The Authority Lead Gen Blueprint

Dear Business Owner,

Hi, I'm Josh Turner, Wall Street Journal bestselling author and the founder and CEO of LinkedSelling, both an Inc. 500 and an Entrepreneur.com 360 company. We are the people behind the groundbreaking, proprietary business growth solution, The Appointment Generator - the system that helps businesses generate high quality leads and produce consistent cash flow every month by creating real business relationships online.

This is the system that has helped thousands of clients from all over the world (including names like Neil Patel and Microsoft) gain millions in revenue and sales.

Yet, too many people aren't getting these kinds of results. And that's because they're doing things wrong, and they're not focusing first on building trust and relationships. My goal is to give you the tools to do it the right way, and to bring the handshake back into your business. We've proven that this is the best way to get the clients you need, so that you can reach the success you know is possible.

I'm excited to share our system with you!

Sincerely,

Josh Turner
CEO, LinkedSelling
An Inc 500 Company

WARNING: This Blueprint Is Powerful!

But only if you use it...

This system was not born out of a moment of genius, but rather out of necessity. When I first got started in my business, I knew that I needed to be proactive when it comes to getting new clients. I knew that if I could build relationships with just a few high-value prospects, instead of going after just anybody who'd bite, that I could create a sustainable business.

Since then, LinkedSelling has grown to over 40 employees was named to the Inc. 500 list of fastest growing privately owned companies in the United States 2 years in a row, as well as to the Entrepreneur.com 360 list this past year, and we've grown our revenue from $0 to almost $8 Million Annually.

We've experienced this level of success because we do much more than simply talk the talk. Our team of account managers does this work for hundreds of clients from across the globe every single day. We are about execution and optimization... not just theory.

What you need is a simple, time efficient process to develop relationships and book sales appointments with your top prospects.

You need more sales conversations... more clients… and more cashflow… without spending every minute of your day working at it. This is how you create a personal and professional lifestyle that allows you to focus on doing what you love.

This system will show you how.

Let's dive into it...

Executive Summary

To get more in-depth training on how to utilize the blueprint to generate a consistent flow of leads and appointments each month,check out our video **_here._**

And keep an eye on your inbox as we'll be share more training on every part of our process as part of The Appointment Generator 5-Part Masterclass.

As you review the Authority Lead Gen Blueprint below there are a number of themes I want you to focus on.

1. **Simplicity.**

   Often times the most elegant solutions are the simplest.

   For all the bells and whistles out there with today's technology and over-complicated funnels, what is most important is how to get your business enough opportunities or at-bats.

   Keep things streamlined as you are starting out and don't overextend yourself by trying to learn 900 pieces of software at once. Follow a simple, stream-lined path that can achieve the results and appointment numbers you can handle.

   The blueprint is your roadmap to staying on the simple, yet successful path.

2. **Consistency/Repeatability.**

   If you work the system, your system will work.

   Meaning that doing a little bit here and a little bit there is not part of the blueprint.

   If you can commit to following through on the simple strategies that make-up this playbook, you WILL get results.

And outside of being consistent in your approach, you'll also start to set a baseline for the consistent results you can expect.

Once you've mastered the Foundation, the other elements in this blueprint are easily repeatable. Your system will constantly be in motion and by repeating the simple playbook within this blueprint you can expect to have more appointments, more opportunities and more clients.

3. Trust.

The system is designed to quickly build a relationship with your prospects and lay the groundwork for trust to develop.

By approaching your prospects differently from all the other vendors out there, you'll stand out and be in the fastlane to creating genuine relationships with hundreds of your ideal clients.

Don't shortcut the process.

4. 'Leads' Aren't Enough…You Need the Right Leads

The Foundation is essential to any successful campaign with this process.

If you don't develop your Prospect Profile fully, you won't end up with the right leads on your calendar.

Review the Blueprint below and refer back to the Training Video *here.*

PLEASE NOTE:

Click Here to subscribe to The Appointment Generator 5-Part Masterclass Event Calendar. This will automatically update your calendar or mobile device with important dates for new content releases and workshops.

THE AUTHORITY LEAD GEN BLUEPRINT

FOUNDATION

Prospect Profile · Prospect Map · Value Identifiers

EMAIL BLUEPRINT
AUTHORITY LEADERSHIP
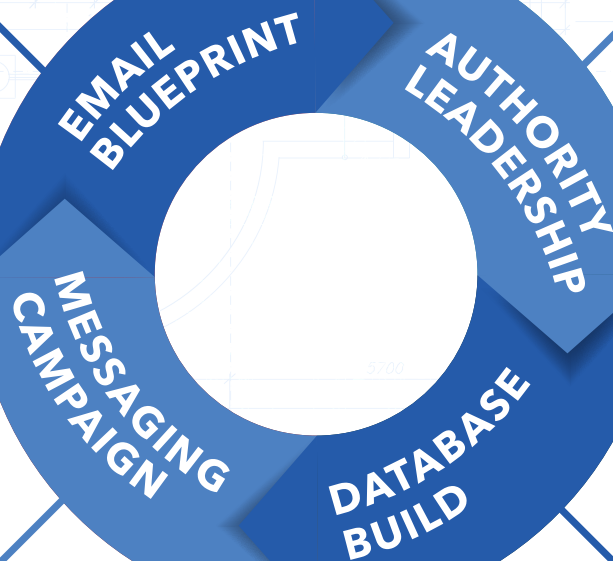### MESSAGING CAMPAIGN
DATABASE BUILD

Email Best Practices

- Email + Social Integration
- Integrated Follow - Up
- Lead Gen Strategies
- Automation

Launch & Grow

- Set-Up & Content
- Welcome Messages
- Group Management
- Group Growth

Campaign Management

- Campaign Tracking Sheet
- Multi-Touchpoint Nurture Campaign
- Scripts and Swipe for Different Campaigns

Prospecting

- Finding the Best Prospects
- Initial Database Build Blitz
- Ongoing Development