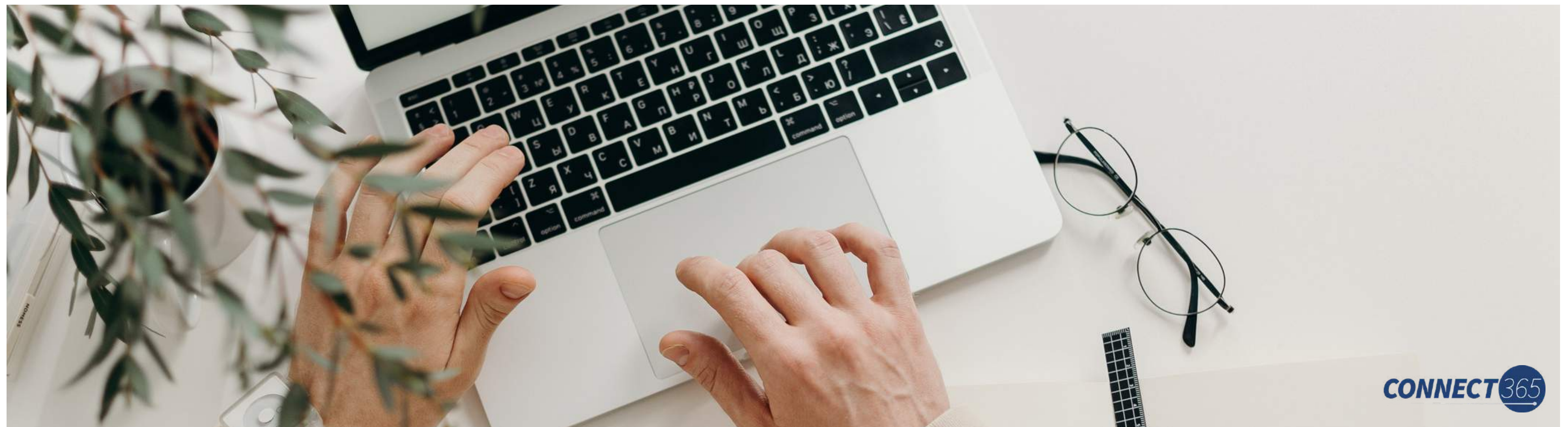


# Massive Results With Small Lists

3 Ways To Find Your Perfect Prospects, Quickly Grow a Targeted List, &  
5 Templates To Warm Them Up and Turn Them Into Red Hot Sales Opportunities



# What To Expect

## Contents

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1 | The Evolution of Marketing

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2 | 3 Ways To Build A List of Red-Hot Prospects

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3 | 5 Templates To Warm Your Prospects Into Leads

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4 | Making Yourself Impossible to Be Ignored

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One of my biggest frustrations previously in trying to scale my business has been controlling the marketing budget; what I discovered with this system is solving that problem for me. I can scale up my business much more quickly by implementing effective messaging that does not rely on increasing advertising expenses.

One new team member, one new sale, and several people that have reached out to me that are directly attributable to the messaging done through this system in the first three weeks!"

~Lonnie Glosup, Coaching



## Who's Behind This System?

Josh Turner is a Wall Street Journal best-selling author, as well as Founder and CEO of LinkedSelling & Connect 365. Considered the leading expert in the world for getting leads and clients using LinkedIn & email, Josh developed & refined the relationship-focused lead generation system that his clients have used to generate over A BILLION DOLLARS in revenue. Keep reading to learn how the same system works for your business too...



## Why Does This Document Exist?

We believe that small businesses, marketers, and sales professionals deserve better. We needed a more efficient way to build relationships with potential customers, clients, and strategic partners without requiring either a degree from MIT to implement or a massive budget. So we created it. And this document is our playbook.

# I know 2020 was difficult for many businesses...

- Your prospect's motivations changed forever, and you need to change with them.

2020 was eye-opening in many ways. Trust today is at an all-time low.

Just look at all the controversy with the big tech companies and our politicians, not to mention countless other scandals popping up all the time.

It's a crazy world right now, and people are much less trusting than they used to be. They have their guard up big time.

And the truth is, that this is CRUSHING so many small businesses, people who are still trying to use the same old marketing playbook that's been used by everybody for the last 10-20 years.

It's just not working the way it used to.

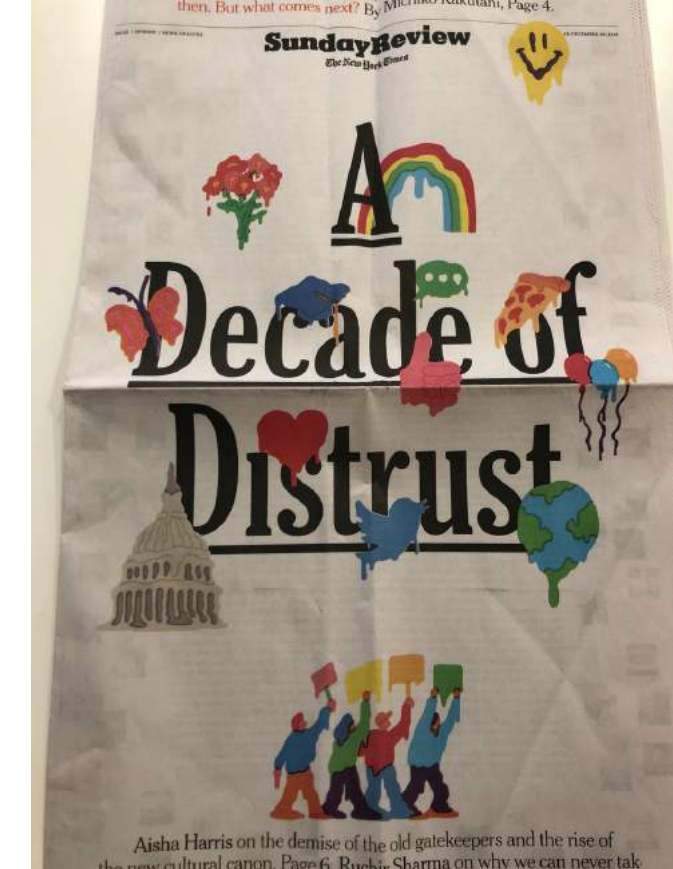
You're going to continue seeing diminishing returns because people no longer trust this kind of marketing.

