



July 1, 2021

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Dear LinkedSelling Team,

I met with the agency to talk about how we can better serve our clients. We discussed what we're hearing from current clients, as well as prospective clients and other businesses we've spoken with. Our goal is to provide something that will address and solve issues that have come up recently and that will actually help businesses scale.

Our agency has been working diligently to come up with a new service offering for our clients who are struggling with:

- sales teams who spend too much time on prospecting and not actually closing
- sub-par quality leads
- inconsistent sales pipelines

All of which contribute to one underlying problem: unpredictable revenue.

Some of you are familiar with the result of these discussions and I am super pumped about what we've come up with to address each of these issues:

**A brand new service offering called the LinkedSelling LaunchPad Exclusive. We have never offered these services in the format to the public before, so this will be very exciting. The offer opens to our community July 2021 and extends through the end of the year.**

As we talked about in the company meeting on last week, we're expecting a lot of questions on the new services, and we want everybody to be ready for them.

Each department has been briefed on what to expect and on how to deliver. This is a three month package that brings fresh, quality appointments for our clients. The LinkedSelling Ads Division will build out the repeatable system the first month and then fully manage the system the following two months, plus offer training.

Here are the specifics...

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- **Done-for-you build out of a professional Facebook or LinkedIn ad campaign** including: all ads, landing page, and graphic imagery designed to attract and capture qualified leads.
  - **A proven strategy with a full overview and training** on how to beat out the competition and get the best cost per result in Facebook's or LinkedIn's competitive marketplace.
  - The **development or optimization** of one Business Profile, including cover photo, profile picture, and short and long descriptions to enhance search ranking, fan engagement, organic reach and prospect attraction.
  - **The creation of the lead magnet (Yes, we'll create the whole thing!)**
  - **Market research** identifying ideal prospects and how to reach and speak to your target market ON Facebook or LinkedIn.
  - The creation of the **opt-in landing page** for collecting leads.
  - The creation of the **Profit Maximizing Thank-You page** pitching a consultation call or an upsell.
  - The **copywriting, editing and set-up** of up to a 9 email follow-up sequence.
  - The **integration and set-up with the client's CRM** or marketing automation systems
  - Instructional **videos and templates** on how to optimize and run your campaign.
  - **Best practices checklist** on how to maximize the value from leads generated.
  - Three **30-minute analysis sessions** with our very own ads analyst and copywriter to look at your results and offer recommendations for improvements after you started running your ads.
  - **TWO full months of weekly emails FREE**
  - **AND our Organic Lead Explosion Program which includes 30 days of social media posts**
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We're opening next week. Have a great weekend, let's get after it!

Take the lead,

Ben