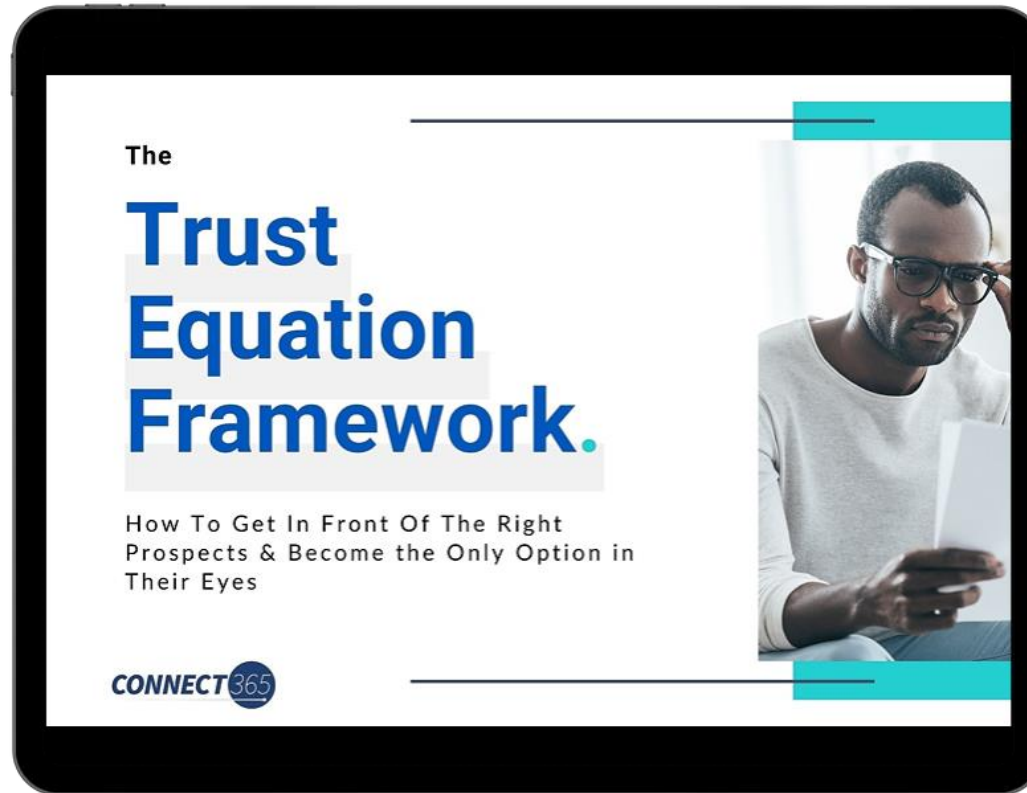


Creating Your Unique Advantage:

How to Leverage the 'Trust Equation' to Achieve Outsized Authority in Your Market, Build Lasting Relationships and Get *More Leads and Clients...*

With Pat Henseler & Meredith Eisenberg





Get the Details at:

[Connect365.io/trust-equation-framework-download/](https://connect365.io/trust-equation-framework-download/)

We'll be diving deep into:

The Trust Equation Framework

A revolutionary method to find your perfect prospects and become the only option in their eyes



88% of business owners report that they consistently struggle with cashflow.

What's the difference between them and the 12% who do not have cashflow problems?

The 12% have systems in place to consistently bring in new prospects, appointments and clients.

With a reliable system for generating a steady flow of appointments, this doesn't have to happen.

You can get off the cash flow rollercoaster.

I want to set the record straight
about a few things.

There's a lot of b.s. out there.

**This is different from all the other
marketing or sales crap you've
been fed before.**

You NEED to
be advertising
to grow.

Without a large
list you are dead
in the water.

Always Be
Closing.

The majority of people are priced out of the market before they can even get started.

There are a lot of business owners out there who are wasting a lot of time and money, going down this dead end road.

Consumers' Trust in Brands Has Fallen to a New Low. Surprised? Probably Not

Trust in Facebook is at an all-time low: Here's how media companies can use that to their advantage

August 5, 2019 | By [Jesse Moeinifar](#), Founder & CEO—Viafoura [@JesseMoeinifar](#)

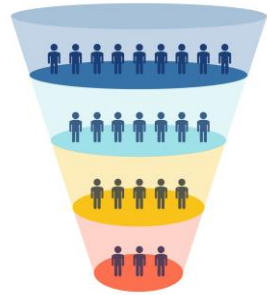
**There is a very systematic way to
get real, honest results.**

**You need to take
advantage of your
competition's mistakes.**

We quickly came to realize...