Many people are looking for ways to get back to the basics, which is building relationships and building trust.

People do business with people they know, like, and trust.

This is even more true in 2021.

**That's because we are in the middle of a massive paradigm shift....**







# SO HOW DO WE REBUILD TRUST WITH OUR PROSPECTS?

People want to be communicated with, not communicated at. Now, more than ever, it's important to make your prospects feel heard. Your goal should be to start a dialogue and that begins with getting the first initial positive response.

Personal messaging through email is the perfect tool for this and why it's a core piece of The Trust Equation Framework.

Using a combination of psychological triggers that we call "Response Triggers" you can make it almost impossible for your prospects to ignore you and actually feel compelled to respond.

Once they respond they've opened the door for a conversation. Whether that be through email, Zoom, or phone call.

## The Trust Equation Framework At A Glance



# How Do You Do This?

There Are Three Core Elements To The Trust Equation System That Make It So Effective For Getting Leads & Building Trust.

## TARGETED PROSPECTING

This may sound obvious but nothing you say or do matters if your prospect list is not a good fit for your product or service. Take the time to find the RIGHT prospects. Those who truly need and want what you offer. Keep reading for 3 ways to do this.

## SOCIAL AUTHORITY

Your prospects need to know that you know what you are doing before they can trust that you can help them. In every interaction be sure to show value. Whether that is through direct messaging or consistent social posts to stay top of mind and show them that you are the authority in the space.

## PERSONAL MESSAGING

Outreach and follow-up through Personal email can 2x-3x your engagement, open, and response rate compared to traditional email marketing. You'll also stand out in a sea of marketing newsletters like the one putting in the personal touch.



“

“Another story of success. With my revised approach I’m getting tons of new prospects to connect with me. Within 48 hours of a request to meet...5 agreed. These are 5 prospects in my target market who I had no relationship with a few weeks ago. Thanks to everyone who has guided and supported me along the way.”

- John Dawson, Dawson McDonald Consulting





# SO WHAT MAKES PERSONAL EMAIL SO EFFECTIVE?

Email Continues to Deliver a Strong Return on Investment. **For Every \$1 You Spend On Email Marketing You Can Expect An Average Return of \$32.** That's a 32x ROI!

**The crazy part?** That stat is about traditional email marketing strategies! Not personal conversational email which is what really gets people to respond.

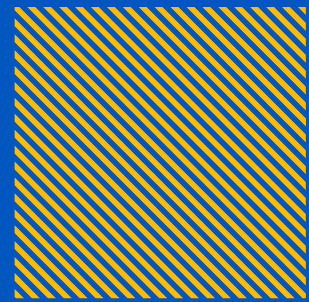
I used to do this on LinkedIn but manually sending messages took too much time for most of our customers, and LinkedIn prohibits automated messaging. Accounts are getting shut down every day over there for using bots.

So my team and I sat down and worked directly with Google & Microsoft to develop a personal messaging platform that works inside of your personal email account, to automate it while still getting all the benefits of personal messaging.

- **All 100% compliant with Microsoft Outlook and Gmail's terms of service no matter what industry you are in.** But I'm getting ahead of myself here, we'll touch more on the automation/software later on.

Right now you may be asking yourself...





# The Multi-Million Dollar Question: Do You Need A Large Email List To Have Success?

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No. Not by a long shot. Smaller, more intimate, audiences lead to more trust and facilitate lasting business and client relationships. A recent study found that emails sent to lists of 1-200 prospects had a 66% better reply rate than emails sent to lists of over 1000 prospects.



# Personal Email Works Best




86%

## OF BUSINESS PROFESSIONALS

Prefer to use email when communicating for business purposes.

HUBSPOT



760%

## RISE IN REVENUE

From email campaigns that are segmented and customized for B2B businesses.

