

THE \$27,000 TripWire

The LinkedIn Client Funnel
Process that Gets 60+ High-Ticket
Leads a Month...On Autopilot

Josh Turner
CEO & Founder, LinkedSelling



Step 1: Connect




A profile card for Kim Jong Un. The header features a circular profile picture of him in a black uniform, set against a background of a waving American flag. Below the photo, his name and title are listed, followed by his affiliations and location. At the bottom, there are three buttons: 'Connect', 'View in Sales Navigator', and a three-dot menu icon.

Kim Jong Un • 3rd

Chairman and supreme leader at Workers' Party of Korea

Workers' Party of Korea • Kim Il-sung University

Korea (North) • 16 

[Connect](#) [View in Sales Navigator](#) 

Step 2: Pitch



THE \$27,000
TripWire



Hope you are doing great! I am writing this message to bring your attention to our services. We are a team of young and experienced Website and mobile app developers with experience of 4+ years working with latest frameworks. If you have any web development and mobile app project, we would certainly be delighted to work on it.

If you are interested in our services, I will be glad to tell you more about it and discuss your case!

Regards,

CEO



11:54 PM

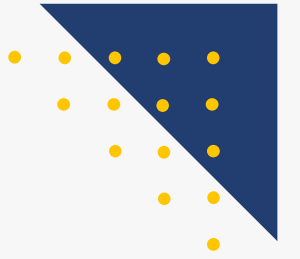
Read



**From two guys in a
basement full of spider
crickets in St. Louis...**

**...to running a company
viewed as one of the
world's leading
authorities...**

**...on using LinkedIn to
get high end clients.**



Forget \$27
products and
services...
we needed a
mouse trap that
could get me
\$27,000 clients...



Why LinkedIn...



Over **500+** million users



of adult internet users in US
are on LinkedIn



check LinkedIn daily. (76% for
executives)



Most affluent demographic.



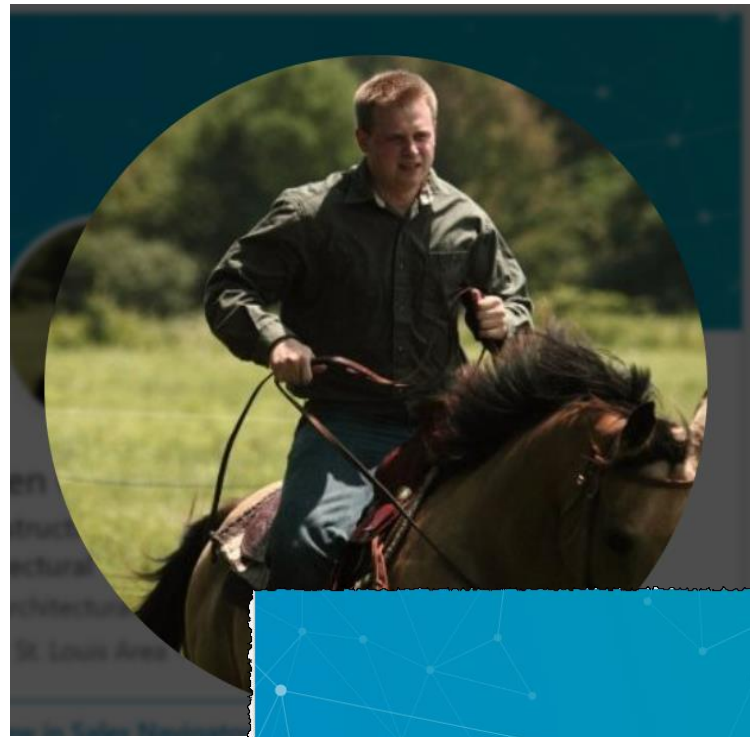
Millions of businesses.

Nowhere else
online can
you...

HAND SELECT
the **EXACT**
people you
want to target.



Our first
client, **Ben
Cohen**, has
done almost
\$30 million
with these
strategies



2 Important
Take-aways....

in

Ben Cohen • 1st
Co-Founder, Commercial Construction Professionals | Vice President, Cohen
Architectural Woodworking
Cohen Architectural Woodworking
Greater St. Louis Area • 500+ 28

[Message](#) [View in Sales Navigator](#) [More...](#)

I am a second-generation owner of Cohen Architectural Woodworking, where I oversee Operations and Sales. Cohen Woodworking (CohenWoodworking.com) is a family run business that prides itself on finest craftsmanship, excellent rel...

#1

Swipe the exact message used to get this client...

On 02/16/12 7:43 AM, Ben Cohen wrote:

Hi Tiffany,

I own a 37 year old family owned commercial cabinet company. We deliver and install nationwide. Would you be interested in talking with us about providing cabinets/casework for your new and remodel Fresenius locations? We can also help you come up with cost efficient

Who would be the best person for me to contact regarding this?

Along with many other projects, since 1986 we have provided cabinets with over 800 Wal-Mart stores.

Thank you,

Ben Cohen

Ben@CohenWoodworking.com

7:24AM

#1

Swipe the
exact message
used to get
this client...

2/17/2012

Thanks very much Tiffany. I will give Kirk a call.
Thanks!

On 02/17/12 4:25AM, Tiffany [REDACTED]
wrote:

Ben,

Contact Kirk [REDACTED] in our Atlanta office. I know that we recently brought on board a millwork fabricator outside Philadelphia on the East Coast, but believe that we are looking for other vendors in other areas of the country. Kirk has been intimately involved with this process. He can be reached at [REDACTED]

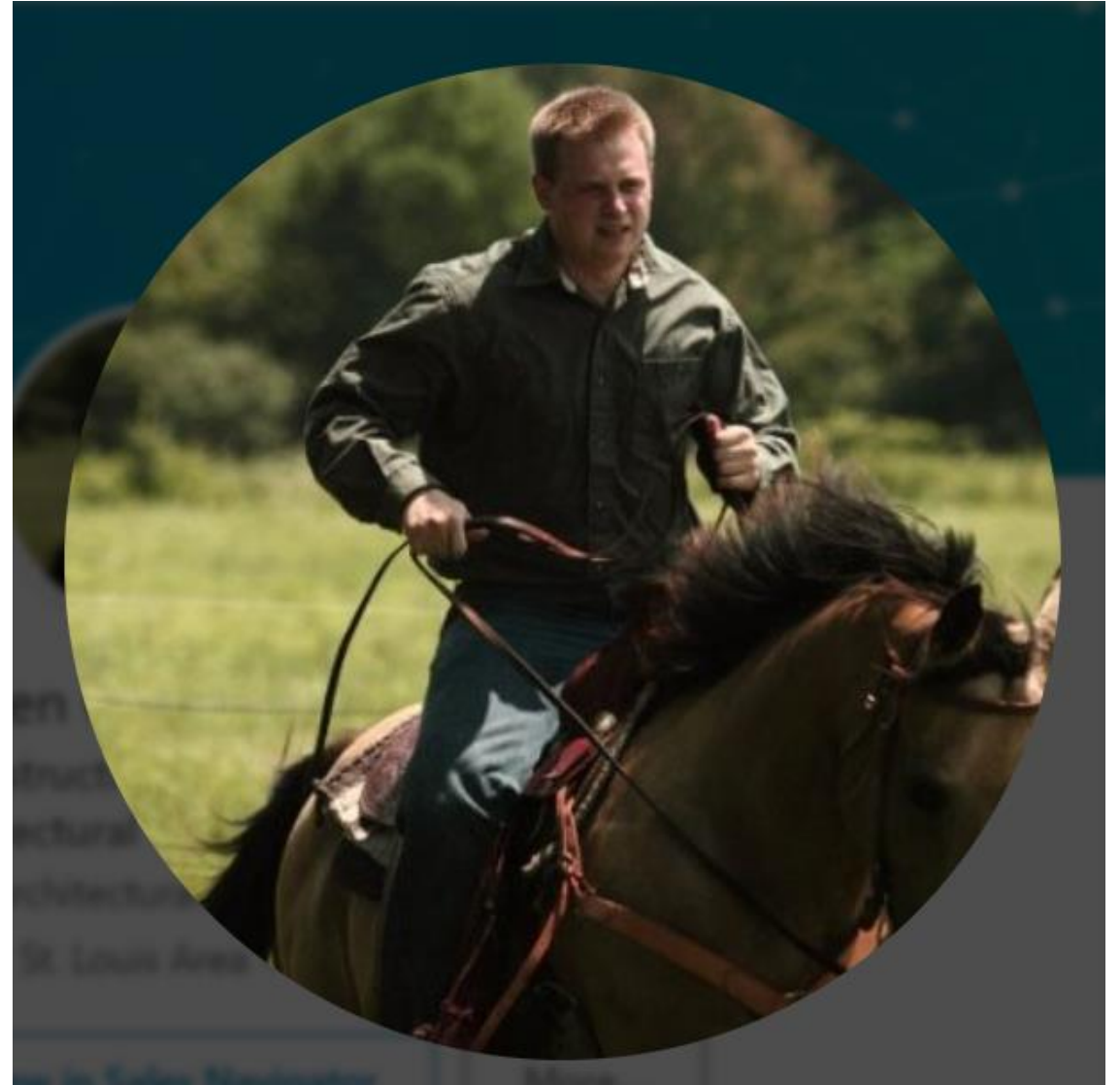
Thank you!

Sincerely,
Tiffany Ferrell

4:28AM

#2

Use a picture
of yourself on
a horse.



#2

Use a picture of yourself on a horse.

That damn horse pic is still working it.

@SaneArchive x



Ben Cohen <ben@cohenwoodworking.com>

Jan 9



to Ben, Gus, me, Bill, Lauren

I just had a call that Gus got. He said he has gotten tons of messages on linkedin.

He said this was the first one ...it was because of that horse picture. picture. 😊



BEN COHEN

Cohen Architectural Woodworking, LLC

Office: [redacted] Cell: [redacted]

NATIONWIDE DELIVERY AND INSTALLATION—ON TIME!



Hi, I'm **Josh**
Turner

- Professional Horse Photographer



Hi, I'm **Josh**
Turner



- Founder & CEO of LinkedSelling
- Generated over \$1 billion in sales for our clients
- Inc. 5000 List 3 years in a row
- WSJ Bestselling Author of "Connect" and "Booked"





**But it wasn't always
this way...**



Being an
entrepreneur
is in my blood



I'm the little guy

A long, straight asphalt road stretches from the bottom center towards the horizon, flanked by dry grass and sparse trees. The sky is filled with large, dark, dramatic clouds, suggesting an overcast or stormy day. The overall tone is somber and contemplative.

