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The

# Trust Equation Framework.

How To Get In Front Of The Right  
Prospects & Become the Only Option in  
Their Eyes



# HI, I'M JOSH TURNER

Over the last few years, I've launched multiple 7-figure businesses & have been on the Inc. 500 list multiple times.

But it hasn't always been that way.

While the success and accolades are great, what's not often seen is the struggle to get there. I wasn't an 'overnight success.'

As a small business owner, I'm not far removed from the struggles many face to keep their doors open.

I used to spend a lot of time focusing on where my next lead or opportunity would come from. Scratching and clawing for every client I got.

Like you might be now, I was dealing with:

- Unpredictability in my sales pipeline
- Waiting (or hoping!) that referrals or leads would come in organically
- Trying to stand out among a growing list of competitors
- Pressure to find new sales or risk having to close it all down and go find a 'job'





# THE TRUST EQUATION CHANGED EVERYTHING...

I went from a hopeful solopreneur to **generating \$32,424,326 in sales revenue** and a team of 50+ employees in just a few years!

And over the next few weeks I'm going to show you everything I did.

The framework that made my opportunities more predictable, kept my pipeline constantly full, and gave me ultimate confidence about the trajectory of my business.

This approach has allowed my businesses and my customer's to revolutionize their marketing and lead generation in a way that creates an unfair advantage over their competitors by allowing them to..

...generate more consistent sales opportunities

...reduce their marketing costs

...and save time allowing them to focus on other areas of their business

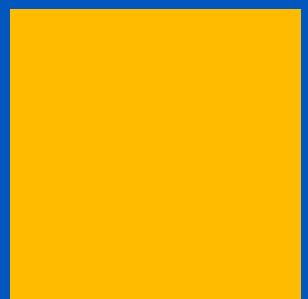
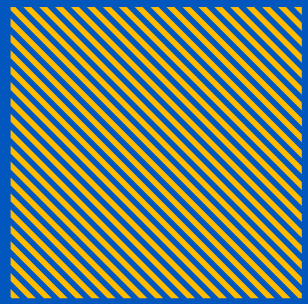
- **By focusing on taking advantage of a game-changing system that lets you take back control of your lead generation in a way that your biggest competitors only wish they could.**

And it all starts with knowing the odds.



**The Biggest Problem Facing Small Businesses:**

# The Cash Flow Rollercoaster



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One month you're doing great, you do some prospecting, you sign some new clients, and have cashflow to operate. Then the next month you take your foot off the gas to focus on working with your client. You not only sign zero clients but you actually lose an existing one. Rinse and repeat. Up, down, up, down.



We surveyed and interviewed over 3,000 businesses, and we found was on one hand disturbing, but at the same time provided **THE ANSWER** for how to grow a successful business.



88% report that they struggle with cashflow. These same 88% **ALSO** say that they don't have systems in place to consistently generate leads.