ITSMA

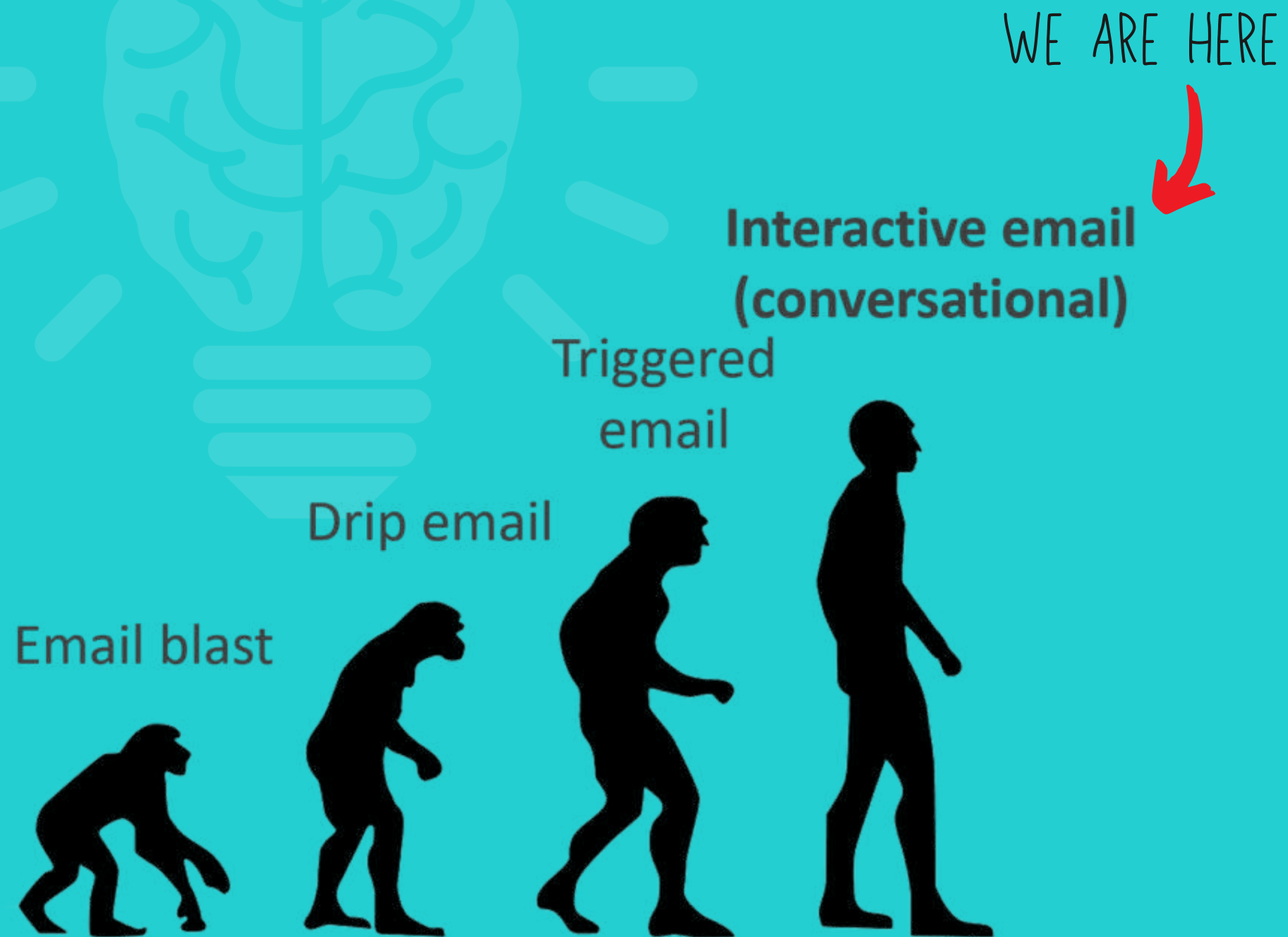


78%

## OF DECISION MAKERS

Say that an unsolicited email has led to a face-to-face meeting, phone call, or event attendance at some point

ITSMA



# THE EVOLUTION OF EMAIL IN 2021

## Your Prospects Want to Do Business With A Human Being, Not A Robot.

The days of getting tens of thousands of leads with Facebook ads for pennies on the dollar are long gone.

Because once you narrow your focus on what actually matters - trust, and effectively communicating with prospects, clients, and potential partners in a way that comes across as personal - you'll be amazed at how much easier it is to get more sales appointments, close more deals, and make more money.

That's not to say sales funnels can't work. They certainly can. But there's a lot of time, energy, and money that goes into making them effective.

Those who focus on conversational email, outreach with the purpose of starting a conversation are not only going to save time and money, but they will see far greater results.



“

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Remember...

"ABOVE ALL, SUCCESS IN BUSINESS REQUIRES TWO THINGS: A WINNING COMPETITIVE STRATEGY, AND SUPERB ORGANIZATIONAL EXECUTION. DISTRUST IS THE ENEMY OF BOTH. I SUBMIT THAT WHILE HIGH TRUST WON'T NECESSARILY RESCUE A POOR STRATEGY, *LOW TRUST WILL ALMOST ALWAYS DERAIL A GOOD ONE.*"

- STEVEN COVEY, AUTHOR, ENTREPRENEUR, & KEYNOTE

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”

# 3 Ways To Find Your Ideal Client & Build A Highly Targeted List Of Perfect Prospects

## PART 1



“

“This is a simple route. Other lead generation strategies or tools can be tough or complex and typically lead to having to bring on an employee to handle. This is user friendly. I navigate it pretty well. And just landed one client quickly from the strategies recently following some of the recommendations from your team and overall I just like it, and will continue to use it.”

- Richard Johnson, 21st Century Marketing



# Building Your List

We'll Cover Three Ways To Build A Hyper-Targeted List of Perfect Prospects To Get Massive Results

## **YOUR CURRENT (HIDDEN) CONTACT LIST**

You are sitting on a goldmine and don't even know it. Going through your list of personal and professional contacts and reaching out can lead to 6 or 7 figure gains alone.

## **GETTING NEW CONTACTS FROM LINKEDIN**

Leverage the world's most up to date business database to build connections and relationships with your very best prospects.

## **3RD PARTY TOOLS**

There are countless 3rd party B2B contact database providers that can give you the contact information of your perfect prospects for almost nothing.







# OPTION 1A: CURRENT LISTS

## Primary Email

**Perfect For:** Everyone!

**Pairs Well With:** Merlot and candlelight. ;-)  
In reality EVERYONE has prospects hiding in their email contacts. The secret is in locating them and then delivering the right message(s) in the right way.

**How To Do This:** Export your contacts from your primary email account that you use for business communication. You'll be shocked when you see how many perfect prospects you already have contact information for that you forgot about.

Once you export the contact sift through the names and emails to prioritize who you should reach out to.





# OPTION 1B: CURRENT LISTS

## CRM or Subscriber List

**Perfect For:** Those that have built up a subscriber list of emails already and are using a CRM to manage their subscriptions.