**I was using LinkedIn for the company
I worked for, where I was the CFO.**

**Fast forward to 2009, and that
company was forced to close.**

**I'd been itching to start my own
business for a while, and
decided to give it a shot.**

A long, straight road stretches into the distance under a cloudy sky. The road is flanked by fields and trees, and the sky is filled with soft, white clouds. The overall mood is one of hope and determination.

I was scared about starting my business, but I knew I had to do it.

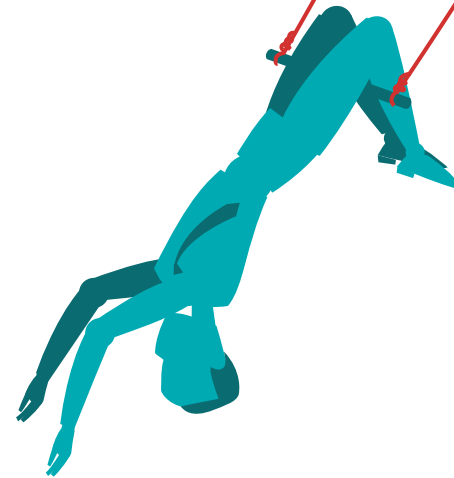
Because, I'm a firm believer that if you want to get ahead, you have to take risks and go for it.

So I started Gateway CFO Solutions, working as an outsourced CFO, essentially a business consultant.

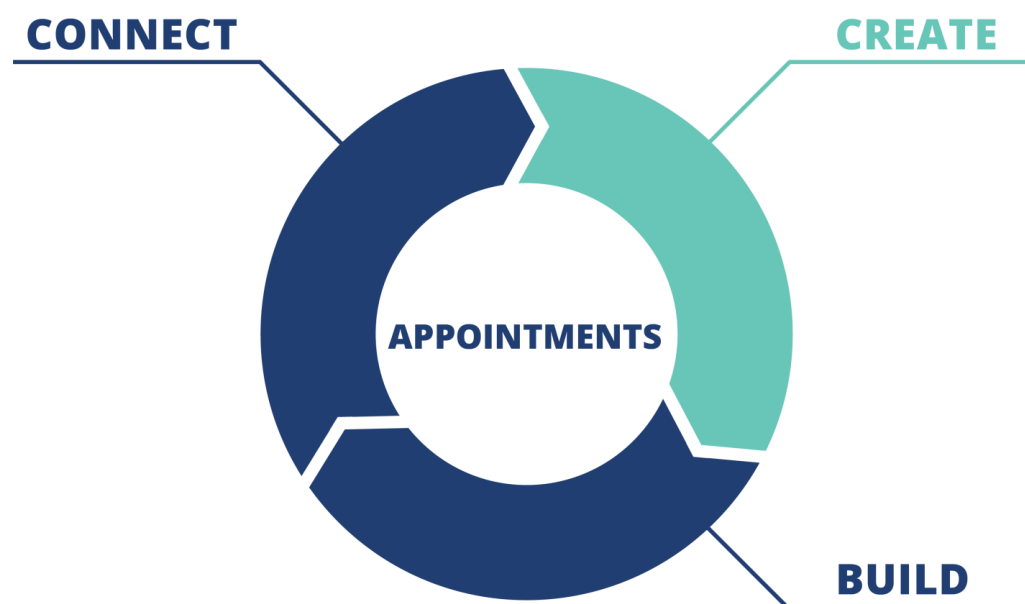
A wide-angle photograph of a two-lane asphalt road stretching straight into the distance. The road is flanked by dry, golden-brown fields. In the far distance, there are some trees and hills under a vast sky filled with large, dark, dramatic clouds. The overall mood is contemplative and open.

**I knew I had to do something
different...**

**Systematically
building
relationships and
engineering trust.**



3 Step System We've Refined Over 7+ Years



- **21% Move to Consult**
- **No other method comes close to 21%.**
- **That is why this is so critical for high ticket.**

21% Book a Call

Open	Open rate (%)	Clickthrough rate (%)	Soft Bounce	Hard Bounce	Abuse	Unsub
Daily Deals/E-Coupons	15.22%	2.39%	0.10%	0.07%	0.01%	0.10%
E-commerce	16.75%	2.32%	0.30%	0.24%	0.02%	0.23%
Vitamin Supplements	17.26%	1.80%	0.28%	0.22%	0.03%	0.25%
Marketing and Advertising	17.81%	1.92%	0.77%	0.61%	0.02%	0.28%
Beauty and Personal Care	18.48%	1.96%	0.38%	0.38%	0.03%	0.32%

Average Email CTR: 1-5%

****Smart Insights, 2018**



"I now have a company, not simply a job. My team of one (me) has grown to a team of four. Revenues have doubled in the last four months."

Cathy Yerges

Owner of BG3

3-Step LinkedIn System...

CONNECT

CREATE

- Prospect Profile
- Prospect Map
- Value Identifiers

APPOINTMENTS

BUILD

Step 1:

The **CREATE** Phase

- Create Your Prospect Profile
- Create Your Prospect Map
- Create Your Value Identifiers List

CONNECT

CREATE

APPOINTMENTS

BUILD

THE APPOINTMENT GENERATOR

Prospect Profile

Fill out the profile below to the fullest of your ability and tailor the categories as needed to fit your prospect.

- Describe what types of people are you interested in targeting:
 -
 -
 -
 -
 -
- Keywords and industry terms they identify with:
 -
 -
 -
 -
 -
- Professional Interests:
 -
 -
 -
 -
 -
- Describe the pain points of your prospect:
 -
 -
 -
 -
 -

... prospect thinks and fe

ENVIRONMENT

The daily surroundings that your prospect is exposed to.

EMOTIONS

Outlines the thoughts and emotions of your prospect.

OBJECTIONS/ OBSTACLES

Pain points, barriers, and buying objections

VALUE IDENTIFIER MAP

SUCCESS

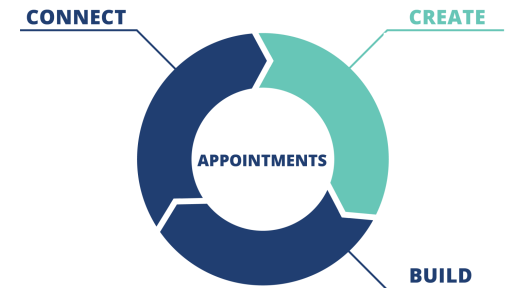
'After' State:
What do they hope to obtain from working with you?

INFLUENCES

Who or what will influence your prospect's purchasing decision?

ACTIONS/BEHAVIORS

What actions are they taking in order to reach their goals?





**“You can become an authority
but it does not require you to
generate all of the content.**

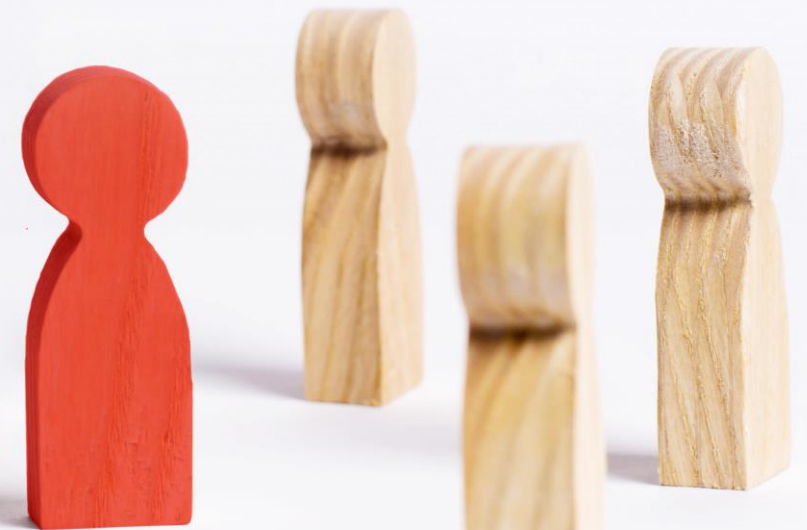
You can use others content to educate yourself, your clients, and your colleagues. This is a great way of efficiently delivering value. Through Josh’s system, we now have a steady stream of people expressing interest in our business. And we just had our top month last month and did over 45k in revenue!

We are now on our way to be able to phase out of as much in-person and 1-on-1. This will free us up to do more travel, and generate more passive income from our training program and virtual sessions!”

Miles Nichols

Owner of Living Love Mindfulness

But you still need a
way to separate
from the pack &
stand out.



There's
way **too**
much
noise out
there...



You need a way
to position
yourself as an
authority or
leader...



Step 2: Build

CONNECT

CREATE

APPOINTMENTS

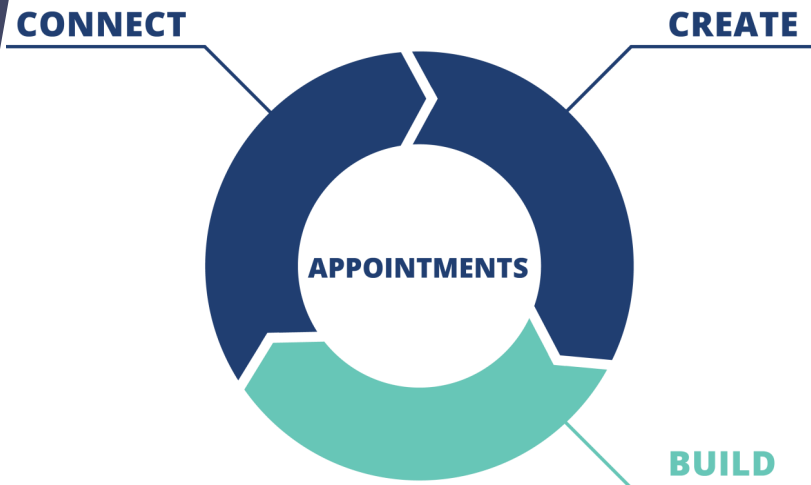
BUILD

- Community of Prospects
- Authority
- Trust & Awareness

Step 2:

The **BUILD** Phase

- Build a Community of Prospects
- Build an Optimized Profile
- Build Trust & Authority with Content



THE APPOINTMENT GENERATOR

Your Authority Leadership Platform

Fill out the section below to the fullest of your ability and tailor the categories as needed to fit your group.

