



Take
the
lead.



THE MARKETING LAB

The 'Mini-Mastermind' Funnel:

How to Create and Launch a New Funnel in Half the Time...Even if you are selling a New Product or Service in a New Vertical

Two Strategies for Today

1

A lower-priced, high-volume evergreen funnel strategy.

2

A higher-touch and higher-tier appointment generating funnel.





Funnels don't need to be overly complex to work...

15 Minute Executive Brief: What's Working Now For Lead Generation Through LinkedIn

A 15 Minute Crash Course Into Our Top Performing LinkedIn Lead Generation Campaign Structure Over the Last 24 Months



15 Minute Executive Brief The **LinkedSelling** System



with
Josh Turner
Founder & CEO





A typical office worker gets only **11 minutes** between each interruption, while it takes an average of 25 minutes to return to the original task after an interruption

**Source: New York Times



How Does It All Fit Together? The Marketing & Sales Funnel

©3to5marketing.com

3

Main Components to the Content

Your Content

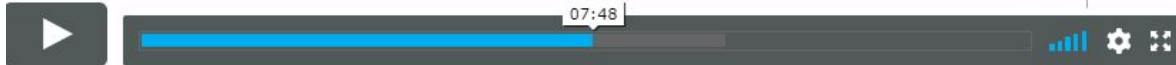
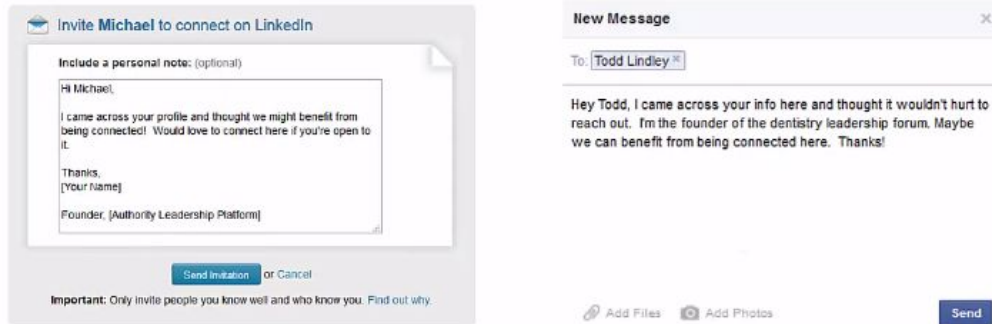


Why Them?