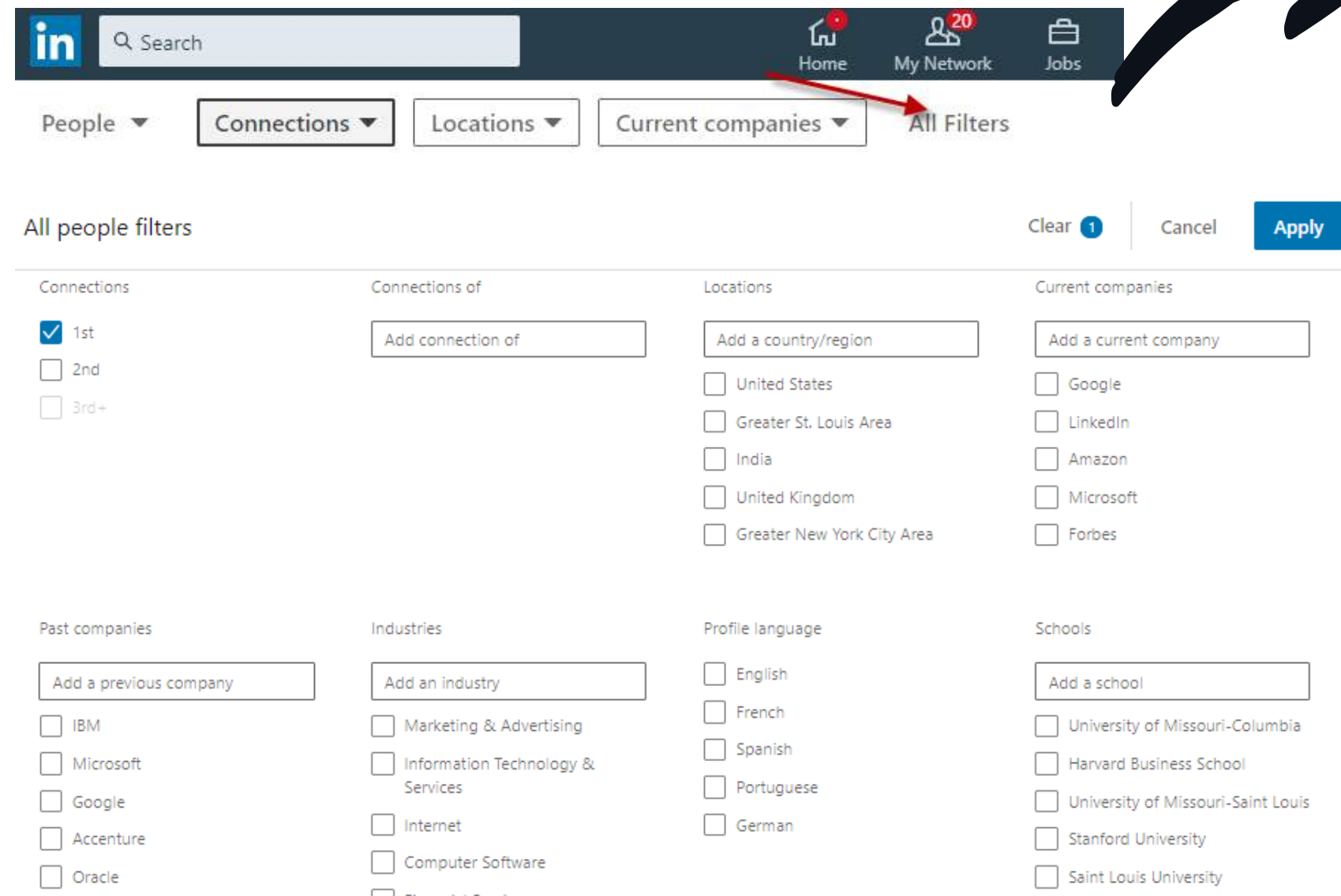
**Pairs Well With:** Those that create lots of content. Or run a newsletter. Or drive consistent traffic to their site or opt-in offers.

**Segments to Find:** Good prospects that fell through the cracks. Our clients have the most success targeting contacts within their CRM whose relationships have stalled or not yet moved to the next stage.

### For example:

- Good prospects who have become unengaged in your typical newsletter or messaging (no opens, replies in the last 90+ days).
- Good prospects who had shown initial interest, but not moved to the next stage. (they signed up for your webinar, but didn't take the next step - booking a call or purchasing).
- Good prospects who have been on your list for a while, but you haven't sent much material to.

# OPTION 2A: LINKEDIN



The screenshot shows the LinkedIn 'All Filters' interface. At the top, there's a navigation bar with 'Home', 'My Network' (with a 20 notification badge), and 'Jobs'. Below this is a search bar and a row of tabs: 'People', 'Connections', 'Locations', 'Current companies', and 'All Filters'. A large black arrow points from the 'All Filters' tab to the text 'Existing LinkedIn Connections'. The 'All Filters' section is divided into several categories: 'Connections' (with checkboxes for 1st, 2nd, and 3rd+ degree connections), 'Connections of' (with an 'Add connection of' input), 'Locations' (with checkboxes for United States, Greater St. Louis Area, India, United Kingdom, and Greater New York City Area), 'Current companies' (with checkboxes for Google, LinkedIn, Amazon, Microsoft, and Forbes), 'Past companies' (with checkboxes for IBM, Microsoft, Google, Accenture, and Oracle), 'Industries' (with checkboxes for Marketing & Advertising, Information Technology & Services, Internet, and Computer Software), 'Profile language' (with checkboxes for English, French, Spanish, Portuguese, and German), and 'Schools' (with checkboxes for University of Missouri-Columbia, Harvard Business School, University of Missouri-Saint Louis, Stanford University, and Saint Louis University). There are 'Clear', 'Cancel', and 'Apply' buttons at the top right of the filter section.

## Existing LinkedIn Connections

**Perfect For:** People connected to ideal prospects with whom they haven't yet spoken, or have spoken to but not yet closed, or have recently connected.

**Pairs Well With:** Those who have been active on LinkedIn previously. Just make sure to first create a search to find your perfect prospects and segment them from all contacts.

If you'd like to start with contacts you are already connected with on LinkedIn, you'd first want to start by filtering your 1st-degree connections by those that match your prospect profile.

**How to do this:** To do so first click the search bar from within your LinkedIn account and choose the option for 'People' search. Select 1st-degree connection and any other criteria you want. This will pull up a list of all of your current connections who are prospects.

If you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn. (Get email information from 'Contact Details' on the profile of prospects.)

You can do that through this link: <https://www.linkedin.com/psettings/member-data>

And choose the Option for Connections.



# OPTION 2B: LINKEDIN

## New LinkedIn Connections

**Perfect for:** Those who need new connections and prospects to build their first list of highly targeted perfect prospects.

**Pairs Well With:** Those that read the directions above to learn how to find email address information from your 1st-degree connections profiles.