- Target Market:
 - o
 - o
 - o
- Group Differentiators:
 - o
 - o
 - o
- Vertical/Industry:
 - o
 - o
 - o



"THIS S#!T WORKS!"

"Just had a call with someone that found me because of my headline on LI. (which she saw on a comment I made on a post)...Booked a call with me because of my summary...Signing to do a \$15k package after one call. All from the headline.

Nice stuff Josh and crew."

Brian Ainsley Horn

Owner of Authority Alchemy

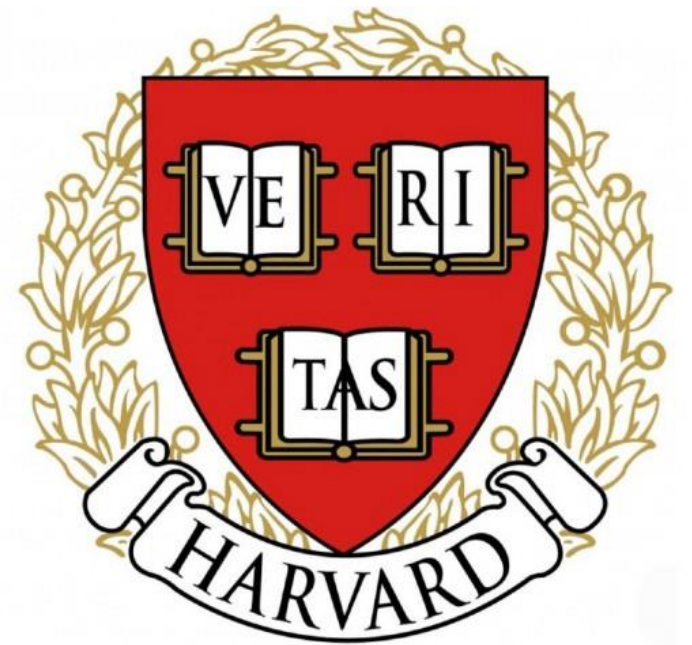
CAVEMAN PSYCHOLOGY

"A lecturer presented a speech to two different groups of students about the importance of arithmetic.

To one group, the presenter was introduced as an award-winning scholar from a prestigious research university.

To the other group, the presenter was introduced as a dishwasher in a restaurant.

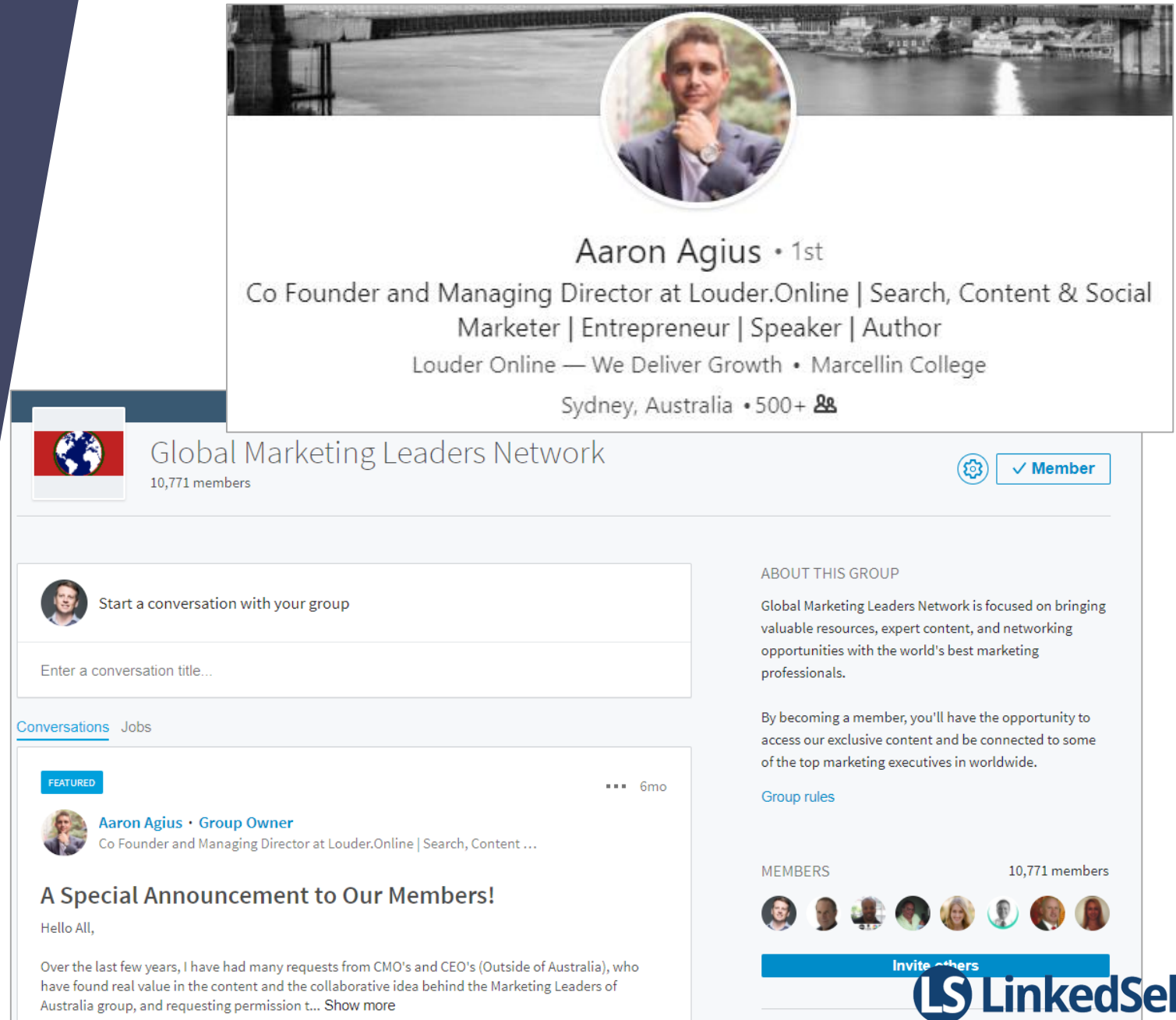
The students responded much more strongly to the "professor" than to the "dishwasher."





Are you the professor or
the dishwasher of your
industry?

The Authority Leadership Platform



The screenshot displays a LinkedIn group profile for the 'Global Marketing Leaders Network'. At the top, there is a banner image of a waterfront city scene and a circular profile picture of Aaron Agius. Below the banner, the group name 'Global Marketing Leaders Network' is shown with a globe icon and '10,771 members'. A 'Member' button with a checkmark is visible. The group description states: 'Global Marketing Leaders Network is focused on bringing valuable resources, expert content, and networking opportunities with the world's best marketing professionals. By becoming a member, you'll have the opportunity to access our exclusive content and be connected to some of the top marketing executives in worldwide.' A 'Group rules' link is provided. The 'ABOUT THIS GROUP' section is also present. In the main content area, a post by Aaron Agius, the Group Owner, is featured. The post is titled 'A Special Announcement to Our Members!' and begins with 'Hello All,'. The text of the post reads: 'Over the last few years, I have had many requests from CMO's and CEO's (Outside of Australia), who have found real value in the content and the collaborative idea behind the Marketing Leaders of Australia group, and requesting permission t... Show more'. The post is marked as 'FEATURED' and is 6 months old. At the bottom right, there is a blue button labeled 'Invite others' and the 'LS LinkedSelling' logo.

Aaron Agius • 1st
Co Founder and Managing Director at Louder.Online | Search, Content & Social Marketer | Entrepreneur | Speaker | Author
Louder Online — We Deliver Growth • Marcellin College
Sydney, Australia • 500+

Global Marketing Leaders Network
10,771 members [✓ Member](#)

Start a conversation with your group

Enter a conversation title...

[Conversations](#) [Jobs](#)

FEATURED 6mo

Aaron Agius • Group Owner
Co Founder and Managing Director at Louder.Online | Search, Content ...

A Special Announcement to Our Members!

Hello All,

Over the last few years, I have had many requests from CMO's and CEO's (Outside of Australia), who have found real value in the content and the collaborative idea behind the Marketing Leaders of Australia group, and requesting permission t... [Show more](#)

ABOUT THIS GROUP

Global Marketing Leaders Network is focused on bringing valuable resources, expert content, and networking opportunities with the world's best marketing professionals.

By becoming a member, you'll have the opportunity to access our exclusive content and be connected to some of the top marketing executives in worldwide.

[Group rules](#)

MEMBERS 10,771 members

[Invite others](#)

LS LinkedSelling

The Authority Leadership Platform

The screenshot displays a LinkedIn profile for Henri Schauffler, a 2nd-degree connection. His profile includes a circular headshot, a blue banner with a network graphic, and a bio stating "Create All The Leads You Can Handle For Your Business" in the Washington D.C. Metro Area. He is associated with salesQB and Colorado College. The page shows "Connect", "Message", and "More..." buttons, along with "See contact info" and "500+ connections". Below the profile is the "D.C. Small Biz Executives Forum" group page, which has 688 members and an "Ask to join" button. The group's admins list Henri Schauffler as the owner. The "Your Connections" section features Victoria Ipri, Kristy Chase, Kirk W. McLaren, and Sherrell T. Martin. An advertisement for Capital One is visible at the bottom right of the group page.

Henri Schauffler • 2nd
Create All The Leads You Can Handle For Your Business
Washington D.C. Metro Area

salesQB
Colorado College
See contact info
500+ connections

Connect Message More...

D.C. Small Biz Executives Forum
688 members
Ask to join

ADMINS

Henri Schauffler
Founder of D.C. Small Biz Executives F...
OWNER

YOUR CONNECTIONS

Victoria Ipri
LinkedIn Social Selling: Build & Nurtur...

Kirk W. McLaren, CEO, MBA, CPA
Nationwide CFO and Accounting Servi...

Kristy Chase
Eliminate Your Personal or Business D...

Sherrell T. Martin
Financial Management Accountant | C...

ABOUT THIS GROUP

As Small Business owner-executives, we're constantly bombarded with one competing priority over another. How do we sort it out so we can FOCUS on what matters most for our business?

If you're looking to learn how to prioritize everything all while ge... [Show more](#)

EARN UNLIMITED 2% CASH BACK



salesQB

**"I have doubled my
business in the two
years since
implementing the
system."**

Henri Schauffler

President at SalesQB

The Authority Leadership Platform



Store Troopers: Forum for Retail Marketers of Consumer Technology



Patty Jensen • 2nd

VP, Account Services. JDA Retail Ready Design helps consumer technology brands stand out online, on shelf & in print.