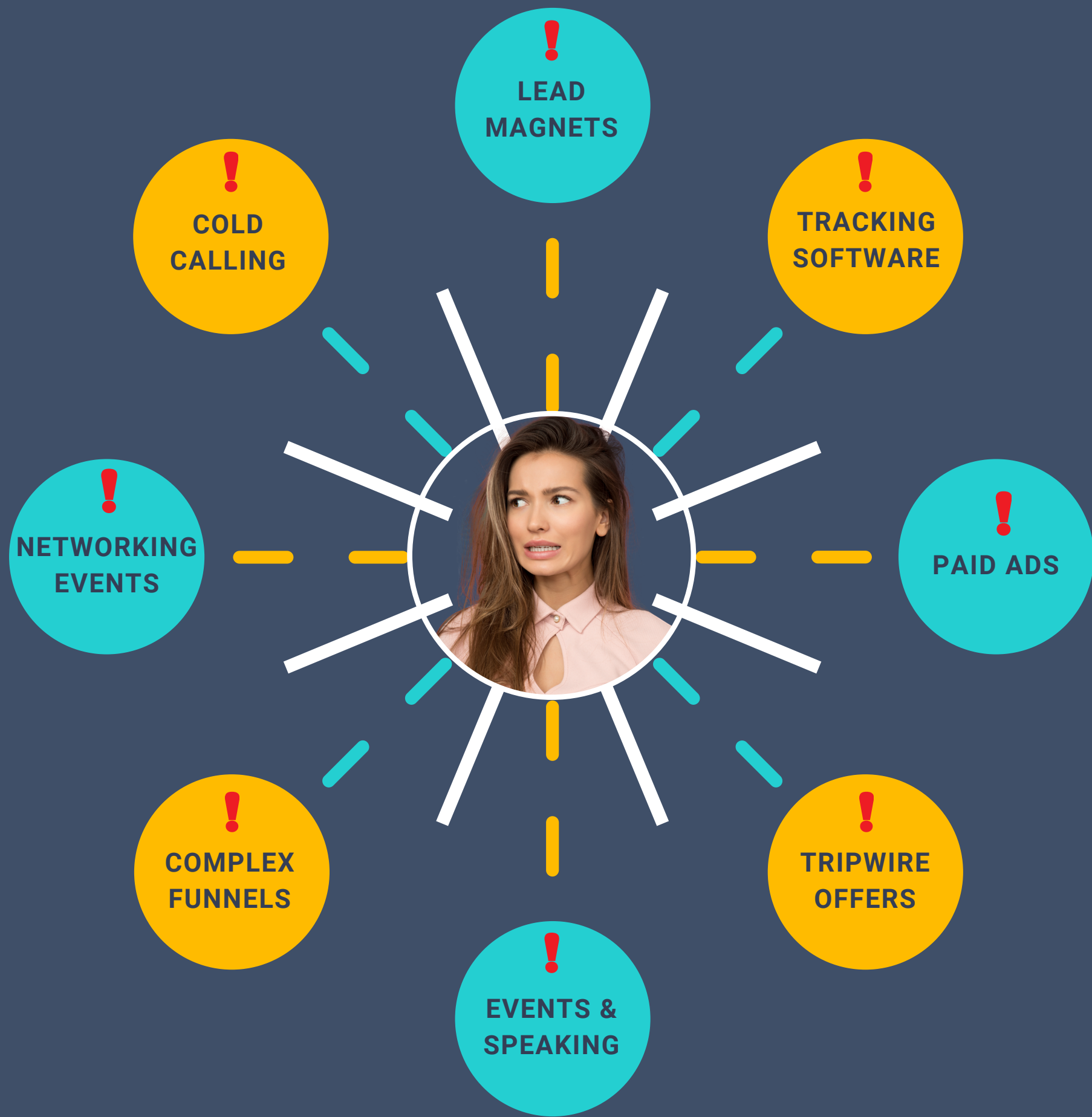


What about the 12% who are thriving? Nearly all of them report that they **DO** have systems in place to consistently bring new prospects in the door.



**It couldn't be more clear.  
THE ONE KEY to success with your  
business is having a system to reliably  
produce leads.**

But that begs the question, "what system should you be focused on?" The answer is simple, but finding it isn't. That's because...



# MOST BUSINESS ADVICE IS HARMFUL.

When I first got started, I spent thousands of hours trying everything that "gurus" and publications told me to do.

**The result?** Wasted time, wasted money, complete overwhelm... and my growth remained stagnant.

In a vacuum every one of the strategies I tried CAN work. They all have their place. But I was spending more time working on landing pages than I was talking to potential clients. That's a problem.

Then one day, while sitting through another business presentation on marketing strategies I had a crazy idea...

*What if I simplified and stop doing all of this stuff? What if I went back to the old way of doing things? What if I took back control of my growth?*