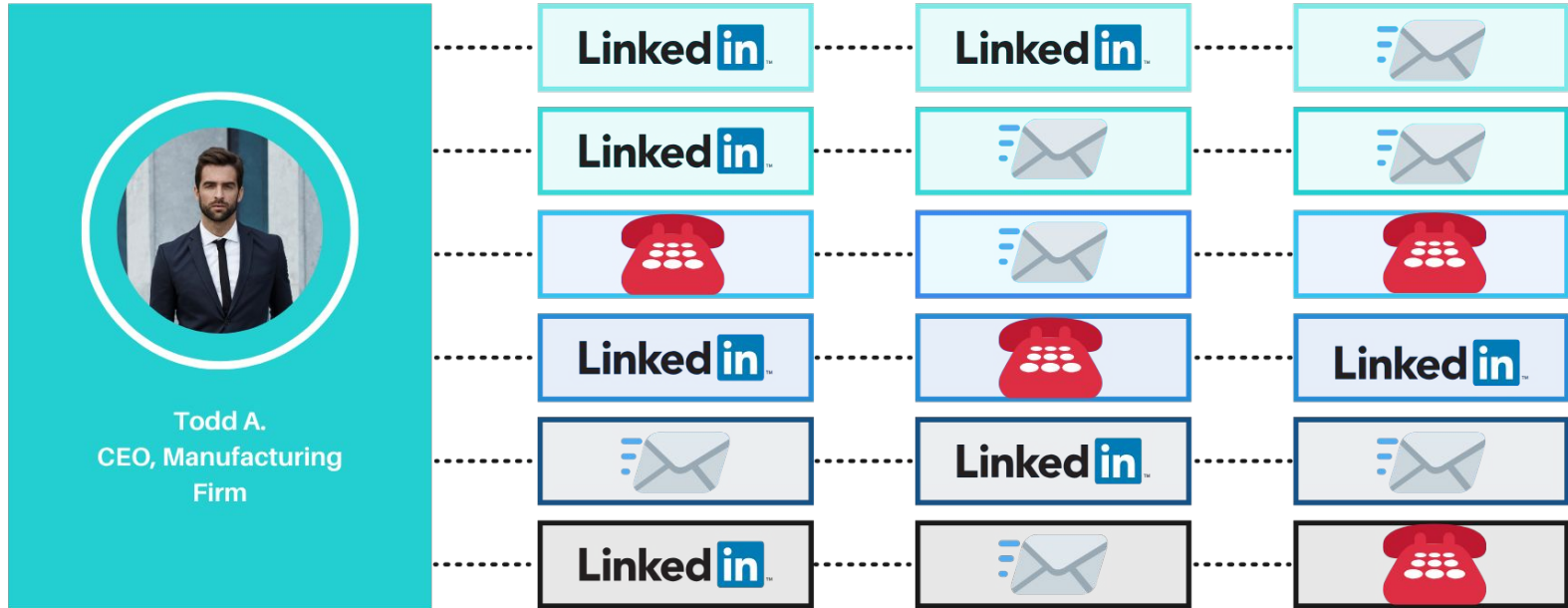


Why You?

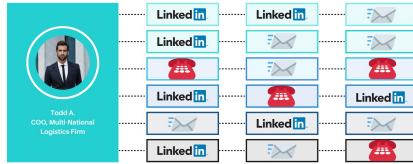
You'll create a big database of 300-1,000 potential clients in just 2 days...and be one step away from booking appointments.



Why You?

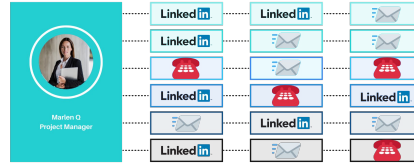


Why You?



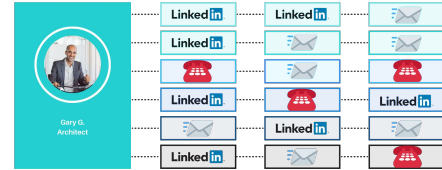
Todd A.
COO, Multi-National
Logistics Firm

Linked In	Linked In	✉
Linked In	✉	✉
✉	✉	✉
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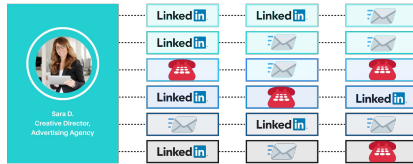
Marlon O.
Project Manager

Linked In	Linked In	✉
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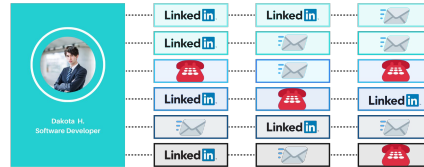
Gary G.
Architect

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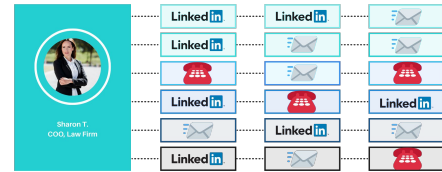
Sara D.
Creative Director,
Advertising Agency

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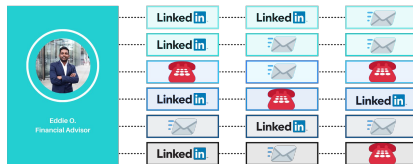
Dakota H.
Software Developer

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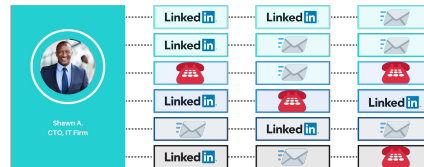
Sharon T.
COO, Law Firm

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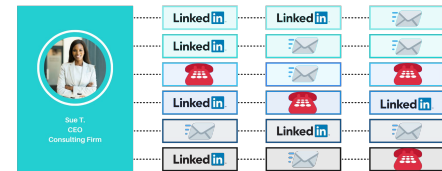
Eddie O.
Financial Advisor

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✉	✉	✉
✉	✉	✉



Shawn A.
CTO, IT Firm

Linked In	Linked In	✉
Linked In	✉	✉
✉	✉	✉
✉	✉	✉
✉	✉	✉
✉	✉	✉



Sam T.
CEO,
Consulting Firm

Linked In	Linked In	✉
Linked In	✉	✉
✉	✉	✉
✉	✉	✉
✉	✉	✉
✉	✉	✉

Why You?

Client case study



Aaron Agius

1st • PREMIUM

Search, Social & Content Marketing Expert, Managing Director at Louder Online

Sydney, Australia | Marketing and Advertising

Current **Louder Online**
Previous **Atomic Search, Elcom Technology, Leighton Contractors**
Education **Marcellin College**

Send a message

Endorse

500+
connections

4,506 total from Initial + Ongoing

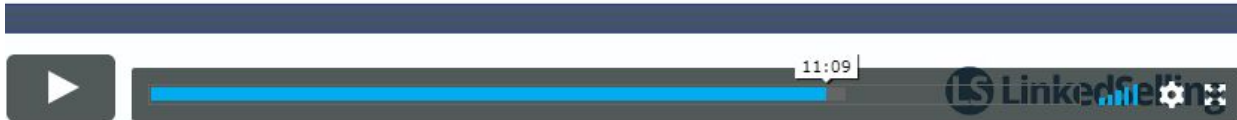


Why You?