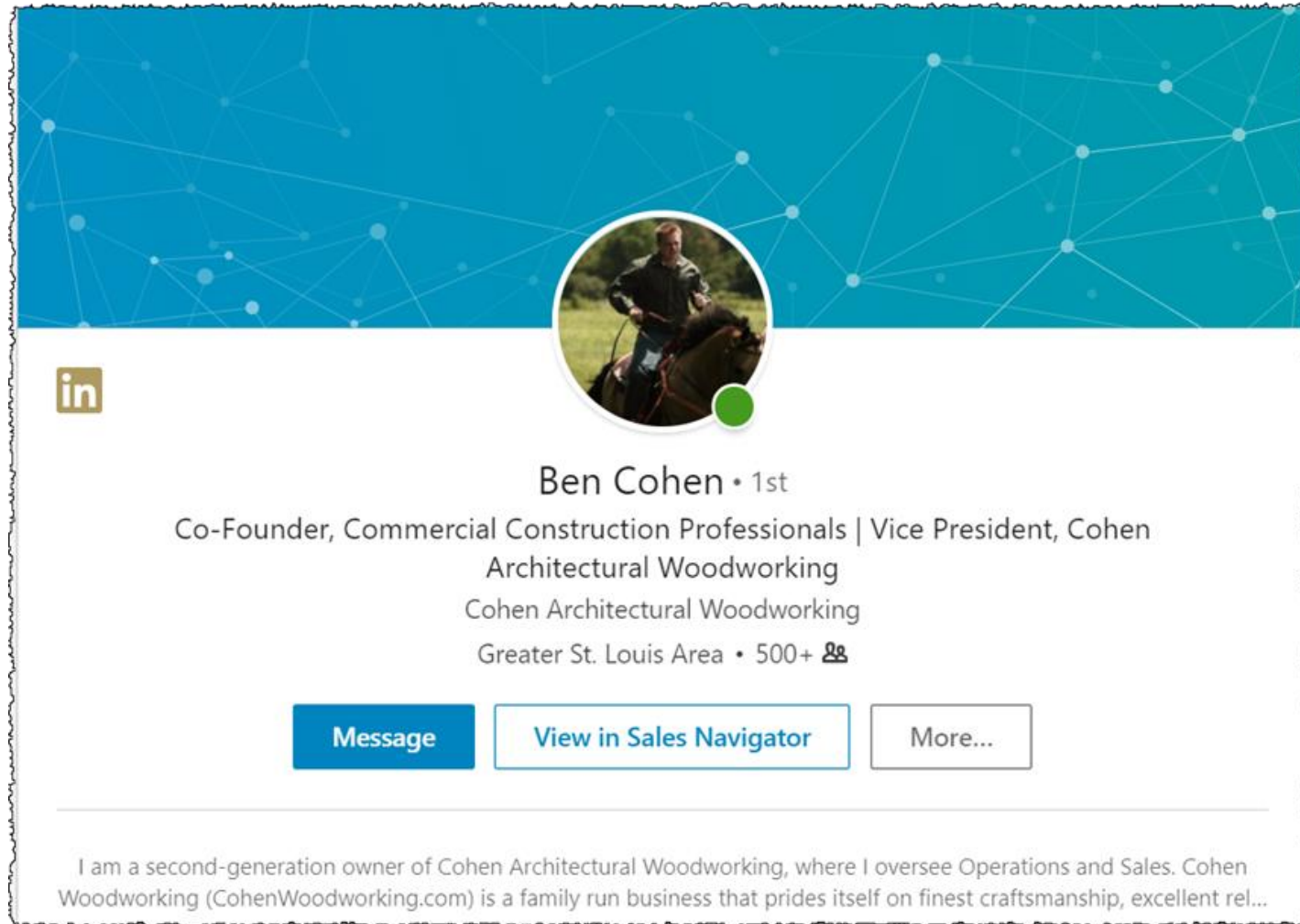
The old way is broken...





What if we simplified?

Ben Cohen (our first client) has now done over \$30 million with these strategies!



The image is a screenshot of a LinkedIn profile for Ben Cohen. The background of the profile banner is a teal color with a white network diagram pattern. The profile picture shows a man riding a horse in a field. The LinkedIn logo is visible on the left side of the profile header. The text on the profile includes the name 'Ben Cohen • 1st', his title 'Co-Founder, Commercial Construction Professionals | Vice President, Cohen Architectural Woodworking', the company name 'Cohen Architectural Woodworking', and the location 'Greater St. Louis Area • 500+ ⟨'. Below the profile information are three buttons: 'Message', 'View in Sales Navigator', and 'More...'. At the bottom of the profile, there is a short bio starting with 'I am a second-generation owner of Cohen Architectural Woodworking, where I oversee Operations and Sales. Cohen Woodworking (CohenWoodworking.com) is a family run business that prides itself on finest craftsmanship, excellent rel...'

in

Ben Cohen • 1st
Co-Founder, Commercial Construction Professionals | Vice President, Cohen Architectural Woodworking
Cohen Architectural Woodworking
Greater St. Louis Area • 500+ ⟨