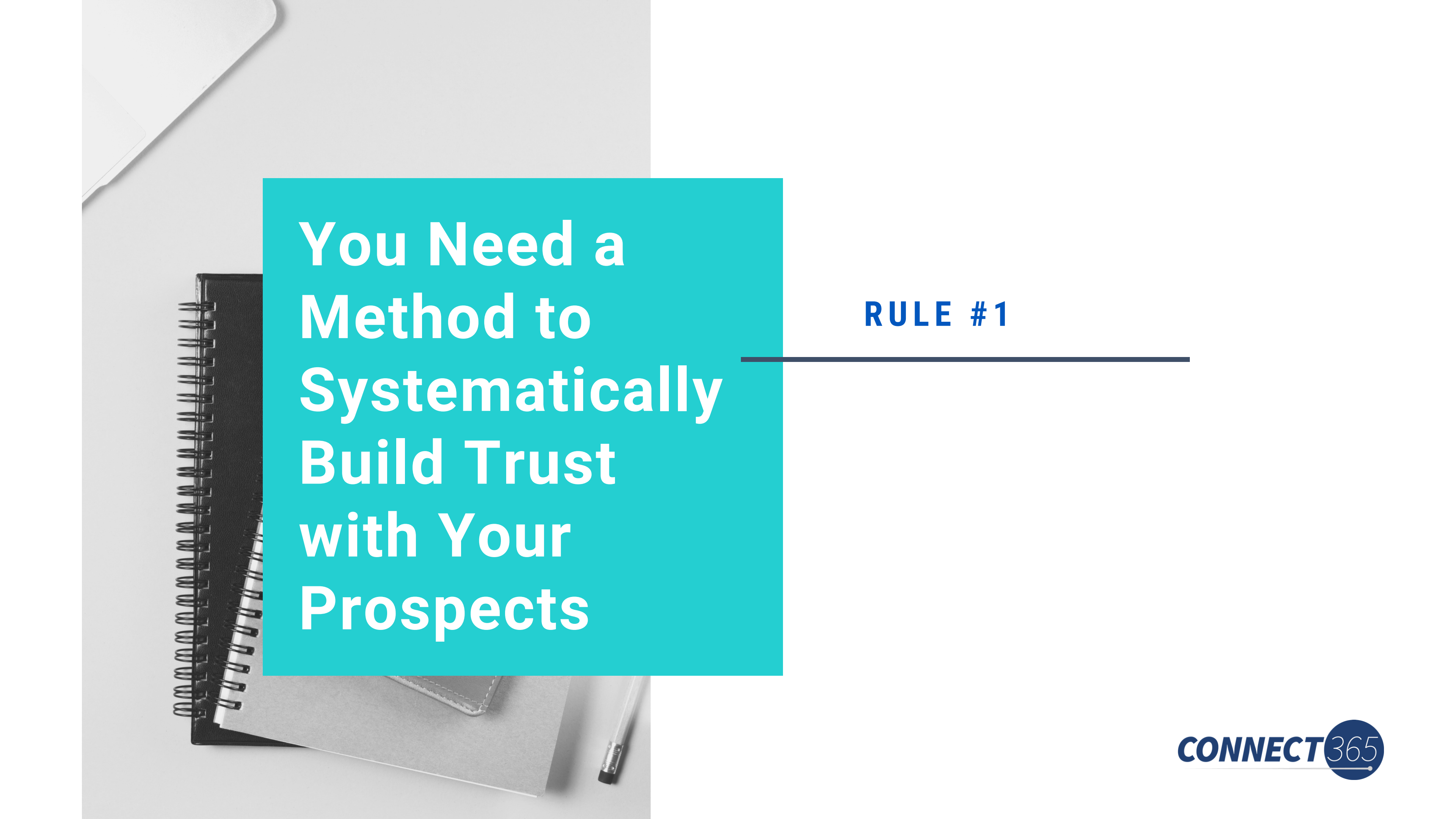




# *Let's Dive In*

## 4 KEY RULES OF THE TRUST EQUATION

The four main elements that drive this sales and marketing approach that will lead to more predictable sales AND get you off the cashflow rollercoaster by creating a repeatable system to create opportunities almost out of thin air.



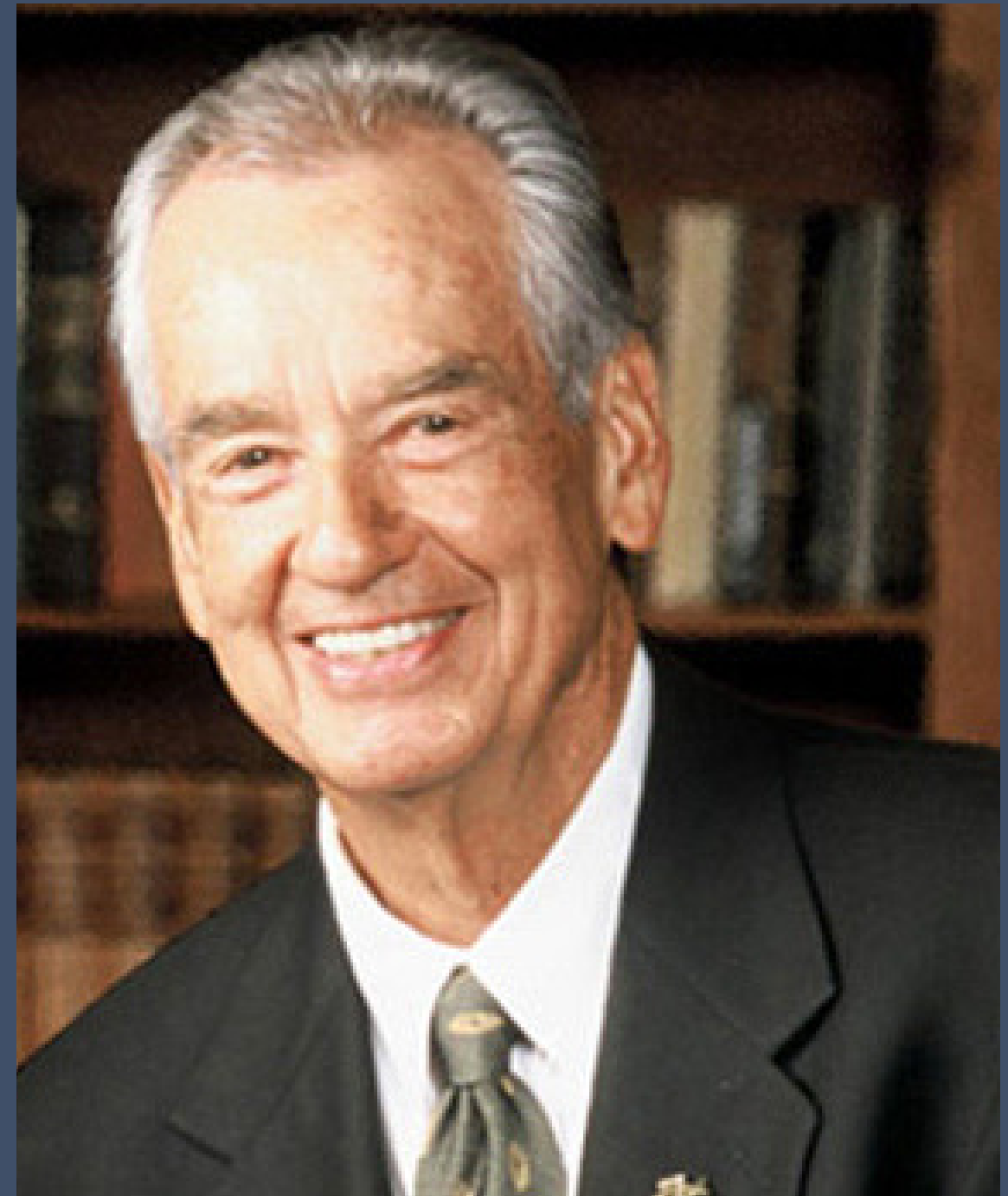
# You Need a Method to Systematically Build Trust with Your Prospects