"LinkedSelling has been great to work with. They've helped me build our group to over 5,000 members online. The members are high quality, engaged professionals that really enjoy the content and information I provide for them, and I stand out as the go to expert.

I've done over \$600,000 in business from the leads generated with this system, and am currently working on a half a million dollar deal that is a direct result of meeting one member in the group. "
- **Tom Swip, IT Consultant**



Next Steps?

We have different options for different types of customers...

Next Steps?



Work with my team to implement
our proven system generating
10+ appointments per month.

Get started today for only \$997 (or 3 payments of \$397) at



Next Steps?



Our headquarters in St. Louis MO

Our done-for-you LinkedIn campaign management program.

- 12-15 appointments per month.
- We implement the entire system on your behalf.

Learn more and sign up for a time to talk with our Director of Client Strategy:



Next Steps?

2 Paths

Do It Yourself
(with our guidance)



Link 1

Fully Outsourced
(we do it for you)



Link 2

314-499-8892 • Josh@LinkedSelling.com • LinkedIn.com/in/JoshBTurner

Route #2

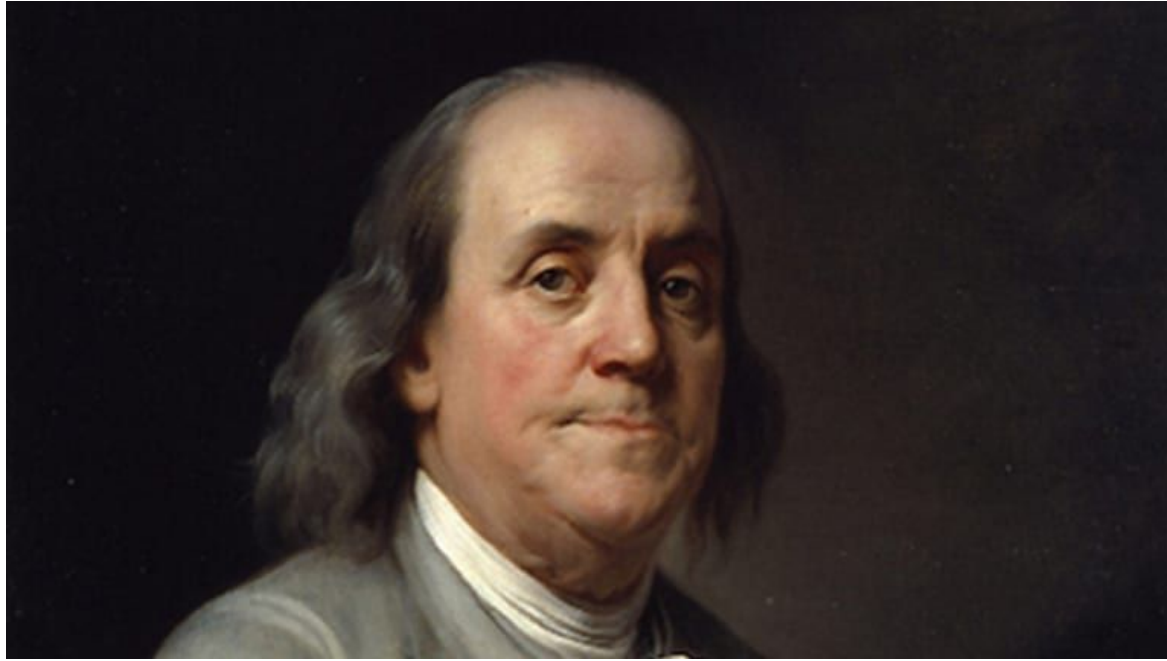
The Mini-Mastermind Funnel



The Mini-Mastermind Funnel

- ✓ No list.
- ✓ No ads.
- ✓ No sales team.
- ✓ A brand-new service.

Learning from others experience isn't new...



“The members all shared a spirit of inquiry and a desire to improve themselves, their community, and to help others.”



The Plan

1

Invite via LinkedIn (or Email) Message.

2

Hold Introductory Call.

3

Host Virtual Mastermind Event.





You 9:00 AM

Hi Sheila, We've been connected for a bit and your name popped up here.

I'm thinking of doing an informal mastermind of IT/Consulting business owners, maybe 5 or 6 of us...we just do it on zoom. No charge or anything like that. Everybody shares something that's working right now in their business for revenue growth. 90 minutes total maybe, and hopefully we all pick up some things from each other that can help us moving forward.