JDA, Inc. Retail Ready Design™ • Greenhills

Greater Los Angeles Area • 500+



"SUCCESS. In my business if I added just 2-3 more steady clients I would be happy.

Today, I signed a client for 3 projects with more on the horizon! Later this month, I'm speaking at a tradeshow. I had meetings with several potential clients at CES in January. The system is working.

Thanks LS team for all of your support throughout this process!

Patty Jensen

VP at JDA Retail Ready Design



Craig Smith

Founder/CEO of
Trinity Insight

"My group called Digital Executive Council was able to get 296 members over the last 6-8 weeks.

"We've concentrated on only posting great stuff and industry reports and took time in not asking for anything in return, messaging and adding value. Well overnight was my first "ask" for a meeting and the results blew my mind.

Out of 296 members I got 20 members to agree to meetings with me in just the last 10 hours alone and I'm sure more will agree. I'm going to continue to scale and execute this strategy!"

LinkedIn reinvesting in groups post- Microsoft acquisition

Ultimately
experience
are putting
months.

**our goal is to create an even
better Group experience**

improvements and many others become available. Stay
tuned!

Sincerely,
The LinkedIn Team

[Help](#)

This is an occasional email to help you get the most out of LinkedIn.

This email was intended for Pat Henseler (Director Of Training at LinkedSelling). [Learn why we included this.](#)

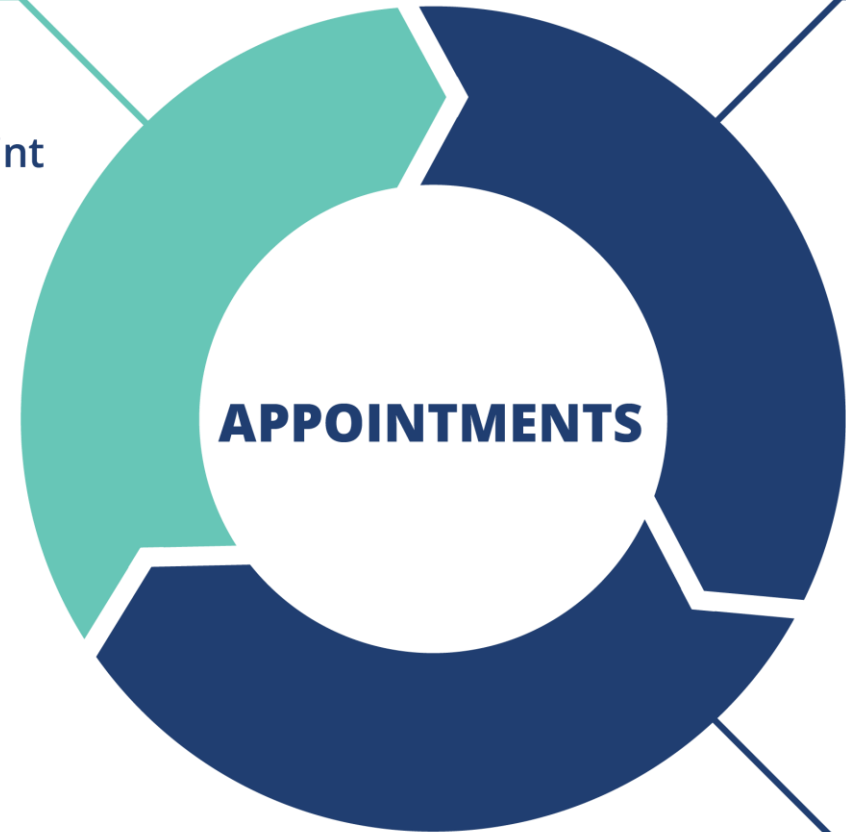
LinkedIn

3-Step LinkedIn System...

CONNECT

- Database Build
- Multi-Touchpoint Messaging Campaign
- Sales

CREATE

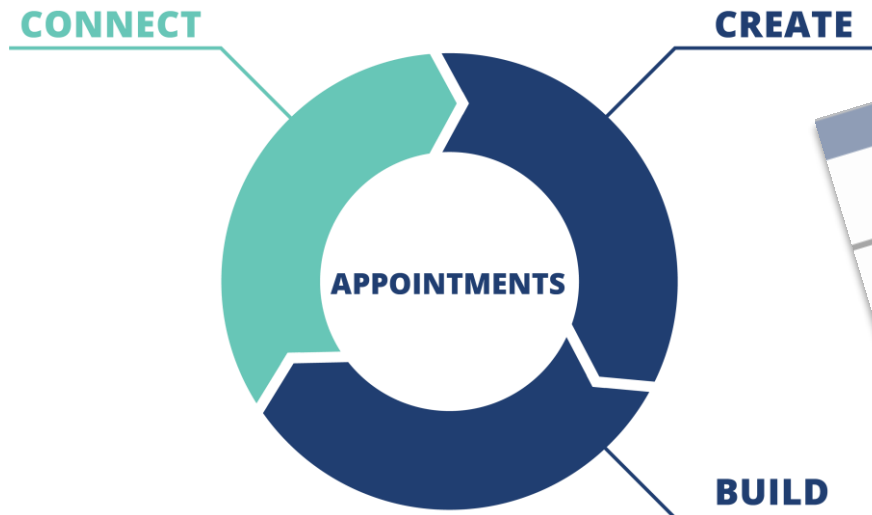


BUILD

Step 3:

The CONNECT Phase

- Connect with Your IDEAL Prospects
- Connect Via a Multi-Touchpoint Messaging Campaign
- Book More Sales Consultations



DATABASE BUILD + ONGOING PROSPECTING

Leverage positioning
to get connected to
THOUSANDS of
ideal, hand-selected
prospects



Step 1: Find Your Prospects

The screenshot shows the LinkedIn search interface. The search bar at the top contains the text "ceo". Below the search bar, a dropdown menu displays "CEO in People" with a list of search results. Two red arrows are present: one points to the search bar, and the other points to the link "See all results for 'ceo'". The search results list includes:


- Todd Nathaniel Davis SME,BDO - 1st • Digital Market disruptor, Market Analyst, Digital Strategist, Serial Entrepre...
- Michael Clark - CEO, ReCenter Consulting - 2nd • The only pro speaker coaching intellectual + emotional + physi...
- Michelle Hummel, CEO - 2nd • CEO | Author | Speaker | Mentor | Investor | Social Media | Franchise Marketing | W...
- Stan Shlyapochnik-CEO Board Chair - 2nd • SERIAL-SOCIAL GLOBAL ENTREPRENEURSHIP CREATE'S SOCIAL CHA...
- CEO Creative Digital Studio - 2nd • CEO at Creative Digital Studio
- Owner CEO - 2nd • Pacific Western Company - LinkedIn LION 18,000+ info@pacificw.com

Below the dropdown, the "See all results for 'ceo'" link is visible. The main search results list shows profiles such as:

- Chief Operations Officer, United States, Current: Chief Operations Officer at Career Development Services LLC, 100 shared connections
- Ryan Eudy • 2nd, Chief Executive Officer at ej4, Greater St. Louis Area, 32 shared connections
- Jaymes Sorbel • 2nd, Chief Executive Officer at Ordello, Greater St. Louis Area, Current: CEO/Owner at ChrisLands Inc - ChrisLands.com, 22 shared connections

On the right side of the interface, there are filters for "Filter people by" including connections (1st, 2nd, 3rd+), keywords, connections of, locations, current companies, past companies, industries, profile language, nonprofit interests, and schools. At the bottom right, there is a button "View results in Sales Navigator".

Step 2: Filter for High-Ticket



[Home](#) [My Network ¹⁶](#) [Jobs](#) [Messaging ⁸](#) [Notifications ³](#) [Me](#) [Work](#) [Sales Nav](#)

All people filters

Clear

Cancel

Apply

First name

Last name

Title

Company

School

Connections

☐ 1st

☐ 2nd

☐ 3rd+

Search with Sales Navigator

Connections of

Add connection of

Locations

Add a location

☐ United States

☐ India

☐ Greater St. Louis Area

☐ Greater New York City Area

☐ United Kingdom

Current companies

Add a company

☐ Google

☐ Techstars

☐ Microsoft

☐ World Economic Forum

☐ Forbes

Past companies

Add a company

☐ IBM

☐ Microsoft

☐ McKinsey & Company

Industries

Add an industry

☐ Marketing and Advertising

☐ Information Technology and Services

Profile language

☐ English

☐ Spanish

☐ French

☐ German



Bob Smith

Chief Executive Officer (CEO) or Executive Director (ED) (MBA, MS, PhD, MBA, DPM)