**RULE #1**

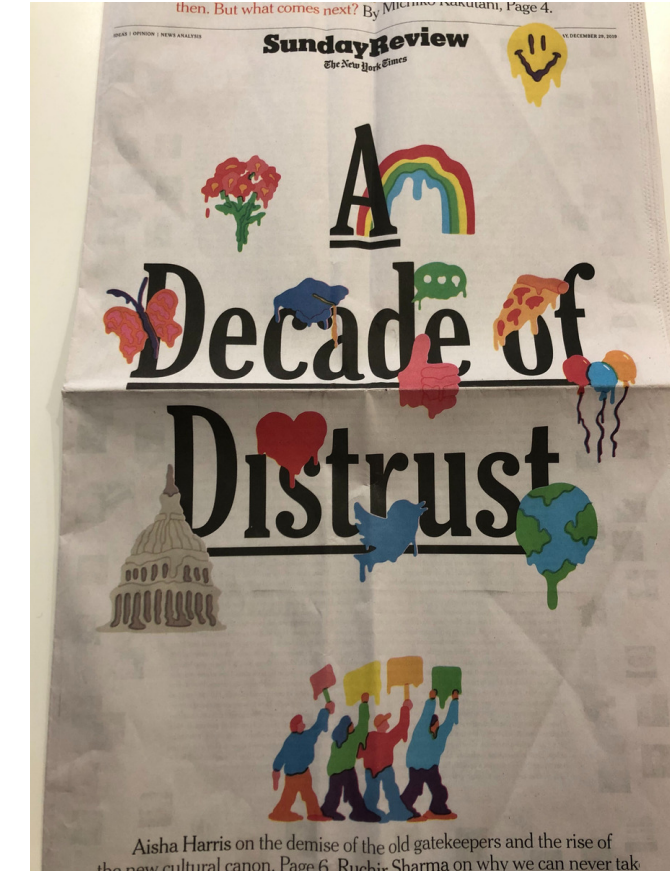
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**If people like you  
they'll listen to you,  
but if they trust you  
they'll do business  
with you.”**

Zig Ziglar



# Trust Is At An All Time Low In Our Society



- The New York Times referred to this as the 'Decade of Distrust.'

Trust in our institutions.

Trust in corporations.

Trust in politics. (don't get us started)

As technology took off over the last 20+ years, businesses like ours were promised that these new online tools were going to make our lives easier and help us grow.

But in reality, so many of these online marketing gadgets have really been designed for big corporations.

Small businesses? Not so much

They're ridiculously complicated, and even if you succeed in setting it up, too many times the results aren't what you expected. And your prospects don't trust you more.

They see right through it. Just look at the way most businesses use email marketing.

That newsletter you send out?

Your prospects are ignoring it for the most part because it feels automated to them, and it's not moving the needle.

81%

OF CONSUMERS CONSIDER IT A DEAL BREAKER IF THEY CAN'T TRUST A BRAND.'

