

CONNECT 365
The Marketing Lab



Take
the
lead.

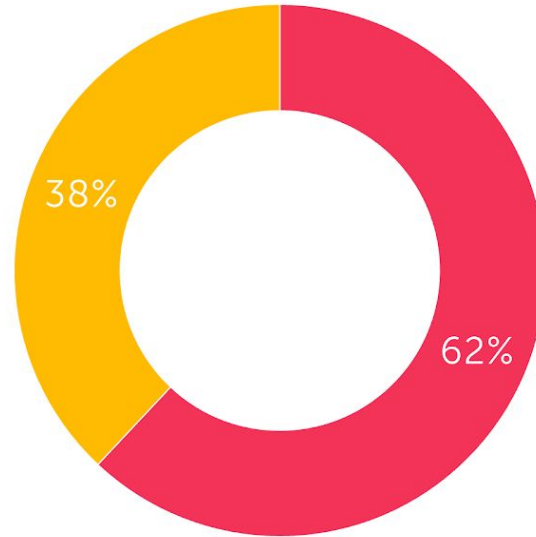


THE MARKETING LAB

Behind-the-Scenes of an Online Challenge

A Case Study of How We Structure, Promote and Sell During Online Challenges...

Remote work during COVID-19



62% of US employees are working from home due to COVID-19.

Source: Gallup



BUILD A 'RED HOT' LIST OF
Perfect Prospects

5-DAY CHALLENGE

*Why are challenges compelling and effective
sales and marketing devices?*



They focus on outcome.

They build authority.

They demand engagement.

Who does this make sense for?







Lose A Turkey

BY THANKSGIVING

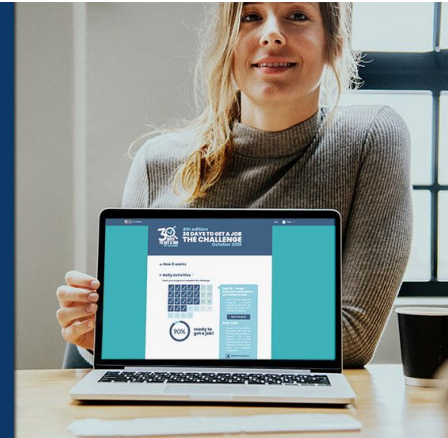


EUROPE LANGUAGE JOBS

BLOG



SUMMARY OF THE CHALLENGE!



MASSIVE
REFERRAL
network

3-Step System For Building a **Massive Referral Network** That Will Send You **Leads & Clients** Every Month...



Josh Turner
CEO & Founder
Connect365.io



Pat Henseler
Director of Products
Connect365.io



Create an Automated Sales Process in Just 5 Days

To Get New Leads & Clients on Autopilot...Even if you Hate Technology and Don't Have Much Time to Spend on Marketing

Josh Turner
Founder/CEO,
LinkedSelling & Connect 365

Pat Henseler
Director of Training



CONNECT 365

3-Step
LinkedIn
System...

CONNECT



CREATE

- Prospect Profile
- Prospect Map
- Value Identifiers

BUILD

LinkedSelling

CONNECT 365

THE
APPOINTMENT
GENERATOR
WORKSHOP

30 Days
to Build & Launch
Your Appointment
Generating Machine

...without creating mountains of content, building complex funnels or spending a penny on ads!

- 1 Clear the next 90 minutes of your day.
- 2 Shut off email, Facebook, cell phone.
- 3 Get something to take notes with!



Josh Turner from

LS LinkedSelling

Where did we start?...

What could we help our customers and future customers achieve to get more immediate value from our system?



BUILD A 'RED HOT' LIST OF
Perfect Prospects

5-DAY CHALLENGE

Don't Miss This Unique Opportunity To Accelerate Your First (Or Next) Business Acquisition...

JOIN ME & **LASER TARGET 5 ACQUISITIONS**
(WITH LITTLE TO NO MONEY OUT OF POCKET)
IN JUST 5 DAYS!

PLUS Get The Strategies You'll Need To Reach The Right People & Make A Deal...



Follow Alina Vincent if you are interested...



So...we had a concept...how did we promote it?



BUILD A 'RED HOT' LIST OF
Perfect Prospects

5-DAY CHALLENGE

READY TO KNOW EXACTLY WHERE YOUR CLIENTS ARE GOING TO COME FROM EVERY MONTH?

Fill Your Pipeline With Perfect Prospects Right NOW And
Implement An Automated Playbook To Turn Those Prospects Into
Qualified Sales Opportunities *In Just 5 Days.*



CHALLENGE STARTS

July 27-31

10 MINUTES EACH DAY



HOST

Josh Turner

FOUNDER, CONNECT 365

[VIDEO] Update On Tomorrow's Challenge



Pat Bennett

10:49 AM

10:49 AM (2 hours ago)

Hola Pat!

I wanted to shoot you a quick video to make sure that you are all set for day 1 of the "Build A Red Hot List of Perfect Prospects" 5 Day challenge because we officially kick off TOMORROW morning...

And to give you an update on what we'll be covering...



[Click here to watch the video!](#)

Really looking forward to getting to know you over the next week!