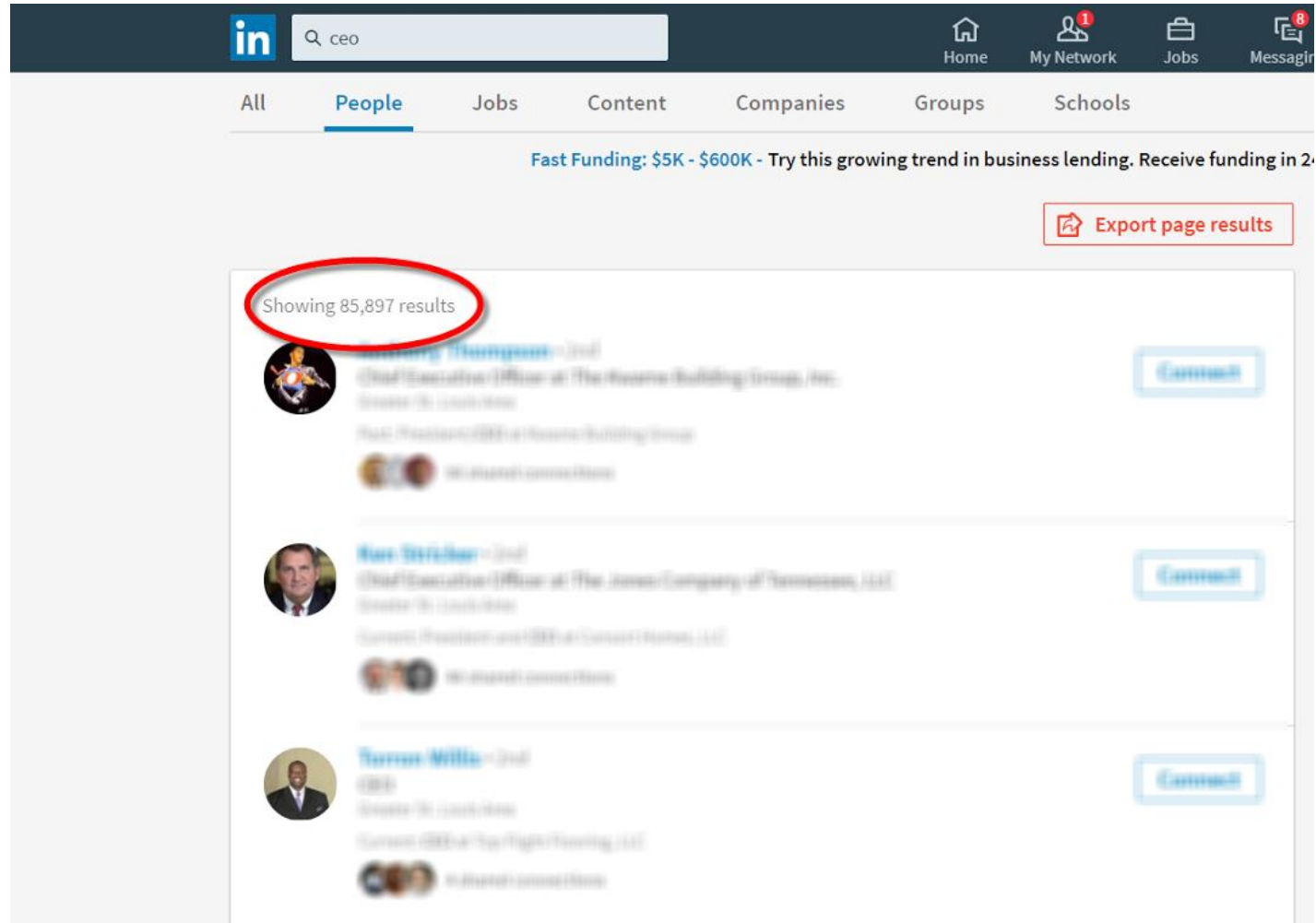
Greater St. Louis Area

Former CEO at World International

200 shared connections

Connect

Step 2: Filter for High-Ticket



The image shows a screenshot of a LinkedIn search results page for the query "ceo". The page is filtered to show "People". The search bar at the top contains "ceo". The navigation bar includes links for Home, My Network (with a notification badge), Jobs, and Messages (with a notification badge). Below the navigation bar, the search results are categorized by "All", "People" (selected), "Jobs", "Content", "Companies", "Groups", and "Schools". A banner for "Fast Funding: \$5K - \$600K" is visible. A red button labeled "Export page results" is present. The results section shows "Showing 85,897 results" (circled in red). The first three results are listed, each with a profile picture, name, title, company, and a "Connect" button.

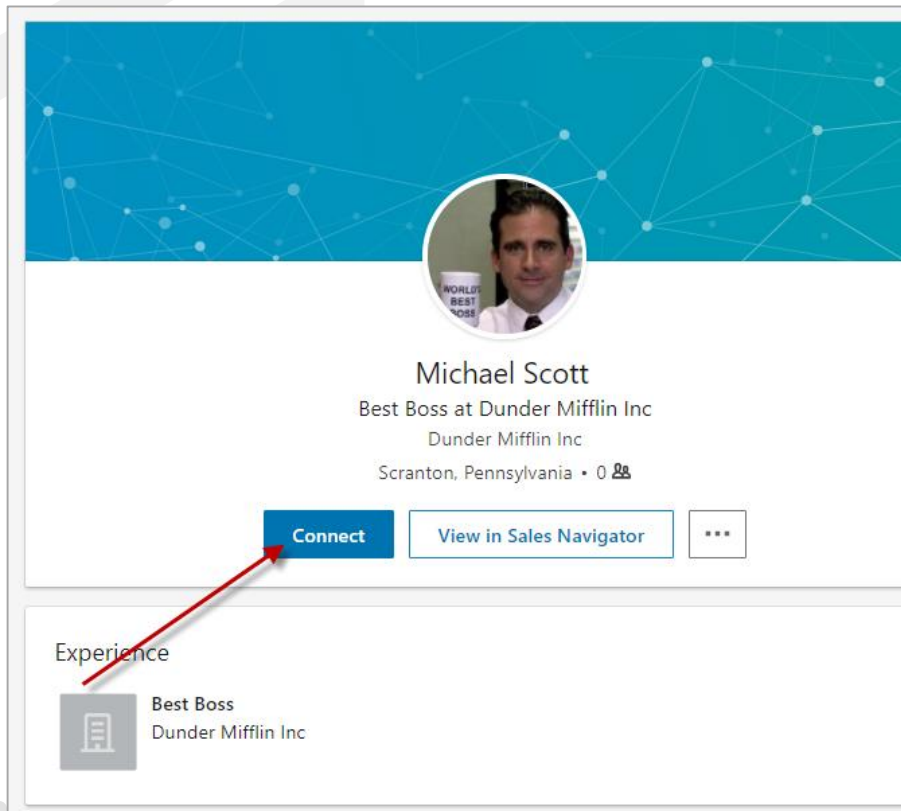
Showing 85,897 results

William Thompson - 2nd
Chief Executive Officer at The Home Building Group, Inc.
Greater St. Louis Area
Past President/CEO at Home Building Group
Mutual connections

Ray Stricker - 2nd
Chief Executive Officer at The Jones Company of Tennessee, LLC
Greater St. Louis Area
Current President and CEO at Concord Homes, LLC
Mutual connections

Terrell Miller - 2nd
CEO
Greater St. Louis Area
Current CEO at Top Flight Training, LLC
Mutual connections

Step 3: CONNECT



You can customize this invitation

Include a personal message (optional):

Hi Michael,

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

Hope business is going well!

Thanks,
[Your Name]

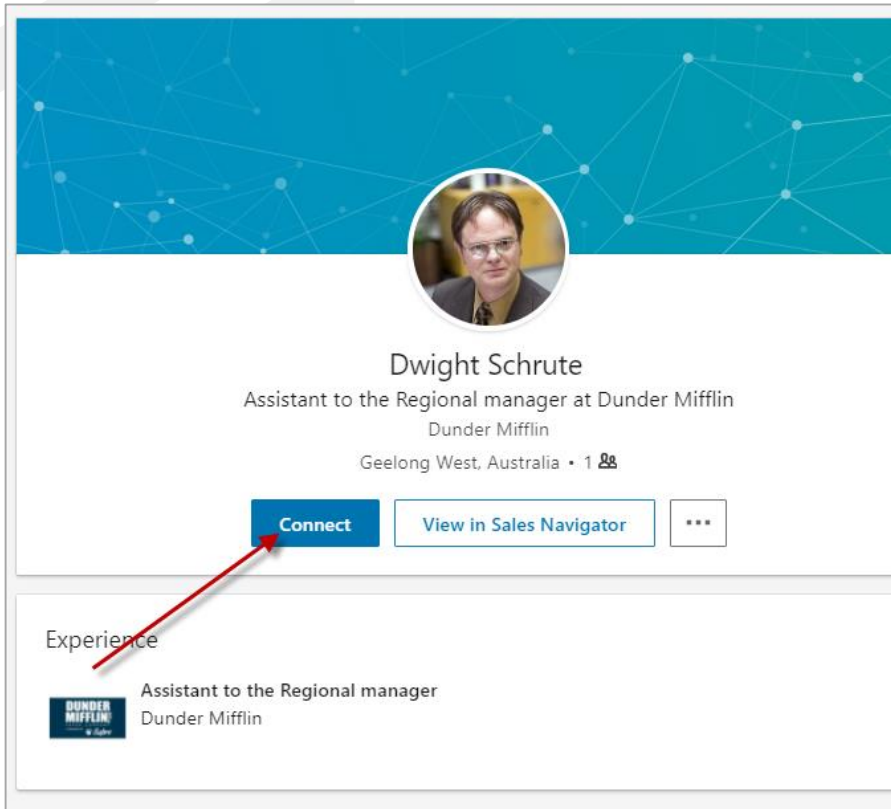
Founder, [Your Authority Leadership Platform]

97

Cancel

Send invitation

Step 3: CONNECT




A screenshot of a LinkedIn profile for Dwight Schrute. The profile header has a blue background with a network diagram. Below the header is a circular profile picture of Dwight Schrute. Under the picture, the name "Dwight Schrute" is displayed, followed by his title "Assistant to the Regional manager at Dunder Mifflin" and location "Geelong West, Australia • 1 28". Below this information are three buttons: a blue "Connect" button, a light blue "View in Sales Navigator" button, and a three-dot menu button. A red arrow points to the "Connect" button. Below the buttons is the "Experience" section, which shows a logo for "DUNDER MIFFLIN" and the text "Assistant to the Regional manager" and "Dunder Mifflin".

Dwight Schrute
Assistant to the Regional manager at Dunder Mifflin
Geelong West, Australia • 1 28

[Connect](#) [View in Sales Navigator](#) ...

Experience

 Assistant to the Regional manager
Dunder Mifflin

You can customize this invitation

Include a personal message (optional):

Hi Dwight,

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

Hope business is going well!