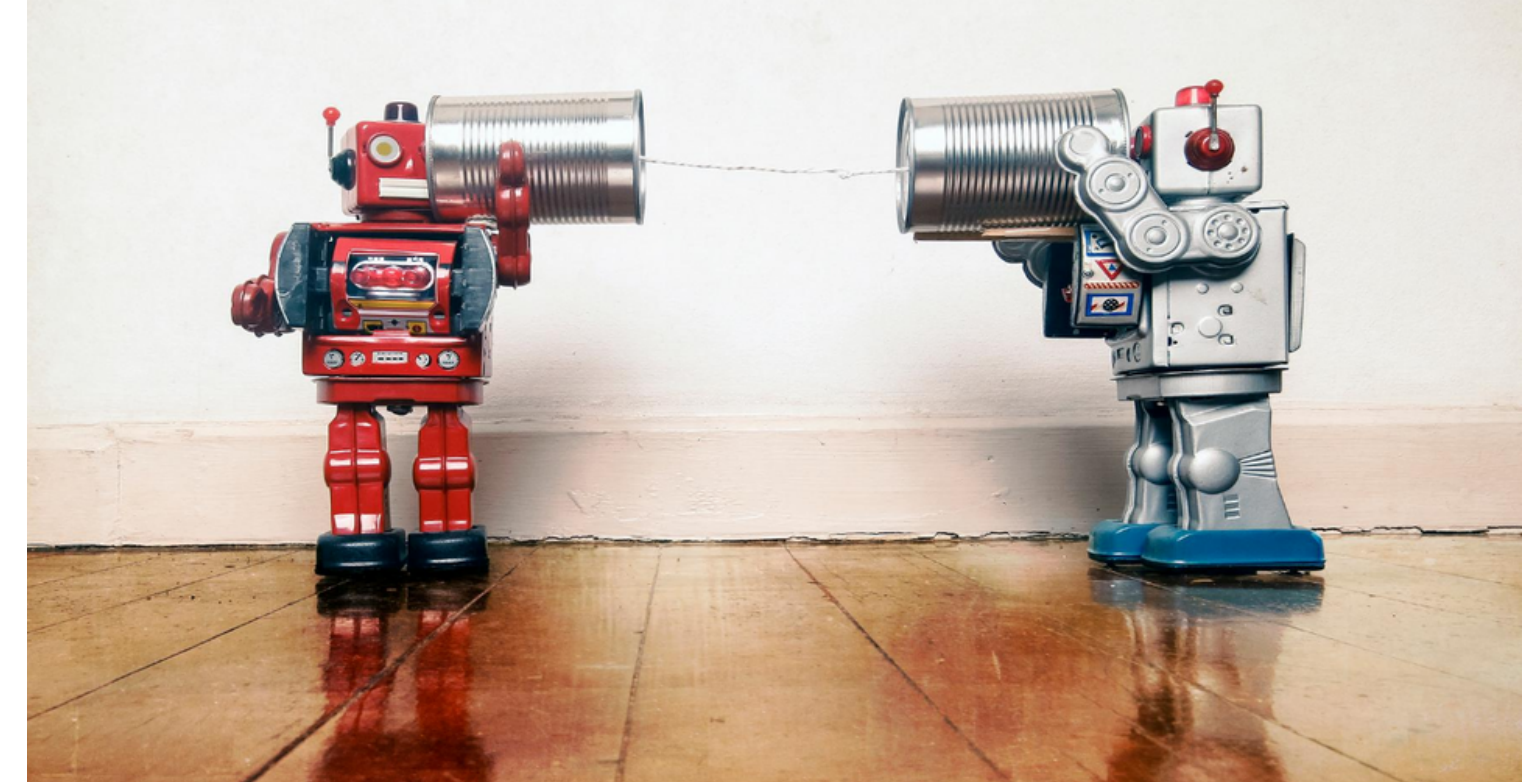
- 2019 EDELMAN TRUST BAROMETER SPECIAL REPORT



AVERAGE EMAIL OPEN RATES HAVE DROPPED TO BELOW 18%

- Campaign Monitor

# Marketing Today Lacks The Personal Touch



## ● Technology Has Failed The Small Business Owner

It is complicated, difficult to set up, cold and impersonal. And at the end of the day, it's really built for bigger companies.

Those kinds of marketing automation technologies really failed so many of us and they're just not working for most small business owners.

And on top of that, even if you do get it working and you get it running, the impact of it often isn't what you thought it would be.

Why? Because people are ignoring email marketing these days, and the emails are going into the promotions tab.

And they're just ignoring the content and they don't trust it. Right?

There are a few ways businesses destroy rather than create trust with their prospects.

- They are approaching prospects completely cold. With no gameplan to build more awareness with them.
- They display a lack of attention to detail and are impersonal.
- They prioritize a quick sale ahead of a relationship.

If you had a way to build more authority in your market so your prospects felt like an old friend was reaching out you can see how that would affect your results.

If you made every interaction feel unique to your prospect, it would go a long way towards making them more compelled to respond or act.