It's the kind of thing I want to do more of, but I don't want to travel more than I already am, or commit to any big long term thing. So I figured why not just do this informally with some folks I already am connected with.

If you're interested let me know and I'll put you on the list. Hoping to get it scheduled within the next few weeks.

Count you in?

Thanks,
Josh

If interested...



You 2:34 PM

Hey Sheila - Got everybody locked in for the mastermind meeting. It's going to be a very solid group.

Two things I need from you:

1. If you can go to this link and indicate which times are best for you:



2. I'd like to schedule a 10 minute call for you and I, to firm up what you'll be sharing with the group and go over the format. I think it's important that we do this prior, so that we don't show up and have everybody wondering what the deal is. Here's my scheduling link:



(If you don't see a time that works, let me know and we can find something that does.)

Thanks!

Josh

If no response...

...wait 5 days



You 1:35 PM

Jim, Just following up on this. I have 2 spots left and want to double check if you're in/out before I give them to somebody else.

So far confirmed we have:

- CEO of Spry Digital (Interactive Web Dev)
- President of IntelliData (BI Software)
- VP Development at GTSG (Data Center Services)
- CEO at Results.com (Business Management Platform)
- Me (2 saas products + consulting arm)

Should be a great group and a lot of powerful sharing around what everybody is doing for new top line growth initiatives. Let me know if you'd like to attend? I'll shoot you an email as well.

Josh

The most powerful impact it has is a way to position yourself as more than just another vendor. But as a peer and a leader.



*“If your action inspire others to
dream more, learn more, do more
and become more you are a
leader.”*

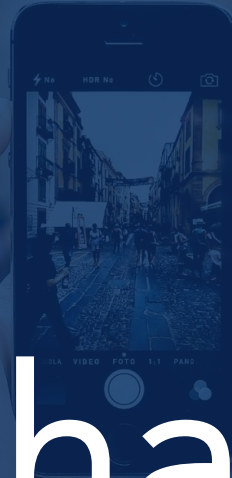
~ John Quincy Adams

charge or anything like that. Everybody shares something that's working right now in their business for revenue growth, 90 minutes total maybe, and hopefully we all pick up some things from each other that can help us moving forward.

What's working best for your
revenue growth right now?

B2B
world is

changing



LinkedSelling Outbound Campaign



Tom Swip • 1st
President/CEO at Swip Systems / Founder Midwest Manufacturing Leaders / Vice
President at Guard911, LLC

Midwest Manufacturing Leaders - The Community for Midwest Manufacturing Industry Executives

6,872 members

Start a conversation with your group

Enter a conversation title

Conversations Jobs

Tom Swip • Group Owner
President/CEO at Swip Systems / Founder Midwest Manufacturing Lead...

Reminder! MML Outing at Ranken this Friday!

Just wanted to shout you over a quick reminder about our Midwest Manufacturing Leaders outing taking place this Friday!

Join us for our #1st MML outing of 2018 where our host Stan Show, President of Ranken Technical College, will provide valuable in... Show more

ABOUT THIS GROUP

Midwest Manufacturing Leaders is focused on bringing valuable resources, expert content, best practices & networking to top manufacturing professionals in the Midwest.

Join our group, and you'll have the access to our exclusive content and connect w... Show more

Group rules

MEMBERS 6,872 members

Invite others



Can Outbound Deliver Long-Term Value?

Most companies view outbound as a completely sunk cost with only short-term gains.

With the LinkedSelling system, you get the short-term benefit of an outbound program while also building a significant marketing asset on LinkedIn and beyond.



Alternate approach...



Hey Joe,

I run a small mastermind group here on LinkedIn called "INSERT NAME".

We're a group of independent business owners and entrepreneurs sharing what's working best to engage, attract and sell in today's seemingly never-ending battle for attention.

Anyways - we've been uncovering some pretty interesting trends from our conversations with other business owners in the same vertical as you. And since we've been crossing paths here on LinkedIn for a while I wanted to see if you might be interested in discussing some of our findings.

Would you be interested in chatting for a few minutes to talk about what trends and opportunities we've discovered to be working best?

How does your schedule look next week?

Glenn



Hey Joe,

I wanted to follow-up on this ^^ message from a couple of weeks back.

Let me know if you'd like to chat about any of the latest strategies our group members and clients have used to drive both repeat sales and attract new customers.

Thanks,

Glenn

On the next:



THE MARKETING LAB

How to Use LinkedIn Groups to Increase Your Authority and Generate Stronger Relationships with Your Prospects

Call Held 3/26 at 1 pm (central)