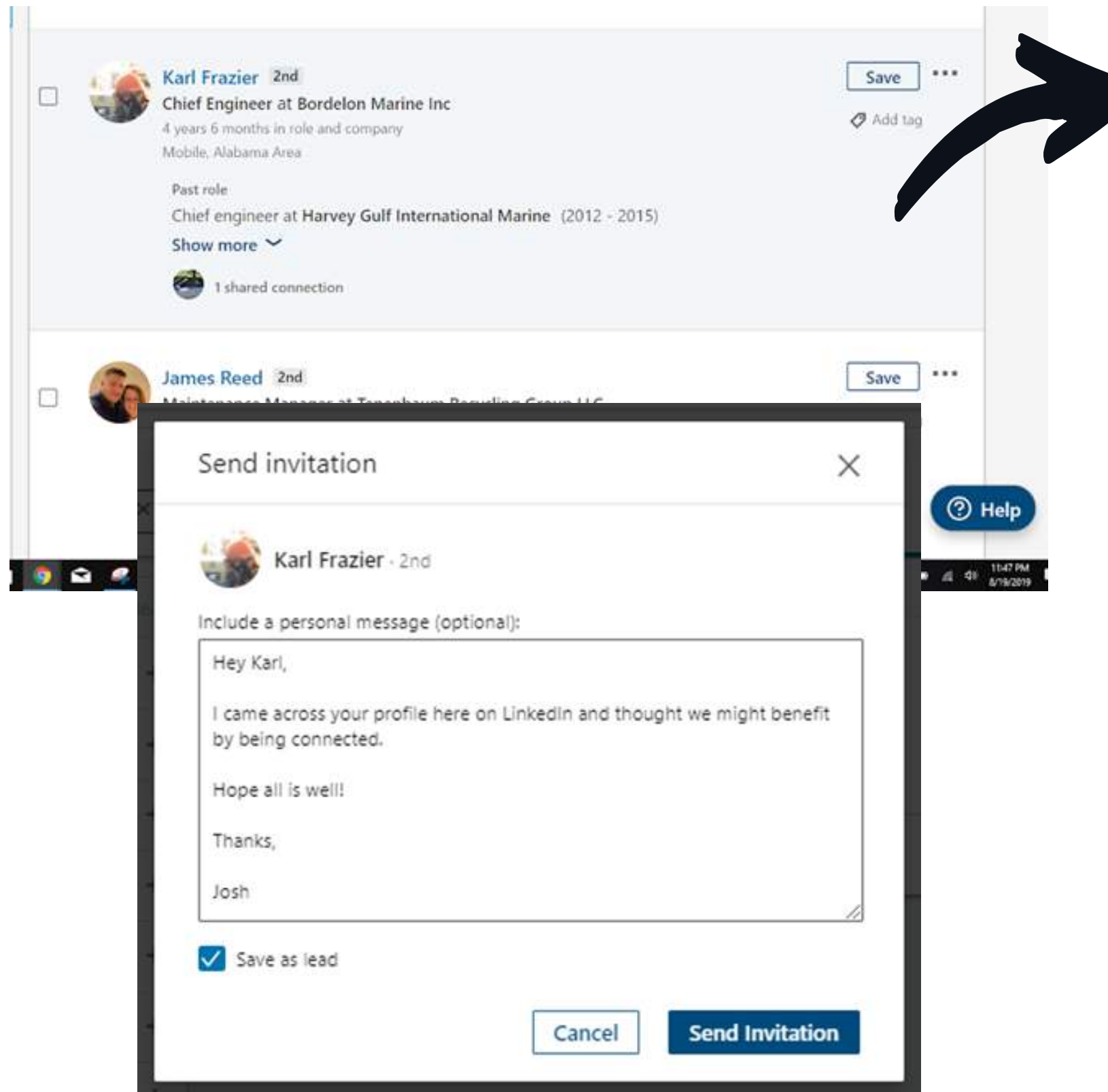
**How To Do This:** Use LinkedIn's advanced people search to find prospects who would be your ideal client or customer that you are currently not connected with. Spend a few minutes a few times a week sending connection requests to build your database.

Once they connect, if you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn.

(Get email information from 'Contact Details' on the profile of prospects.)

You can do that through this link: <https://www.linkedin.com/psettings/member-data>

And choose the Option for Connections.





# OPTION 3: LIST BUILDERS

## B2B Contact Databases

**Perfect For:** Those targeting prospects outside of the European Union or Canada. Within those geographic locations we recommend starting by connecting on LinkedIn before gathering email addresses (option 2 above). Or restricting your cold email gathering to those with publicly available contact information.

**Pairs Well With:** LinkedIn. Many of these tools can additionally be used to gather email addresses from your current connections in a more automated fashion through their bulk upload of LinkedIn export data.

**How To Do This:** Start slow - aim for 20-50 of your perfect prospects so that you can stay on the good side of email marketing.

Push for verified or validated emails. This will help you reduce bounce rates or bad email addresses. Most all of these tools worth their salt have an option for verified or validated emails - use it.