Josh

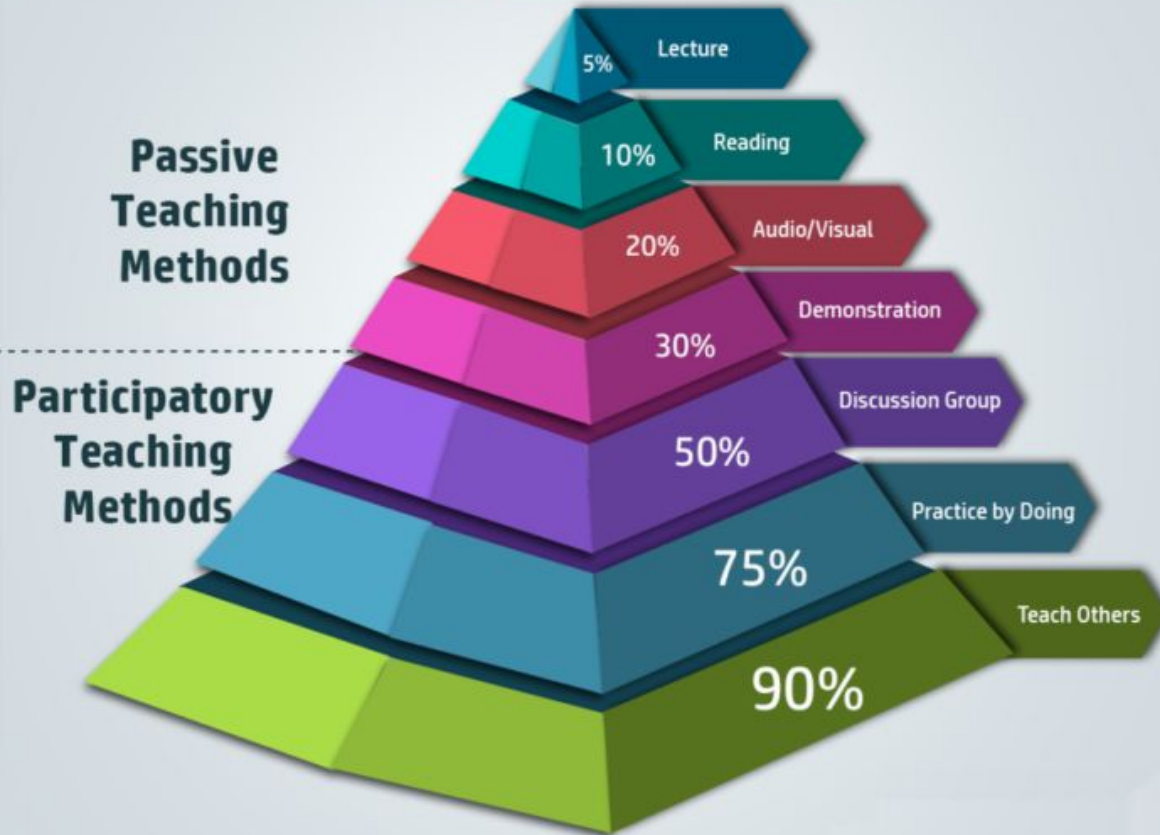
p.s. Hit reply and let me know what you are most interested in learning about next week. I want to make next week as impactful as possible for everyone and will do my best to cover the topics most important to you, Pat.

--

How do you structure the content?

THE LEARNING PYRAMID

KNOWLEDGE RETENTION RATES





Josh Turner

Admin · July 28 · 🌐



Day 2 - Laser-Focus Your Prospecting to Make It Easier to Access Your Qualified Leads

YOUR ASSIGNMENT:

Watch the video below and answer the following question.

What types of people or organizations make up your Perfect Prospect List. Who will you be targeting following the playbook we'll be sharing throughout the rest of the challenge?

RESOURCES:

Your Prospect Profile Workbook - <https://connect365.io/ppchd2-download>

See More



You, Ryan Stephen Farrell and 51 others

297 Comments

Like

Comment

YOUR ASSIGNMENT:

Watch the video below and complete the "Prospect Value and ROI Calculator."

Let us know you've completed the assignment by writing in the comments below by telling us what each prospect business.

YOUR ASSIGNMENT:

Watch the video below and answer the following question.

What types of people or organizations make up your Perfect Prospect list? Who will you be targeting following the playbook we'll be out the rest of the challenge?

YOUR ASSIGNMENT:

Complete the Calculation in the Workbook below to define your Weekly Mission.

Then jump into the comments below to fill in the blanks for your business in the comments below to this phrase: "To hit my goal of {INSERT YOUR REVENUE OR NEW CLIENT GOAL}, I will find {10 YOUR WEEKLY PROSPECT GOAL}"

YOUR ASSIGNMENT:

Choose the path you'll use to build or create your red hot list of perfect prospects. And let us know in the comments below which path you'll be using to build your next list of perfect prospects.

Use the workbook under 'Resources' below to get the menu of options starting point.

YOUR ASSIGNMENT:

Attend today's live workshop ready to learn and engage at 1 pm (central).

Jump into the comments below and let us know if we can expect to see you there!



Play
is the highest form
of research.
Albert Einstein

Takeaways

1. Keep it simple.
2. Create community.
3. Homework should create momentum...not kill it.
4. Gamify (daily or weekly prize).
5. Daily Lessons should be tied to importance in big concept.

People are drawn to tactics, but buy based on outcomes.

What's a BIG (yet achievable) outcome you can help your audience achieve within a week?

What are the 2-3 key pillars (milestones) to help them achieve that?

How can you show them the value and motivate people to complete the work?

What's a BIG (yet achievable) outcome you can help your audience achieve within a week?

Takeaways

1. Keep it simple.
2. Create community.
3. Homework should create momentum...not kill it.
4. Gamify (daily or weekly prize).
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What To Test?

- Be Live.
- Present the offer sooner.

On the next:



Outbound Sales Mastery

Call Held 12/16 at 1 pm (central) with Rob Lime