Thanks,
[Your Name]

Founder, [Your Authority Leadership Platform]

98

Cancel

Send invitation



Goal = 60 appointments

**300-400 new connections
per month.**





Goal = 15 appointments

**75-100 new connections
per month.**




Case Study



Aaron Agius • 1st

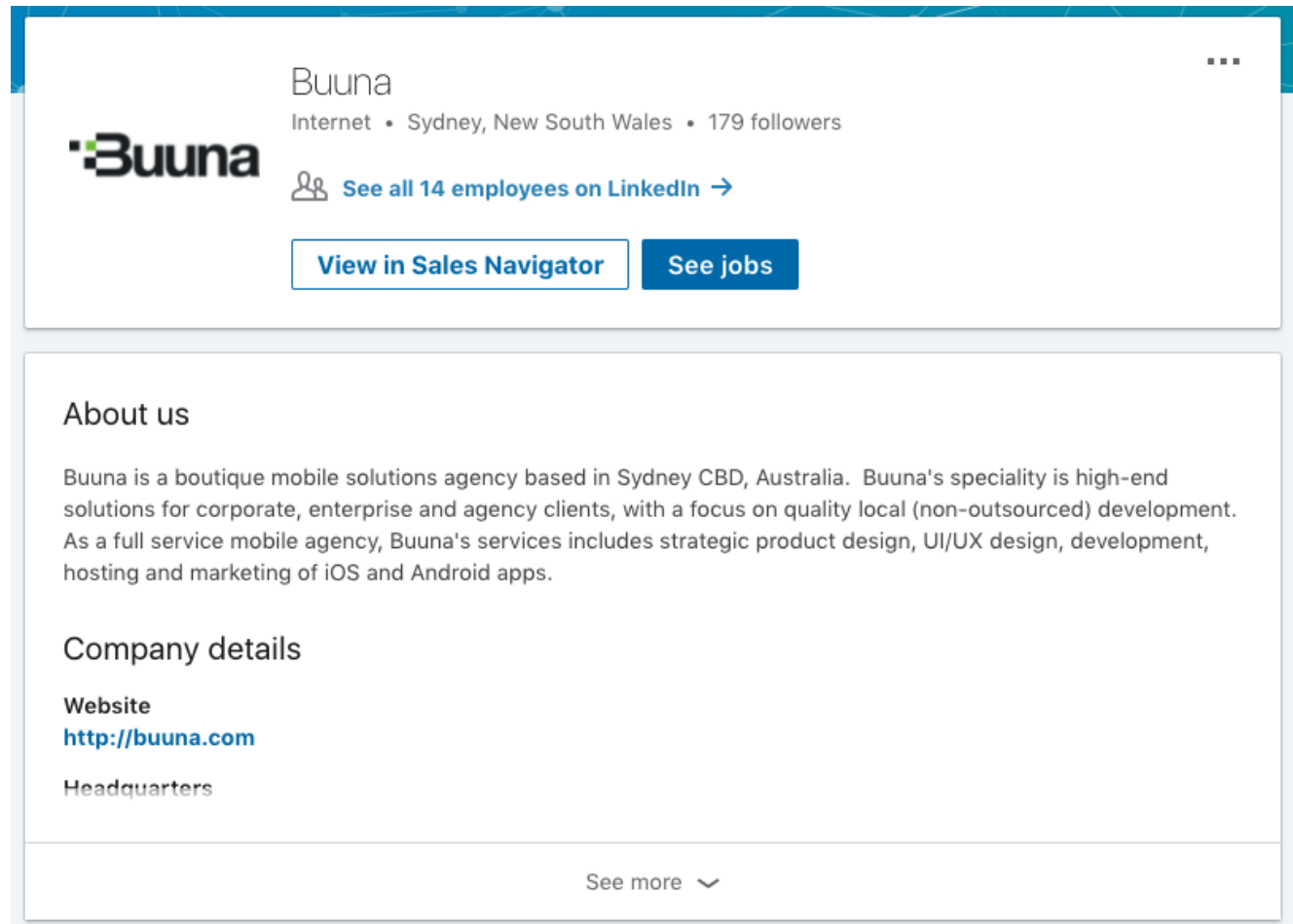
Co Founder and Managing Director at Louder.Online | Search, Content & Social Marketer | Entrepreneur | Speaker | Author

Louder Online — We Deliver Growth • Marcellin College

Sydney, Australia • 500+ 

4,506 prospect leads
from ongoing outreach

Case Study

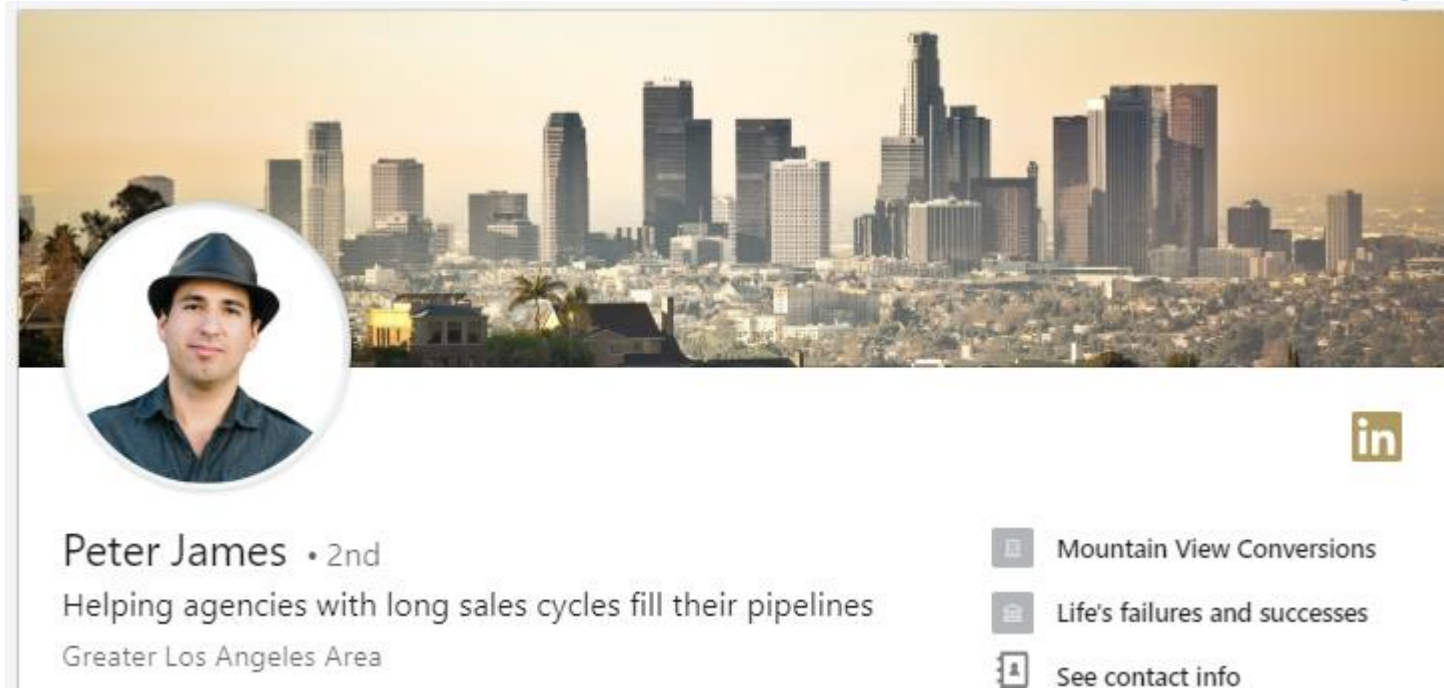


**18 appointments in
their first month***

***Virgin, Kodak, LexisNexis and others**



Case Study



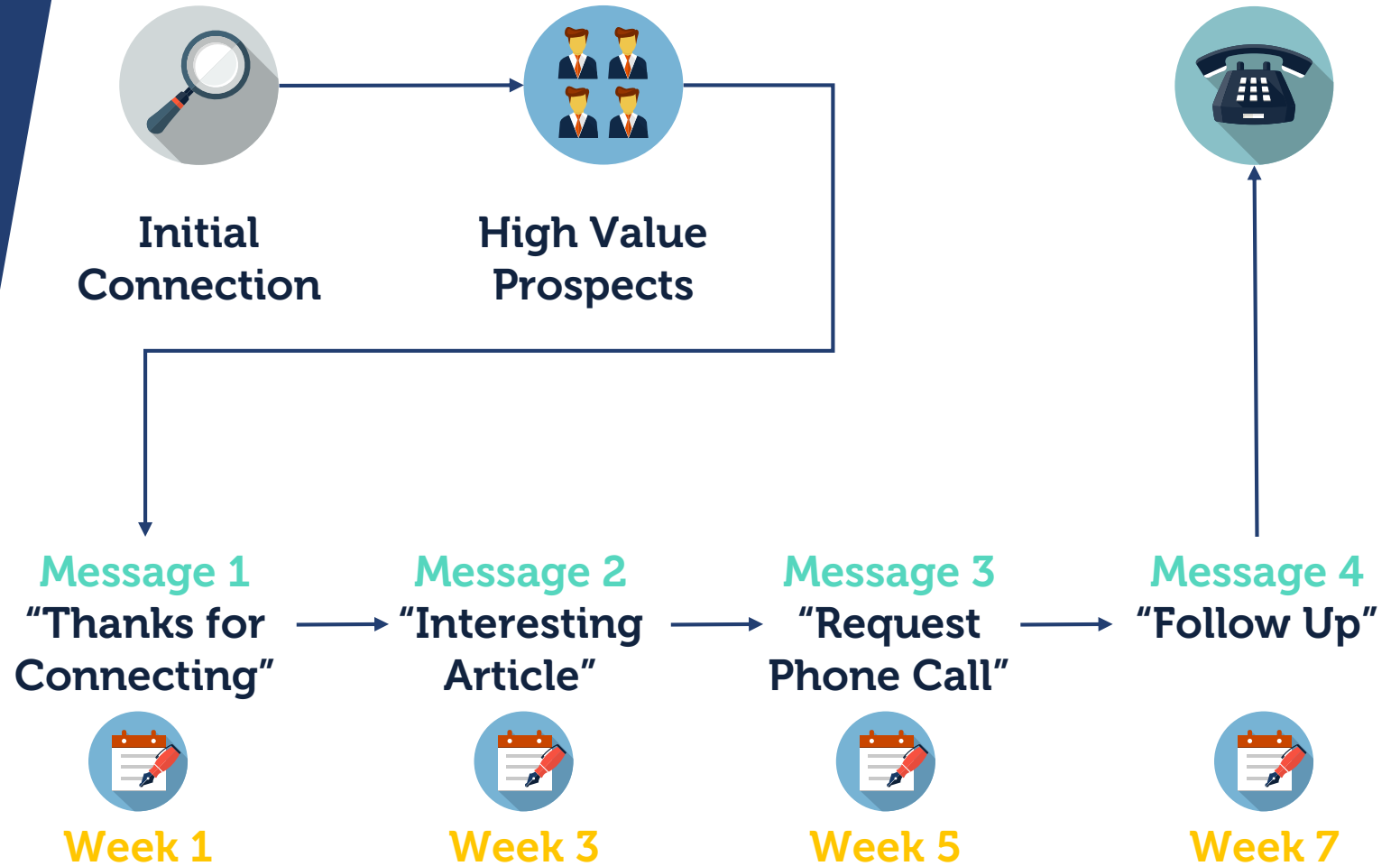
"I just got my first client through the system! It worked so well it didn't even feel like selling at all. I highly encourage you guys to go all in!"