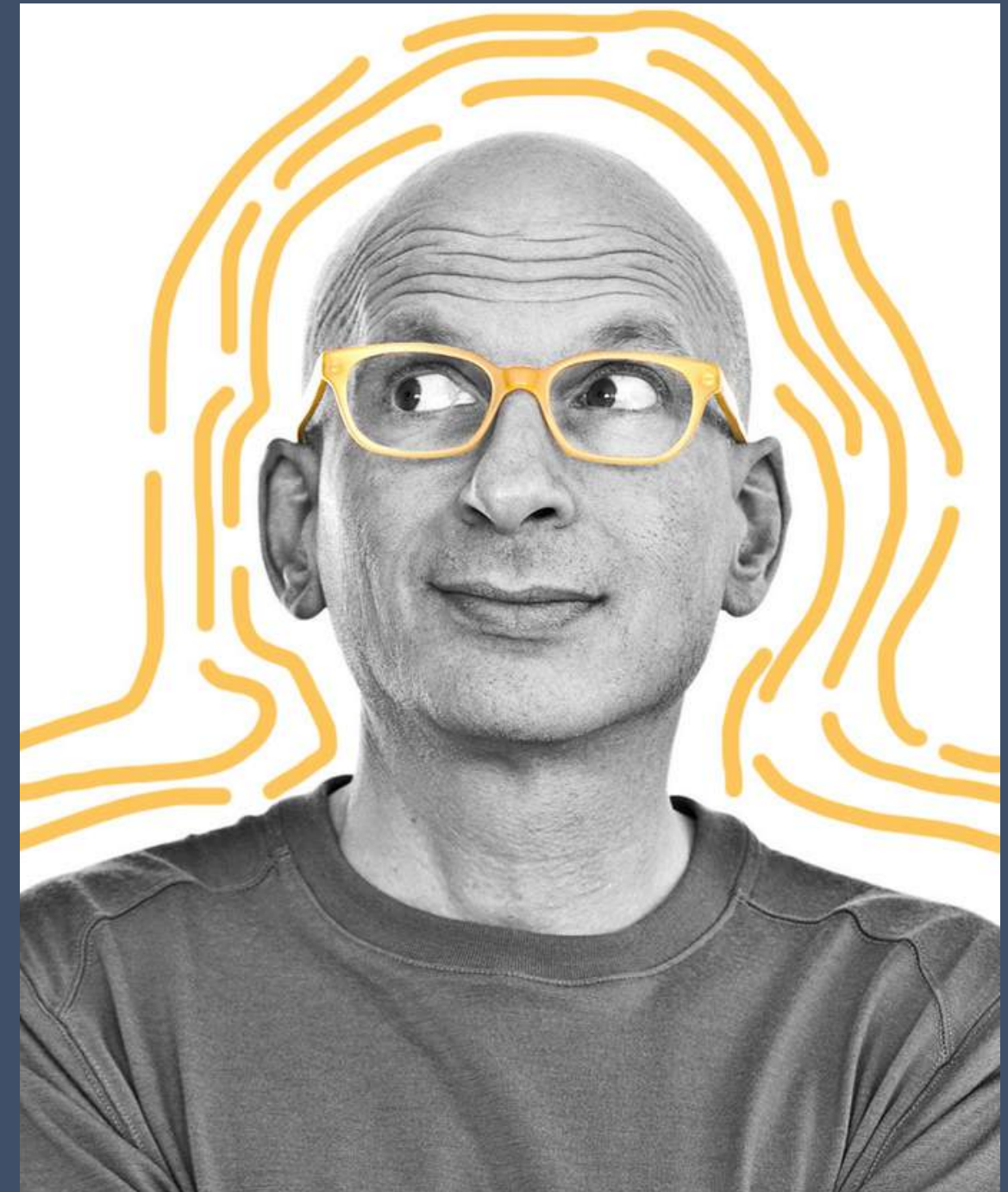
## Here's Where Things Change A Bit From Most "Ebooks" or "Guides" You've Read.


I'm not going to give you 5 random templates. I'm going to give you specific templates to use with different Prospect Types and Business Goals. There's a reason for that. Because the key to getting massive results with small lists isn't just getting a good template... it's customizing that template to fit the goals of you and your prospects.



**The Goal of a marketing interaction isn't to close the sale, any more than the goal of a first date is to get married. No, the opportunity is to move forward, to earn attention, and trust and curiosity and conversation.**

Seth Godin





# 5 Proven Outreach Templates For Warming Up Your Prospects Into Bonafide Sales Leads

**PART 3**

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# *Template #1*

## RE-ENGAGEMENT CAMPAIGN

Re-Engage Existing Prospects or  
Contacts To Generate New Business  
Opportunities...



# Re-Engagement Template

## Re-Engage Existing Prospects or Contacts To Generate New Business Opportunities...

**Perfect for:** Those with a previous list looking to restart their relationship. This could be contacts you've gathered from a variety of sources.

**Outcome:** Get more appointments, meetings, strategy sessions, demos, etc. with prospects you have not contacted in some time.

**How to Build Trust in Your Messaging:** Offer something new or different. Provide coaching and advice rather than just another call to discuss what you sell.

Subj: Something new we're trying, {firstname}

Hey {firstname}

It's been a while since we last crossed paths. But your name came across my feed the other day and I thought it was worth reaching out about something new we're doing as a test.

Are you still interested in [TOPIC YOU HELP WITH]?

If so, you can just reply with a 'Yes' (or 'Hell yes' if that's more your style :-)).

And I'll send across some more details.

YOUR NAME

**DIANNE WELLS**

NON-PROFIT

## HOW DIANE WELLS WAS ABLE TO GET 20 CLIENTS IN JUST MONTHS!

**Background:** Dianne Wells runs a non-profit that focuses on Criminal Justice Reform efforts.

Her organization works with the incarcerated (or formerly incarcerated) to give them a platform to create and sell artwork. And 100% of profits are donated to Criminal Justice reform organizations.

Dianne was looking for ways to better communicate with potential donors and sell to potential buyers.

She had some previous contacts she'd met at events and wanted to re-engage these prospects in a more personal way.

**What Worked:** Directly re-engaging her prospects with personal messaging sequences to reintroduce herself, her story, and her organization.

**Results:** "The system has allowed me to build a sequence of campaigns that educate like-minded people to take action.

I started with zero and I have about 20 new customers and 4 bonus recommendations on partnering since beginning a few months ago. The system has become a significant marketing arm of my organization, like a member of my staff."





# *Template #2*

## THE SOCIAL MEDIA BOOMERANG

Turn New LinkedIn Connections Into  
Red-Hot Leads or Referral Partners.



# Social Media Boomerang

## Turn New LinkedIn Connections Into Red-Hot Leads or Referral Partners.

**Perfect for:** Those with new contacts from LinkedIn.

**Outcome:** This message sets the stage for the relationship and is part one of a personal messaging campaign that will lead to booking a sales call or driving prospects to another opportunity.

**How to Build Trust in Your Messaging:** Don't lead with a sales pitch right after connecting on LinkedIn. Provide value first.

Subj: Great to connect, {firstname}!

Hey {firstname},

We recently connected on LinkedIn, and I just wanted to reach out and say thanks! Looking forward to keeping up with what's new at {company name}.

I try to do a good job of keeping in touch with my contacts so that we can find ways to help each other when possible.

From time-to-time, I might check-in and share some things that my network is finding valuable (who knows I might even have a referral for you at some point).

Looking forward to keeping in touch and hopefully we can connect over the phone or zoom sometime down the line.