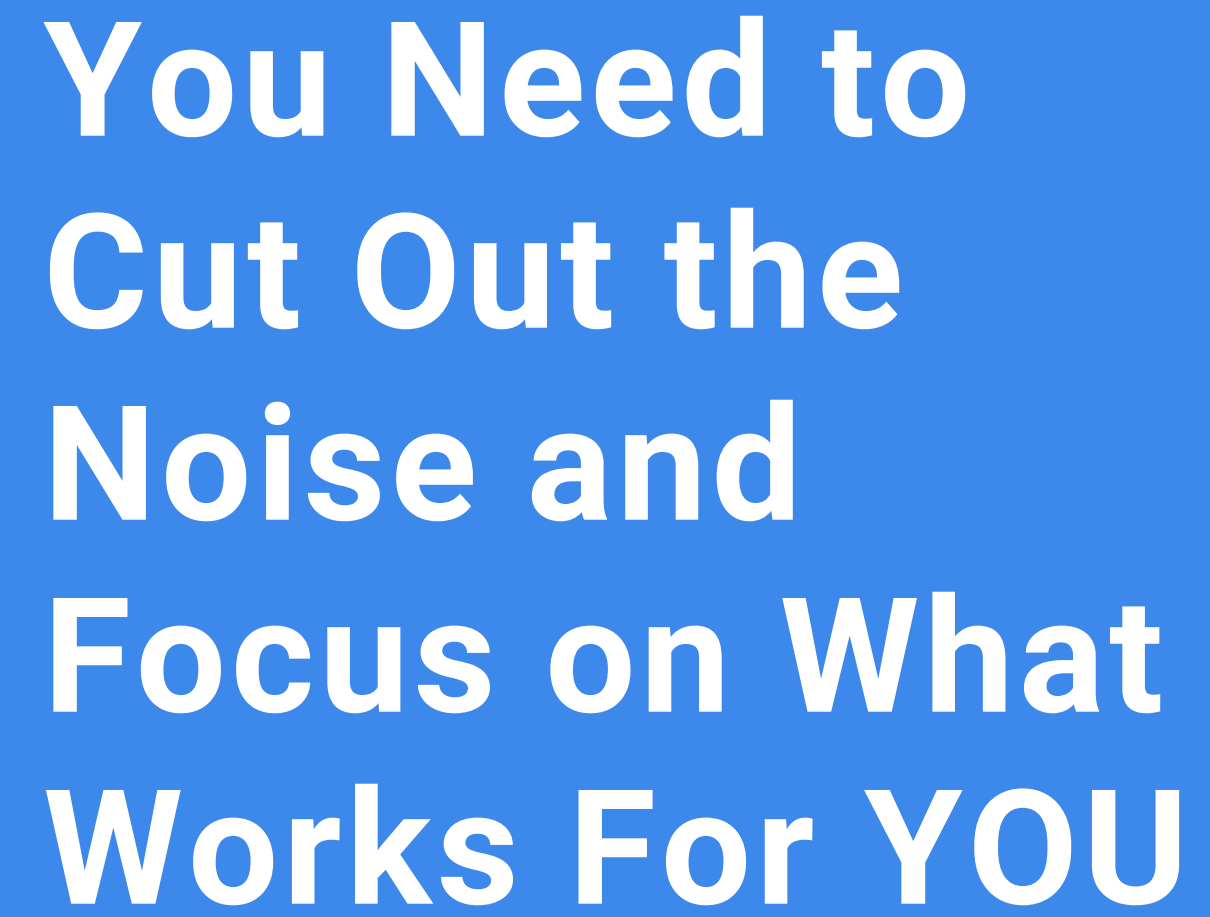
## If You Put an Emphasis on Relationship-Building Rather Than Churn-And-Burn Sales Tactics, You'd Have a Path to Long-Term Growth and More Fruitful Short-Term Results.



““

“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



**You Need to  
Cut Out the  
Noise and  
Focus on What  
Works For YOU**

**RULE #2**

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**“Simplicity is the  
ultimate sophistication.”**

LEONARDO DA VINCI

LESS IS MORE

# "Death By Funnel"

- The Simplest Path Between Point A-to-B Is A Straight Line.

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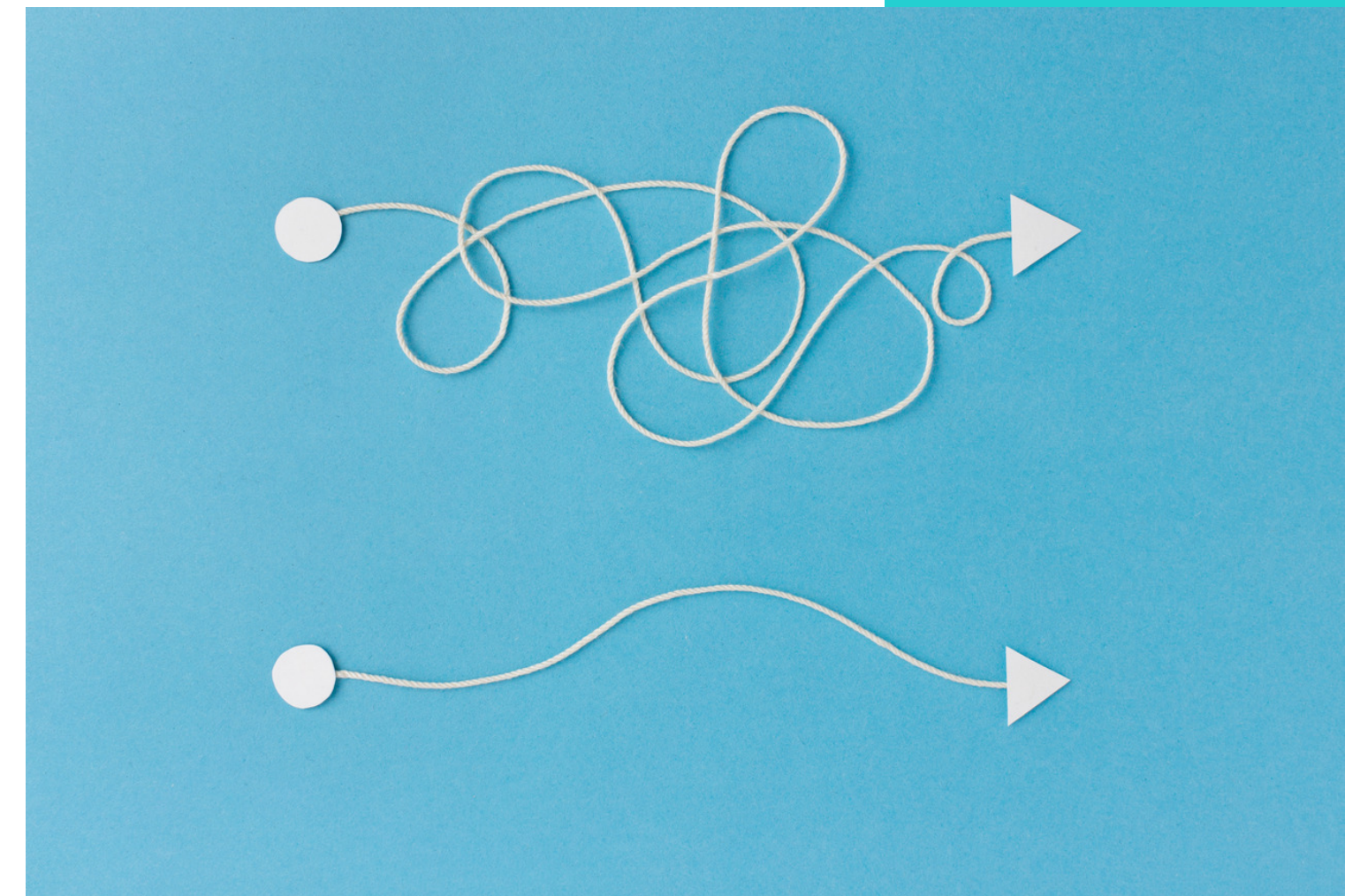
You can't get on social media, check your email, or watch a video without getting hammered with ads from "gurus" about how all you need to do is create a funnel.