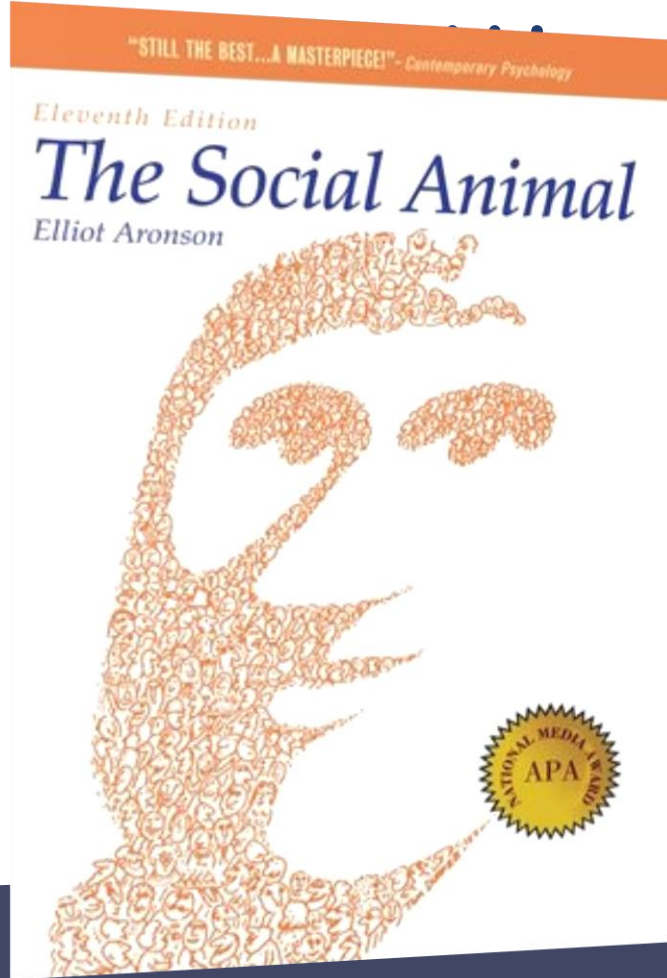


Turning prospects into appointments.



Multi-Touchpoint Messaging Campaign



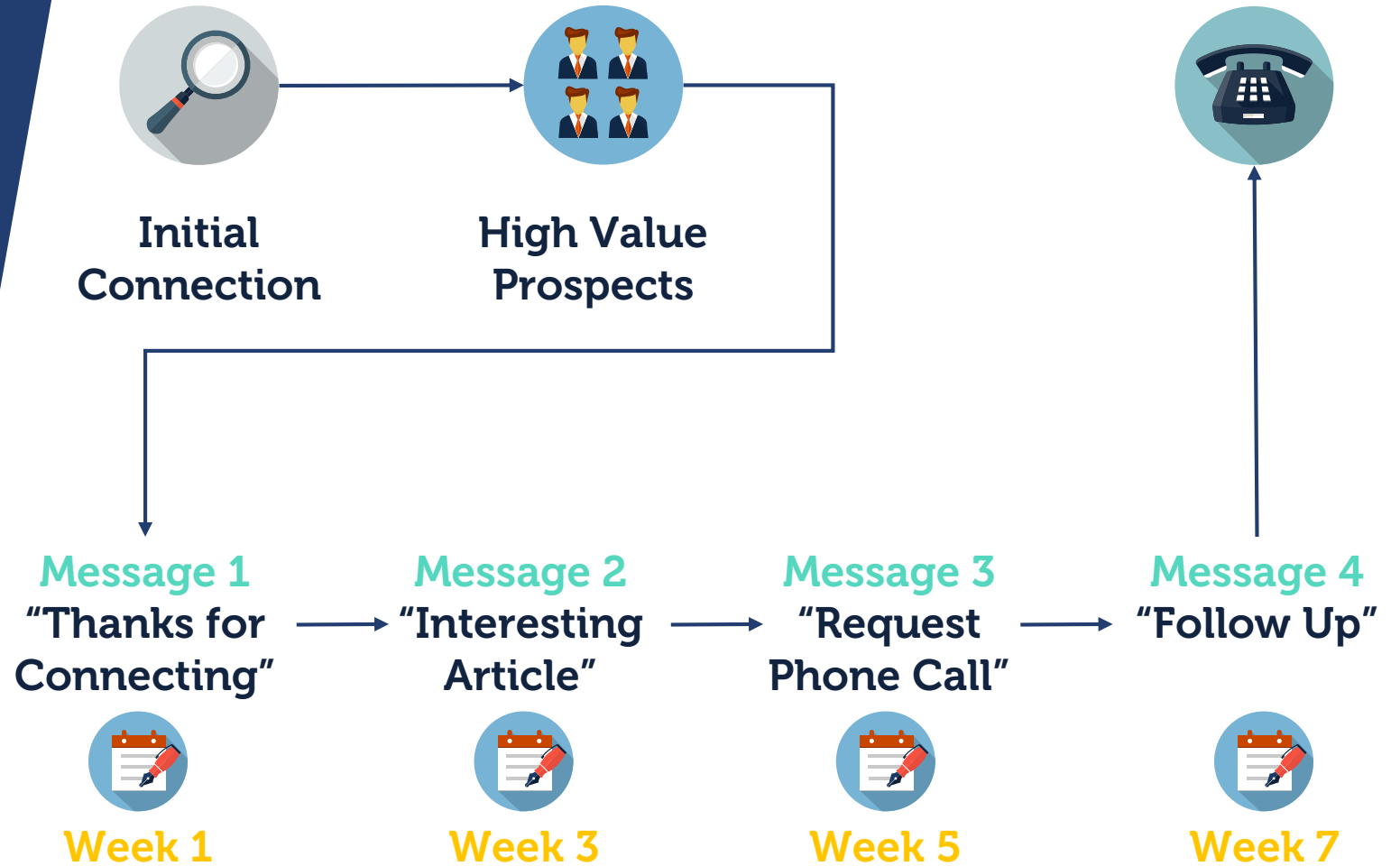


**“All other things being equal,
the more familiar an item is,
the more attractive it is.**

**People prefer faces they’ve seen ten
times to equally attractive faces they’ve
seen only five times.”**

Dr. Elliot Aronson

Multi-Touchpoint Messaging Campaign





THE \$27,000
TripWire



Hi Tom,

Thanks for the note! Your business seems very interesting and I'd love to learn more. When can we chat some time?

Best,
Mike

mike@



2:55 PM

Read



Absolutely

Sure!

Hi Mike

THE \$27,000
TripWire

Case Study



“After just a few months...I have 2 real big deals...in addition to a couple more. Your leads are also rolling into referrals which are getting me more deals! My only concern now is generating too much growth!”

“We now have enough clients to generate 3x the revenue we had previously. Every month! Not just some months... And it has been less than 1 year, so we are still expanding. What a difference a year can make!!!



Luda Drummond

Owner at ClickWhipt

""I have closed 4 people
so far! :)

Big thanks to this
program for the kick up
the ass I needed!"



Scott Weddell

Owner at The Pioneering Group

Roger Lopez,
Vice President of Operations

...

Sep 12

Hi Roger,

I hope this note finds you well.

My colleague Jason saw that you and I are connected and mentioned he was planning on reaching out to you for a quick phone call. I thought it would be good to do bit of a warm introduction.

As you may already know, my company provides a variety of offerings to local businesses and I think you two would have a really productive conversation about your company and how to take advantage of a few opportunities in the Tampa market. If you don't mind I'd like to pass your info along to Jason to schedule an introductory call.

Let me know a good time and contact number and I'll send your information over to him.

Warm regards,

Cheryl



Hello Cheryl,

Have Jason reach out next week.

Thanks,

Roger

2:18 PM

7:50 PM

**Hand off the
call to one of
your reps...**

Another Playbook. It depends!



guscroghan 3:36 PM



I've been sending:

Thanks for connecting/Group invite

Request for a phone call

Content message: link to some relevant ted talks

Follow up request

Follow up to the follow up

Then two email follow ups.

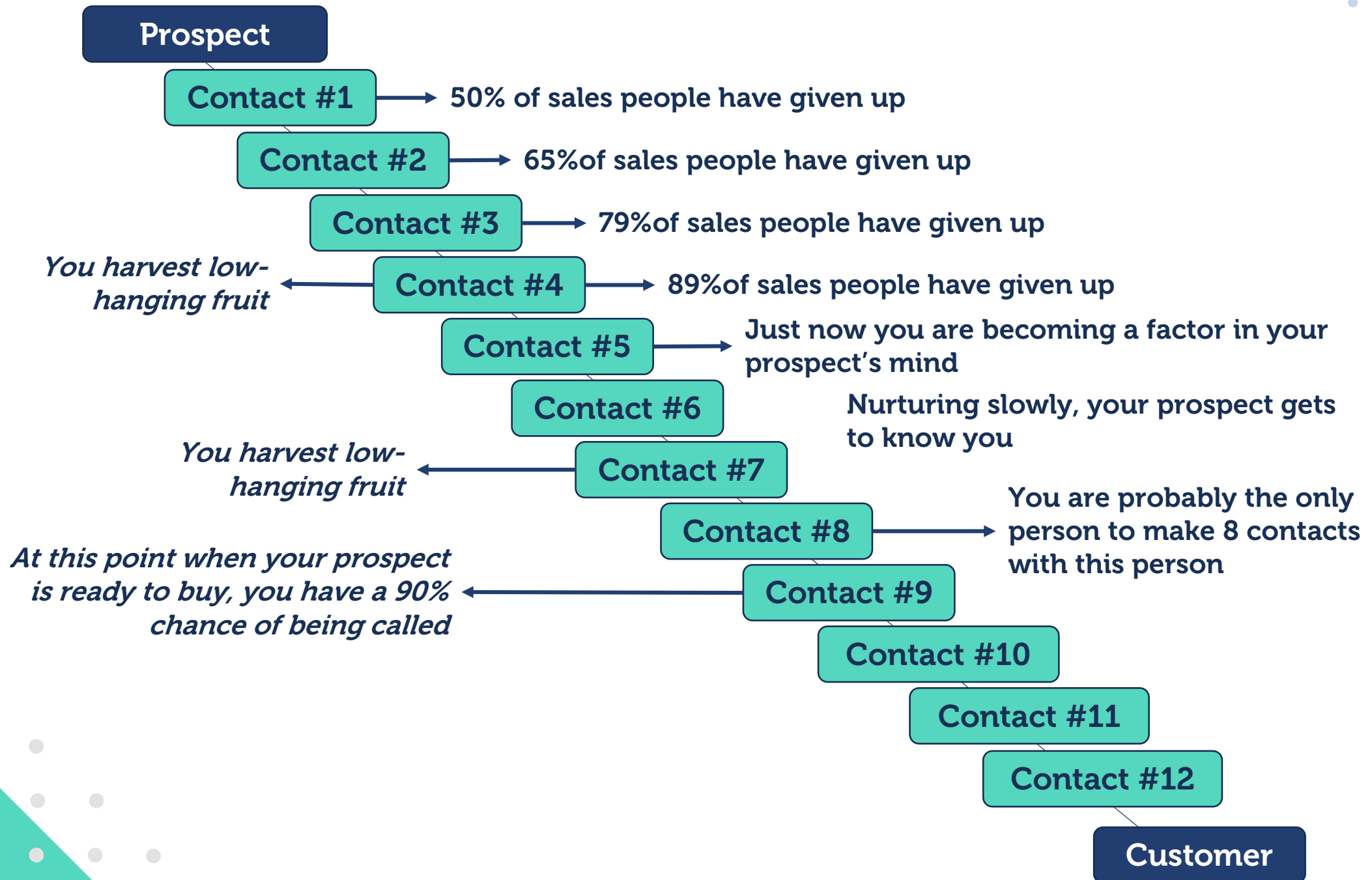
I got 15 leads in january from groups of about 20-30 prospects.