Thanks,

YOUR NAME





## JANINE BOLON

AUTHOR, SPEAKER, CONSULTANT

### **“WITHIN JUST 24 HOURS, I HAD 23 PROSPECTS SIGNED UP FOR PHONE CALLS WITH ME TO FIND OUT WHAT WAS GOING ON IN MY BUSINESS AND HOW I COULD HELP THEM.”**

**Background:** Janine is an entrepreneur. She’s an author, speaker, and consultant that was struggling to find the time to stay in touch with her prospects. Or to find an effective strategy that would turn her prospects into actual opportunities.

The time required to manually keep up with every prospect was becoming too much. Before long she had a list of a few hundred opportunities that she hadn’t been in contact with in the past 6 months.

But she also wanted to reach out to newer prospects she’d found. People she hadn’t yet spoken to either over the phone or in-person.

**What Worked:** The plan for Janine was to simply engage new prospects she had sent a connection request to on LinkedIn. She wanted to avoid the mistakes she’s seen other vendors or salespeople make on LinkedIn. As a consultant, her relationship with clients (and prospective clients) is what gives them the confidence to move forward with her. She needed a solution that wasn’t too forward or too salesy. But that opened the door for more communication.

**Results:** “Within just 24 hours, I had 23 prospects signed up for phone calls with me to find out what was going on in my business and how I could help them. I have people reaching out to me rather than the other way around. This is a nice change of pace. Folks are also more aware of the books I’ve written and the work I do as a result.” All of this by simplifying the process she used to create more direct and personal touchpoints with her prospects.





# *Template #3*

## THE EXPERT CONTENT CAMPAIGN

Break Down Your Prospect's Barriers To  
Create New Sales Opportunities



# Expert Content Campaign

## Break Down Your Prospect's Barriers To Create New Sales Opportunities

**Perfect for:** Those reaching out to colder prospects. If you don't write or have much content, you could alter this message to share a relevant 3rd-party article that will help your prospects solve a problem they may be struggling with.

**Outcome:** Build relationships by providing valuable information that is relevant to prospects.

**How to Build Trust in Your Messaging:** This type of personal message approach should be used as part of a sequence. In the follow-up messaging, you would be making an offer to book a call.

Subj: Curious about {company name}'s experience

Hey {firstname},

I came across your info (on LinkedIn/online), and thought it was worth reaching out...

We've recently put together a report for business owners just like you (ENTER COMMON DETAIL ABOUT PROSPECT)...and I was hoping to get some quick feedback before we go live with it.

ADD DETAILS ABOUT THE REPORT OR ARTICLE (example below)

We surveyed 1300 business owners about their business struggles, their secrets for growth, and, yes, how they get clients.

If you want to learn why the fastest-growing B2B businesses get 24% better response from their email outreach than their competitors, check out 'The Client Acquisition Report' here.

Any numbers in the report surprise you or catch you off guard, {firstname}?

Any other feedback you'd like to share before we publish this next month? (I'd be happy to quote you if there's any insight you think our readers should know)

Thanks,

YOUR NAME



**TOM SWIP**

I.T. FIRM

## HOW TOM SWIP GENERATED OVER \$600K WITH A SMALL, HIGHLY TARGETED, LIST!

**Background:** Swip Systems is an IT company from Illinois that targets big players in several highly competitive industries.

IT work is already a competitive industry, but when you add to it the high-level manufacturing leaders that the team wanted to create relationships with the degree of difficulty is ramped up a few levels.

The team at Swip Systems knew they needed an approach that helped them get their foot in the door, built up some authority, and would ultimately lead to a warmer introduction when it was time to try and book a sales appointment.

**What Worked:** Creating a 'warm introduction' between the company and their CEO, Tom Swip, before more direct outreach from their sales team.

They wanted to build up the 'know, like, and trust' factor by providing more content and value so they were no longer an unknown player in their market.

"The biggest benefit that I see, is that when we actually meet or speak with our prospects, the people in the room already know who we are.

Because they've seen our content come through... They just have a general warm introduction to us before we actually meet with them the first time.

**Results:** "It's gotten us to the point where as an organization, we're stable in our lead pipeline, with the people that we're helping and the people we're connecting with. Because of our approach, people are more welcoming to the conversation and they're looking forward to how we can help each other out. The people that we talk to really feel that we know what we're talking about and that we're out there to give them a hand."

**The strategies we're sharing as a part of our 2021 Lead Generation Workshop alone have allowed Tom's company Swip Systems to add over \$600,000 in new revenue.**





# *Template #4*

## REFERRAL NETWORK CAMPAIGN

Break Down Your Prospect's Barriers To  
Create New Sales Opportunities



# Referral Network Campaign

## Tap Into 'Centers of Influence' To Get More Referrals

**Perfect for:** For B2C businesses that don't have a list of prospects or B2B businesses who want to connect with businesses who work with similar clients.

**Outcome:** Arrangements with professionals that deal with your end-users to send referrals to each other.

**How to Build Trust in Your Messaging:** Tease referrals - this is the value you are looking to create in your new referral network.

Subj: A referral for you?

Hi {firstname} - Thanks for accepting my invite (alt: Been awhile since we last touched base. OR I came across your site the other day)

As I mentioned/I thought it was worth reaching out because I'm looking to create a referral network in the X market.

I've been blown away by some of the people that have shown early interest so far.

We're going to have a lot of great leads to send each other's way. Anyways, there'd be no cost or anything.

I'm just doing this to up my own marketing and would love to include you in the network if you're open to it.

Is there a time we can connect next week, just to introduce myself, learn more about your business, and the types of clients that are good for you?

YOUR NAME



**MIKE MERTZ**

ACCOUNTING &amp; FINANCE

## HOW MIKE MERTZ GOT 112 NEW CLIENTS IN ONE YEAR WITH THIS SYSTEM

**Background:** Mike runs the company Mertz International Limited and helps American expats with financial planning, tax planning & prep, and tax resolution.

As an expat himself (having spent time living in Central-Asia and Russia), Mike knows the ins and outs of life as a US expat and is uniquely situated to help his clients navigate their tax and financial circumstances.