And the data backs this up. A recent report from Commerce Signals found that 'Data estimates that 40% of all media spend is wasted.' If you've ever worked on a 'funnel' for what has seemed like endless hours only to discover, you actually then need a way to drive people into it, you aren't alone.

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.

At the end of the day you end up spending countless days and nights working on something that is never going to work for your business.

We call this 'Death by Funnel' and it sinks thousands of small businesses every year.



If You Need Results Now, You Need A Simple Route To Generate Appointments and Sales Opportunities.

A System That Is Proactive, Sustainable, & Get's Results (Without All of The Late Nights)



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“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

It's a Beautiful Day In The  
Neighborhood

**I feel so strongly that deep  
and simple is far more  
essential than shallow and  
complex. [In the end] it's  
about the relationships  
you have with one another  
and yourself**

Mr. Rodgers



**You Need A  
Clear Path To  
Consistency**

RULE #3

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# The Marketing Law of Attraction

A major component of success in your marketing and sales outreach is familiarity. Call it 'Top of Mind Status.' Or 'Awareness.' Or 'Influence.' But being a consistent and relevant presence leads to better results long-term.

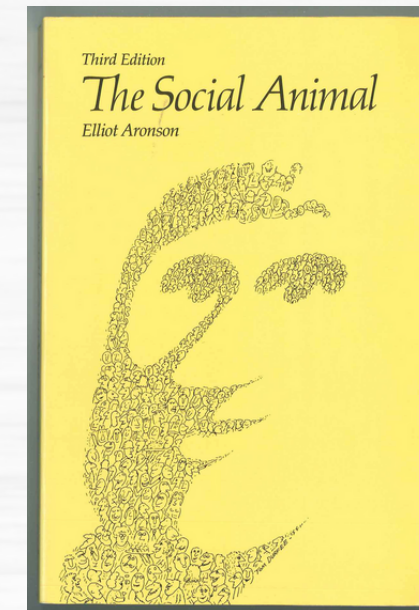
When done right, it leads to more engagement. More people seeing your messaging. More leads. More appointments. More new clients. But in the past...it's been difficult.

Too expensive. Too annoying. Too time-consuming.

You might have tried some direct outreach to your prospects before. Whether that was through email, or cold calling, or direct mail, or LinkedIn.

You found a great prospect. Someone who would make an ideal client. And you sent them a message and only heard crickets back

Everyone's been there. But the truth is there are tried-and-true approaches to increasing response and booking more appointments. You need a plan to stand out and be different



- *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.'*  
~ The Social Animal



# You Need A Plan To Stand Out & Get Noticed

RULE 4

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**“Why fit in when  
you were born to  
stand out!”**

Dr. Seuss



## HOW BIG COMPANIES THINK

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‘He or she who can afford to spend the most to acquire a new customer, wins.’



## HOW YOU SHOULD THINK

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‘He or she who can create more relationships with prospects, wins.’

The average cost per lead can vary from \$31-\$811 on average depending on your channel.

The costs continue to rise.