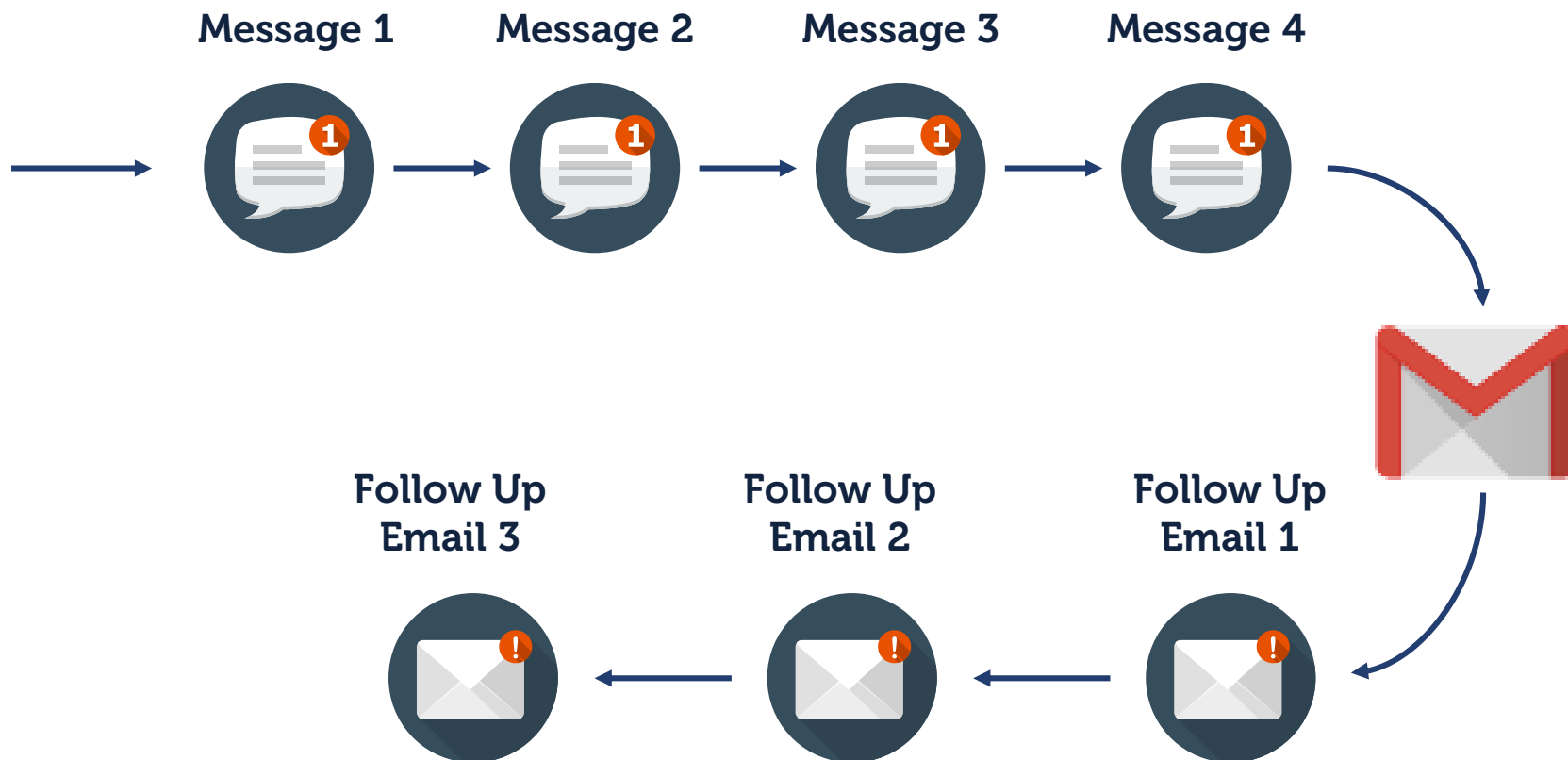
the conversion rate is awesome. Jerett is doing the same thing and he's been getting awesome results as well



Follow up!!!!!!









**"If you need a consistent process
that generates new business
daily, this is it!"**

Cathy Yerges

Owner of BG3



Let's do the math...

60 appointments per month



To get to **60**
appointments
per month...

1,000 connection requests sent per month =
400 new connections

Each worked through 2-3 month messaging campaign

800-1,200 prospects messaged per month
2 messages per month

1,600-2,400 total messages per month
80-120 per day, 5 days a week

To get to **15**
appointments
per month...

250 connection requests sent per month =
100 new connections

Each worked through 2-3 month messaging campaign

200-300 prospects messaged per month
2 messages per campaign

400-600 total messages per month
20-30 per day, 5 days a week

3-Step LinkedIn System...

CONNECT

CREATE

- Prospect Profile
- Prospect Map
- Value Identifiers

APPOINTMENTS

BUILD

3-Step LinkedIn System...

CONNECT

CREATE



BUILD

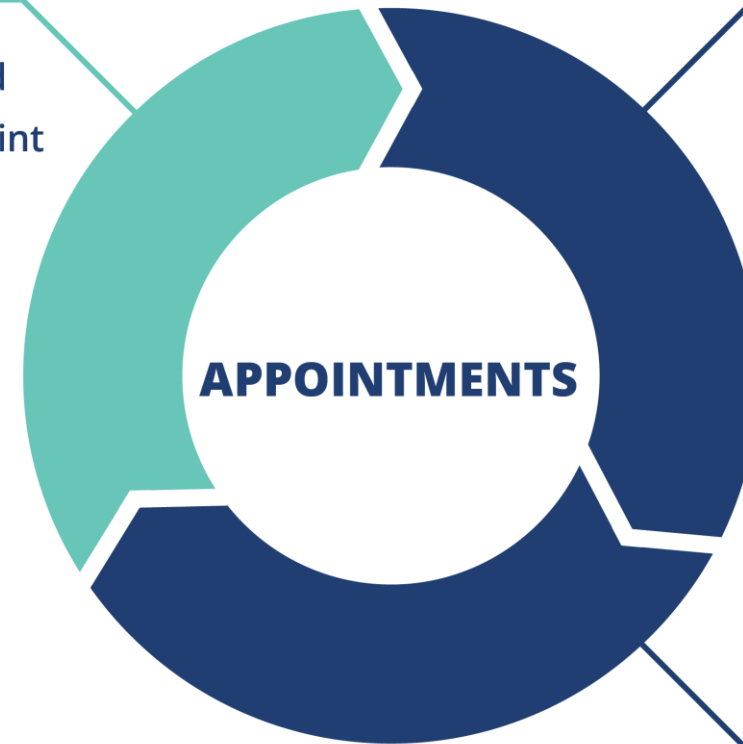
- Community of Prospects
- Authority
- Trust & Awareness

3-Step LinkedIn System...

CONNECT

- Database Build
- Multi-Touchpoint Messaging Campaign
- Sales

CREATE



BUILD



ROI

Do the math yourself.

If you had just 15 new high ticket appointments each month....what would that mean to you over the course of the next few years?



Let's Talk!



Learn The Step By Step Process
For Generating 60+ High Ticket
Sales Appointments Per Month,
With Zero Ad Spend.

~~VALUE: \$997~~

FREE

Simply fill out this card and turn it in to a LinkedSelling
team member.

LINKEDIN ROCKET LAUNCH PLAYBOOK

*Plus: Messaging Scripts
and Templates*

 **LinkedSelling**

LINKEDIN ROCKET LAUNCH PLAYBOOK

Name: _____ Title: _____

Organization: _____

City/State: _____

Email: _____ Phone: _____

2017 Revenue: _____

2018 Revenue Goal: _____

☐ **YES!** I would love a FREE 1-on-1 LinkedIn Rocket Launch Session to custom design my strategy.

Comments:



**“What things should I
customize for my
business?”**



**“Who are the best prospects
for me to target?”**



**“What should the strategy be
for my Authority Leadership
Platform?”**



“What kind of ROI should I expect from this system?”



**“How can I scale this as my
business continues to
grow?”**



**Map out a custom strategy
for your business.**

Get Results Now!



"I've booked a lot of calls, and got a couple clients from it, in just a few months!"

~ Jeff Woodard



"We've generated 3x the revenue we had previously. Every month! Not just some months..."

~ Luda Drummond



"I've hit big milestones in my business because of this program. Notably, I've had 6 new clients, have 4X'd my LinkedIn network, and have a LinkedIn group where people are asking to join regularly."

~ Jay Magpantay



Let's Talk!



LINKEDIN ROCKET LAUNCH PLAYBOOK

Name: _____ Title: _____

Organization: _____

City/State: _____

Email: _____ Phone: _____

2017 Revenue: _____

2018 Revenue Goal: _____

☐ **YES!** I would love a FREE 1-on-1 LinkedIn Rocket Launch Session to custom design my strategy.

Comments: