follow-up.

There are many different ways to utilize your lead magnet inside of messaging campaigns. This is just one approach. You might also consider adding a message into the Multi-Touch-Point Nurture Campaign, and of course you'll want to periodically promote your lead magnet inside of your group. We usually recommend one message every three to four weeks.

Asking Discovery Questions

This method is a great way to start a true dialogue with your prospects. You can even use these messages to get a "feeler" for a hot industry issue the prospect may need help with, which you can address. The responses can be used in putting together a research report, writing an article, or simply starting the conversation.

The first message you'll send is a "Thanks for Connecting" message, which should include a link to your group in case they haven't joined yet. The second touch-point will be focused around sharing an industry-related article. You can see sample scripts for both of these earlier in the chapter.

The third message is where you'll start real dialogue with the prospect by asking them a discovery question. We generally include two of them. Now, it's really important to ask the right questions, and there are two specific things you should NOT do.

First, stay away from anything directly related to the service you offer. If you're a financial advisor, you don't want to ask "Are you in need of advice regarding your finances?" because that sounds like (and probably is) the start of a sales pitch. They'll see it coming a mile away.

You also want to avoid "closed questions," meaning the prospect can answer with one word, like yes or no. The question "Do you work in banking?" allows the recipient to say yes or no. On the other hand, "What are the top 2-3 changes you've seen in the banking industry throughout your career?" requires more detail.

Below is an actual script a client of ours used. We'll call him Tom. Tom's business helps banks and credit unions liquidate assets. Notice how he asks about assets and gets the prospect to start talking about assets, but he doesn't actually mention anything about asset liquidation, specifically.

> *Hi Caesar,*
>
> *I am noticing the issue of asset management seems to pop up more recently than we'd like in the banking and financial sector. I'm hoping to get your input on the issue as I think your insight can help shed some light on why this is happening.*
>
> *I just need your thoughts on these two questions:*
>
> *1. What experiences or insights do you have on short term investments with yields ranging between 3 percent- 8 percent?*

2. Asset diversification is important, but what assets do you place higher value/priority on?

I look forward to hearing what you have to say, and if you have any questions please let me know, I'm happy to answer them.

Thanks for your time!
Your Name

In the fourth message, you'll finally go for a phone call. Make sure you position the request for a phone call as continuing the conversation, rather than as a sales call. You've shown the prospect that you're genuinely interested in them and their experience, so don't ruin the relationship by smacking them in the face with a pitch. Be thoughtful in the response and think about how you can work with the answers they've given you.

Which Approach Is Best for You?

I've given you six different messaging approaches to consider. Any one of them can create great results, but obviously, you can't use them all at the same time for the same batch of prospects. So which should you start with?

The answer is different for everyone, but I would recommend trying out more than one to find which works best for you. The key is to find a process that will warm up your prospects, build their 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 Nurture 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.

The first step in getting started is to create a messaging campaign playbook. This is the calendar of your activity and a summary of what you'll be doing. These campaigns will include a number of details that must be tracked and it's important that you have it planned out and well-organized.

When following our system, you'll have hundreds of prospects in your funnel. If you're not organized, things will inevitably slip through the cracks and you'll miss out on opportunities. Some of the basic information you'll want to track includes name, email, phone number (if you have it), company name, other notes, details about which messages and campaigns have been sent, and when they were sent.

At this point, you might be thinking, "wait a minute

Josh, did you just say HUNDREDS of prospects? Won't messaging that many people individually take a ton of time?" Great question! Fortunately there are easy ways to make the process very efficient. Sure, you will definitely spend a few minutes each day sending out messages. There's no way around that, unless you're comfortable with mediocre results. 48 percent of B2B decision-makers won't respond to a message that isn't personalized, according to an article from LinkedIn's very own Sales Blog. We've found that sending personalized one-on-one messages dramatically improves the response rate and effectiveness of the system. One of the reasons it works so well is that a lot of people simply aren't willing to put in the time to do it! When you start seeing the leads pour in, you'll be glad you took the time to do it the right way.

But there's one more thing that you can do to improve your results even further, and book even more appointments. Email.

TWELVE

EMAIL BLUEPRINT

Adding good ol' fashioned email into the mix is a surefire way to improve your results. Some of the prospects you connect with on LinkedIn and Facebook may not be paying constant attention to their inboxes on these social networks. But you better believe they're looking at their email! In fact, a recent study from the University of British Columbia, called Checking Email Less Frequently Reduces Stress, revealed that the average person checks their email 15 times a day. There's just no other way around it. Email is one of the best places to reach your prospects.

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. It's like anything in marketing. 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. When you think about email in the context of marketing to your prospects, it's natural to immediately consider email marketing software such as MailChimp, Aweber, Infusionsoft, etc. These tools are fantastic for permission-based marketing where prospects opt-in to your list, and you send them periodic marketing emails. They're sent in bulk. You set up the email, and with a few clicks, it sends an automated email to every one of your prospects. If they no longer receive value from your emails, they can click the unsubscribe button and never hear from you again. This is not the kind of email we're talking about.

I am not recommending that you add people to your Mailchimp (or whatever software you use for email marketing) and start sending broadcasts to them without permission. Nobody likes that.

Instead, what we've seen work tremendously is to layer individual email outreach on top of the messaging campaigns you run within LinkedIn.

For our purposes here, we're not importing prospects into email marketing software. The messag-es we send will be 1-to-1, personalized messages. There is no unsubscribe button. These emails look like something you'd send to a friend, and because of that, they get a great response rate. There are two approaches to consider, as it relates to converting prospects you've identified into appointments on your calendar.

Think about it this way. If you send a prospect a couple messages on LinkedIn, and they don't respond, should you give up? Take your ball and go home? No! Maybe they didn't receive your message, or maybe it got overlooked. Or, maybe they just don't check LinkedIn that often! By simply sending them an email saying "Hey, just want to make sure you saw my message on LinkedIn…" you'll get a ton of responses from prospects.

Knowing that, why not systematize it? That's what the email blueprint is all about.

And, it's 100 percent 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.

Certainly you can use email to send cold messages. In fact, we've had tremendous success using cold email to generate leads and appointments. Sometimes we teach some of these methods to our students. But what we're really focused on here is using email in conjunction with a social messaging campaign.

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 greatest results. Not everybody will respond right away. Sometimes it takes a few tries. And remember, we're not humping legs here. These messages are designed to add value to your prospect's world. Not to harass them about taking an appointment with you.

We have found that a well-designed email campaign can add 10-20 percent 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!

To support you in implementing these ideas, I've created a supplementary one-page infographic that maps out the various steps involved in building your appointment generating system.

Having this visual aid will greatly help your understanding and implementation of the system. And I want you to have it for free, so I've included it with the complimentary video training series.

To claim your copy, visit:

TheBookedBook.com/QuickStart

Case Study

File It.tax was founded by Gene Conley for small business owners or independent workers who have a complicated tax situation. In Gene's particular case, he needed to reach many prospects at a specific time of year, just before tax season. He decided to use the Booked system for connecting with prospects on LinkedIn.

He did such a great job with his various

Case Study (Cont.)

messaging campaigns that about 22 percent of Gene's leads turned into clients, who often continued to work with him for 3-4 years.

The most exciting part of Gene's story is that it only took two months to generate so many new clients who will continue to bring in revenue for years to come. This is not always the case, and varies based on the cost of goods or services, and how much trust needs to be built before a buyer is ready to commit.

In Gene's case, his sales funnel could be short and sweet, based on the pricing of his services and the timing of the campaign. Because he charges between $400-1,200 for the average deal, prospects were comfortable purchasing more quickly. He also chose to launch his campaign at a time of the year when his ideal clients were coming up on a big tax deadline.

Want a FREE VIDEO TRAINING of the Booked System?

By purchasing this book, you're entitled to the Booked Quick Start Kit by Josh Turner, at no extra charge. In this kit, you'll get an in-depth breakdown of the 5 pillars of the Booked system through videos, a workbook, and more!

Get your videos at:

TheBookedBook.com/QuickStart

THIRTEEN

ONWARD!

I've given you a lot to process so far. Your head is probably swimming with possibilities at this point, and I bet you're wondering what the best process is for moving forward. Let's do a quick recap, and then discuss the keys to actually getting it done and generating more appointments and new business.

We've covered the foundation, the things you need to put in place first, to ensure that you get the very best results, and put your best foot forward. I showed you the secrets to developing an Authority Leadership Platform, which will position you as a true leader in your market, creating authority that will open up prospects to you like never before. From there, I showed you the best practices for prospecting and building a database of targeted potential clients. Then we gave you an overview of six of our most effective messaging processes that you'll use to convert a percentage of the prospects in your database into appointments on your calendar. And finally, the email blueprint to improve your results even more.

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 alluded to the students and clients my company serves through our coaching programs and done-for-you services.

We've helped over 6,000 businesses implement these systems, and along the way have been perfecting every step of the process. Our flagship training pro-gram, The Appointment Generator, provides step-by-step instruction on the entire system, as well as 1-on-1 support to ensure 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.

For more established businesses looking to outsource the entire process, my company, LinkedSelling, offers these services. Since 2011, we have been working with businesses around the globe, through our "done-for-you" campaign management service. You can visit LinkedSelling.com for more information.

After helping so many businesses implement this system, we've found that there are a few keys to successfully implementing and managing the process, so that you get the results you're after — lots of appointments with qualified prospects!

One key is building a calendar of activity. There are a number of moving parts in the system. If I told you it was so simple a monkey could do it, it would be an insult to your intelligence. There is some complexity here. One way to bring some clarity to the process is to organize your action items into a calendar. We find that it is very helpful to plan two 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. Have you ever sat in front of your computer and wondered, "What am I supposed to be doing?!" We've all been there. That's why we help our students put a complete task list together for every step of the process and then schedule every day in advance.

The second benefit of planning your tasks in advance is you can estimate exactly when your appointments will start being booked and how many. You'll be able to see the dates when certain messages will be sent. 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 you're aiming to generate. Compare that with what you're currently doing. I bet it's night and day.

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. I don't know of any systems for generating new clients and sales in your business that don't require putting in some work. That said, the beauty of this system is you can reach a large number of highly targeted prospects and you can do it efficiently. I won't even ask you to work on the weekend!

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 your 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 in 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. For most people, that's the maximum amount of time you could spend. So, somewhere between 30-60 minutes is the sweet spot.

Many of our students tell me this is some of the most fun 30-60 minutes of their day. The main reason for this is they have a daily action plan and can see the results in real time. This time isn't spent wandering aimlessly around the web. It's laser-focused. You'll pull up your action plan for the day and work through the short list of activities that need to be completed. Then you're done for the day. You can rest assured that you're finally spending time using social media in an effective manner, generating new appointments and sales.

FOURTEEN

GETTING OFF THE CASHFLOW ROLLERCOASTER

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

If you want to maximize the impact you are making in the world and you want the freedom that's supposed to come with running your own business, 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 set 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 system.

I want you to be one of the few that decides that NOW is the time to make a change.

Are you with me? It's right there in front of you. Maybe you're looking to add just a few more clients to your business or maybe you're looking to pick up a few new clients each week. Whatever your goals, it's simply a matter of resolving to do it, putting one foot in front of the other, and starting.

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

RESOURCES TO HELP YOU BOOK MORE APPOINTMENTS

My company offers a number of resources to help you implement the Booked system:

Booked Companion Video Series
We've develop a complimentary series of videos to guide you through the system outlined in this book. It's free, and also includes complimentary resources to help you even further.

Get yours now at:
TheBookedBook.com/QuickStart

The Booked Appointment Generation Blueprint

To help support you in implementing the Booked system, we've put together a blueprint outlining the different steps in the process. This visual guide maps out the steps necessary to get your appointment generating system up and running.

It's part of the video training series that you can get free at:
TheBookedBook.com/QuickStart

Booked in Action - Real World Examples

Looking for examples of real world businesses like yours that have implemented these strategies? In addition to more in-depth training on the topics covered in this book, you'll find case studies for businesses in a wide range of industries at:
TheBookedBook.com/QuickStart

The Appointment Generator Advanced Training Program

Our critically acclaimed training program, The Appointment Generator, provides you with everything you need to implement the ideas and systems presented in this book. When you join, you'll learn:

- How to setup your foundation, including development of your prospect profile, market research, and all necessary setup items.

- How to build, launch, and manage your Leadership Authority Platform.
- Use the step-by-step process for quickly building a massive database.
- How to design and execute messaging campaigns that generate a consistent flow of new leads and appointments.
- The proven scripts (over 20 pages) you'll use to attract qualified prospects into your network, and then working them all the way to the appointment.
- How to integrate your LinkedIn efforts with email, to increase your appointments by 10-20%.
- The daily step-by-step action plan, so you'll know exactly what to do, every single day.

When you join The Appointment Generator, you'll have a Implementation Bootcamp run by our expert coaches who will help you put this system in place - just like they have with tens of thousands of other business owners. And we guarantee results.

For more details and to join, visit:
TheAppointmentGenerator.com

Additional Resources

You can find more marketing and entrepreneurship articles and resources by visiting my company blog at LinkedSelling.com. Both sites have a wealth of information, and even more free bonuses for you.

ABOUT JOSH TURNER

Josh Turner is the Wall Street Journal bestselling author of Connect, and the Founder & CEO of Linked Selling, a B2B marketing firm specializing in fully outsourced LinkedIn lead generation campaigns. They represent clients (like Neil Patel and Microsoft, to name a couple) in the US, Canada, UK, Asia, and Australia, in a wide variety of industries. Josh is also the creator of Linked University and The Appointment Generator training programs, which have together served over 6,000 entrepreneurs. He lives in St. Louis with his long-time girlfriend, Jess, their son Eddie, and their dog, Oscar (aka Buddy).

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