If you're playing a game of "Ad Budget Chicken," the larger your competitors the higher the likelihood of them winning.

That's not meant to discourage you. But instead to change your way of thinking about your growth.



## Play To Your Strengths With Your Marketing & Sales Strategy

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# If You Can't Beat Them At Their Game... Play A Different Game

● As a smaller business, you have distinct advantages. Look for opportunities to maximize your advantages over your competitors and you'll win more.

Look for strategies that you don't see your gurus recommending. That your competitors aren't able to compete with you on.

You might have tried some direct outreach to your prospects before. Whether that was through email, or cold calling, or direct mail, or LinkedIn. You found a great prospect. Someone who would make an ideal client. And you sent them a message and only heard crickets back

Everyone's been there. But the truth is there are tried-and-true approaches to increasing response and booking more appointments.

You just need a plan to stand out and be different.

*No one else in our market is doing this. So instead of cold calling prospects or waiting for leads to come to us so we can just ask to help with orders, we have a process now that allows people to get to know us electronically first, so when it does come to the time for them to buy - we much better overall process to close them.*

*The messaging has led to a much more consultative process for our sales pipeline. It's been much easier to gain familiarity with leads we would previously dream about and we have gained at least 4 new clients as a result since starting this process just a few months back."*

*~ Carla Corley, Corner Office Consultants*

**'If you do what  
you've always done,  
you'll get what  
you've always got.'**

Tony Robbins





# IT'S TIME FOR SMALL BUSINESSES TO WIN

This system we've developed, to give small business owners more control over their lead generation and sales development process, has revolutionized the way our clients compete in their market.

The Trust Equation levels the playing field and creates a unique set of advantages that your bigger competitors wish they were nimble enough to implement.

But this system has been designed specifically to help people like you and me build outsized advantages by capitalizing on what the big guys are doing wrong.





# THE AWARENESS ADVANTAGE

Visibility, elevated

Step out from the shadows and into the light. Create outsized awareness in your market through an integrated outreach plan without hiring a PR firm or creating gobs of content.



“Within days of using this system and your training, I had 23 requests for a phone call with prospects. 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.” ~Janine Bolon, Consultant



# THE FINANCIAL ADVANTAGE

Cashflow elevated

Avoid the 'Funnel Trap' and save thousands of dollars each month while outperforming your competitors.



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



# THE TIME ADVANTAGE

Efficiency, elevated

Leverage your effort to focus on the most impactful tactics that create results. Don't sit around waiting for your next opportunity. Learn how to go out and take it without wasting another second.



We have reached out to cold prospects using the same sequence of emails, and have found more conversion and interest. This allows us to focus on customizing the message and the prospecting, and takes care of the nitty-gritty time-sucking tasks for us. This system allows you to spend your time where its most valuable.

~ Mary Ann Collishaw, IT & Sass



# THE QUALITY ADVANTAGE

Standards, elevated

Don't rely on inaccurate data sources and platforms. Get right to the source and hand pick your perfect prospects. And generate quality leads to build relationships with now and in the long-term.



We now have a more systematic outreach plan with more targeted messaging. We recently had a virtual summit where we had about 10 times the number of participants compared with our regular monthly webinars due to this system.

This system made everything quite easy to do. We generated over \$20,000 in income from the Virtual Summit and greatly expanded our network of allies and potential clients as a direct result of this system.

~Bill Barberg, Non-Profit



# THE BANDWIDTH ADVANTAGE

Clarity, elevated

Small business owners and entrepreneurs already wear a lot of hats. Reduce your required bandwidth to maintain a lead generation system. If there are too many inputs, there is greater opportunity for increased time to implement and likelihood of success.



Before this I did everything (writing, scheduling, and posting to social media all myself). I was able to use this system to have a team of writers who could deliver [social media] content very quickly and still give me the chance to make sure it matched what I thought it should be for my customers.

After working with the team, I was able to focus on my customers and growing my business. ~Lori Ramos, Marketing



# THE TRUST ADVANTAGE

Leverage, elevated

Build more authority and trust in your marketplace. And provide relevant outreach to your prospects. By doing this alone you'll be different than most of your competitors or other salespeople your audience interacts with. This gives you opportunities for the short and long-term.



This is a sensible, low-cost solution to a difficult task that confounds many business owners. It's strength is that it is a strategy, not a series of unconnected ideas. We are now able to focus on a specific series of actions aimed at a specific target; a rifle shot rather than a shotgun.

There is a defined direction to the day, which was not always the case before. The system is laid out logically and I am able to work with a measure of confidence to achieve results." ~Sydney Tremayne, Finance

# READY TO CREATE YOUR UNFAIR ADVANTAGE?

We'll be talking much more about how to use the Trust Equation Framework in your outreach on our live workshop:

**Creating Your Unfair Advantage: A Revolutionary Playbook To Create Outsized Authority in Your Market, Build Lasting Relationships with Prospects, and Get More Leads And Clients**

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
- What the 'Goliath Tendency' is and how to 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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