Mike was looking to grow his firm when he first came across our system. As anybody in the financial industry who works directly with clients knows, trust is at the heart of everything you do.

**What Worked:** Mike implemented a system to proactively approach business owners and expats living abroad to create a network of people who had a shared life experience and a community of prospective clients.

These relationships have allowed Mike's firm to grow by leaps and bounds.

**Results:** "My revenue doubled after working with Josh and the team. And it's continued to double every year I've stuck with them. I went from 100 clients to 212+ clients in just that first year.

If you're a small business and need clients, you've got to have a system like this in place."The team now has around 500-600 clients and continues to grow with the Trust Equation system at the core of how they manage their marketing campaigns.





# *Template #5*

## "WE WANT TO FEATURE YOU" CAMPAIGN

Turn Prospect Interviews Into Sales  
Conversations



# "We Want To Feature You" Campaign

## Turn Prospect "Interviews" Into Sales Conversations

**Perfect for:** Cold Outreach to Prospects

**Outcome:** Provide an attractive offer to feature your prospect in a blog post or content. Gives you the opportunity to ask questions, pry for pain points you can use to introduce yourself and what you do.

**How to Build Trust in Your Messaging:** Value to the prospect as the starting point. Not jumping straight to the sale.

Subj: Could we feature {company name} in our next post, {firstname}?

Hey {firstname}

I currently produce an interview series and was wondering if you might be interested in participating?

The series features top marketing & sales leaders in the industry. We promote it to our email list each week, share it across social media, and publish it on our site.

Here's an example of a previous interview: [LINK](#)

The format is really simple. The two of us would jump on a Zoom for a 15-20 minute interview. And we'd use your responses to form the article for the series.

With your background, I'm sure you'd have plenty of insight to share that other {industry} professionals would love to read about.

Would you be open to participating?

Let me know if you have any availability next week for a quick call and we can go from there.

Cheers,

YOUR NAME



# AARON AGIUS

MARKETING AGENCY

## HOW AARON AGIUS & LOUDER.ONLINE GREW THEIR BUSINESS BY 384% USING THE TRUST EQUATION

**Background:** Louder.Online is a digital marketing agency that helps its clients implement SEO and Content Marketing campaigns as well as a variety of other services.

They work with a lot of leading corporations (brands like Hyundai, Ben & Jerry's, IBM, and more) to help them improve their digital acquisition efforts and reach more of their audience. Their Co-Founder and Director, Aaron Agius, knew that his audience wasn't always the easiest to get to. They were busy. They'd been burned out by how most salespeople make their outreach.

And he needed something new to break through the noise and start a relationship with his potential clients.

**What Worked:** Aaron followed the Trust Equation to develop a new way to approach his potential clients. He knew if he could get his foot in the door with these prospects, he'd have an opportunity to build a relationship and introduce them to what sets his firm apart.

One tactic used by Aaron was to invite his top prospects to be a part of an interview series published on his company blog. Where he would interview leading marketing execs and share their advice with his community.

The free press for his prospects led to an attractive offer and was the kindling for a relationship. The interviews would focus on what was working or not working for his prospects. The conversation would often naturally lead into an area of expertise of Aaron's that he could then use in his follow-up.

**Results:** "We've used this system for structured messaging campaigns to our BEST target clients. The people we've struggled in the past to resonate with through cold outreach. That all changed when we started following the system Josh is teaching.

This system has been one of my most effective marketing and sales investments to date."The Louder.Online team nearly 4x'ed (384%) growth from their efforts when compared to other outreach strategies. And created a system that generates a steady stream of appointments and opportunities.





# So What Makes These Scripts So Powerful?

WHEN THEY LOOK SO SIMPLE?



# Every Message Includes Three Core Behavior Influencing Elements



## Motivation

Each script provides motivation to move forward that benefits the prospect directly.



## Ability

Each script is simple by design and reduces the "Hassle Factor" for them to take the next step.



## Triggers

Each campaign includes psychological triggers that ethically cause your prospect to be compelled to respond to you. Starting the conversation.



We Call This The...

# The Response Trigger

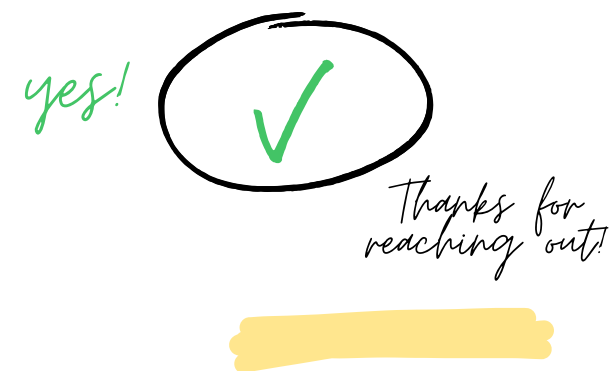
1

Combines Researched Backed Behavioral Influence To Trigger Your Prospect's Motivational Centers.



2

In A Way That Gets Your Prospects To Feel Compelled to Reply & Learn More



3

Opening The Door For You To Build Trust & Relationships With Potential Clients To Be Nurtured In New Customers



The Resonse Trigger Allows You To Get More Leads Almost Immediately By Tapping Into Proven Psychological Triggers That Make It Nearly Impossible For Your Prospects To Ignore You. Here's How It Works....

THE RESPONSE TRIGGER

# READY TO CREATE YOUR OWN "RESPONSE TRIGGER?"

We'll be talking much more about how to use The Response Trigger to get Massive Results With Small Lists in our live training:

**Trust Equation Implementation Masterclass:** The Revolutionary 3-Step System Fast-Growing Small Businesses Are Using To Quickly Find Prospects, Stand Out In Their Marketplace And Get More Leads And Clients On-Demand

What you'll learn:

- How to break through The 'Funnel Trap' that has doomed most small businesses and create 6 unique advantages over your competitors
- Why trust is at an all-time low and an easy way to create better relationships with your prospects immediately
- How to avoid the 'Goliath Tendency' and stand out in your marketplace as a small or mid-sized business
- A simple process to unlock the cheat codes to engage your prospects by IGNORING the conventional marketing wisdom

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