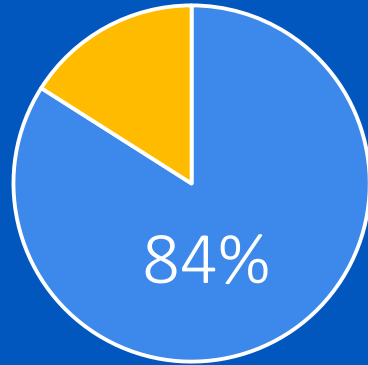
[Message](#) [View in Sales Navigator](#) [More...](#)

I am a second-generation owner of Cohen Architectural Woodworking, where I oversee Operations and Sales. Cohen Woodworking (CohenWoodworking.com) is a family run business that prides itself on finest craftsmanship, excellent rel...

The top priorities for business owners...

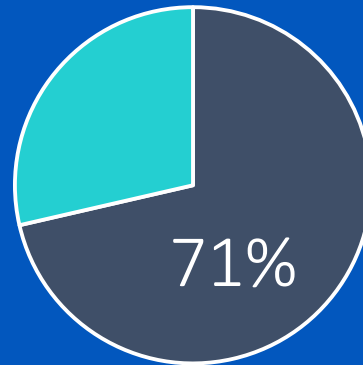
Most Sales and Marketing leaders are seeing diminishing results from the things that used to work.

And the smart ones are investing more than ever in outbound, as a more quantifiable source of reliable results.



of small business owners list increasing quality leads as a priority.

While 71% said focusing on their outbound messaging was a priority for the next year.



Greatest barriers:



Time



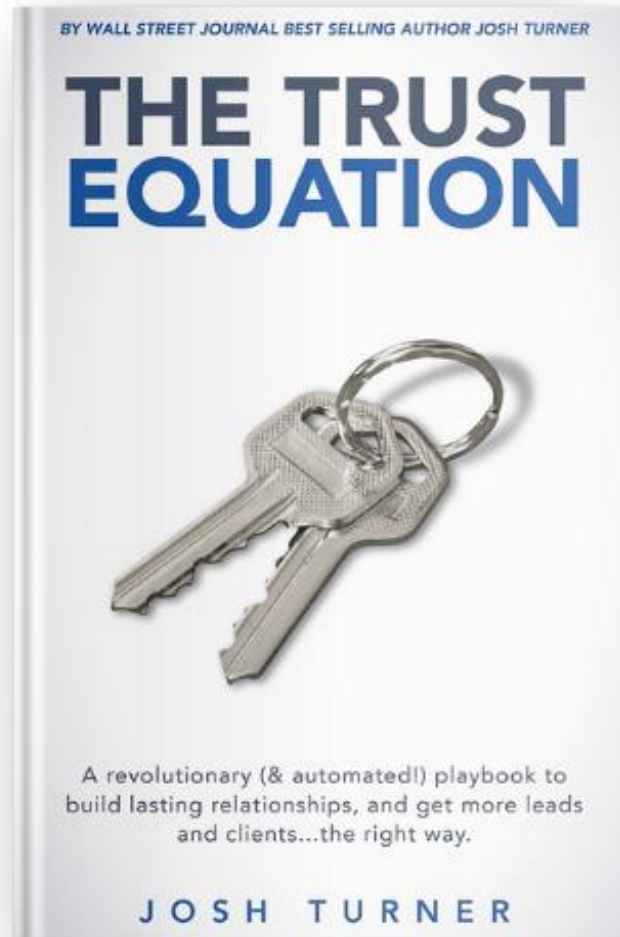
Budgeting



Know-How

THE TRUST EQUATION FRAMEWORK






By implementing this system we've helped clients *proactively* reach out to prospects and generate billions of dollars in new sales and contracts.

From working with tens of thousands of business owners, my team and I have uncovered that the most effective marketing & sales strategies have a few key things in common.

For starters:

You can't sit back and wait.



74%
Close Rate

The first viable vendor to reach a decision maker and set the buying vision have an **74% close ratio.**
- Forester Research

You have a **56% greater chance** to attain quota (sales goals) if you engage a buyer before they contact a seller.
- Sales Benchmark Index



56%
Increase

Key Takeaway:

**It pays to be proactive with your
lead generation.**

**We'll be sharing HOW we turn
relatively small lists of TOP
prospects into more consistent
leads, appointments and
opportunities.**

**And give you the playbook that
will allow you to do the same.**

**To create rather than destroy
trust with your prospects.**

**To stand out in your prospect's
inbox.**

To improve your awareness. So
you *actually* get noticed when
reaching out to your market.

**To generate serious results even if
you have a small (or no) list.**

**And where you can learn how to
put it all on autopilot so you can
focus on what matters in your
business.**



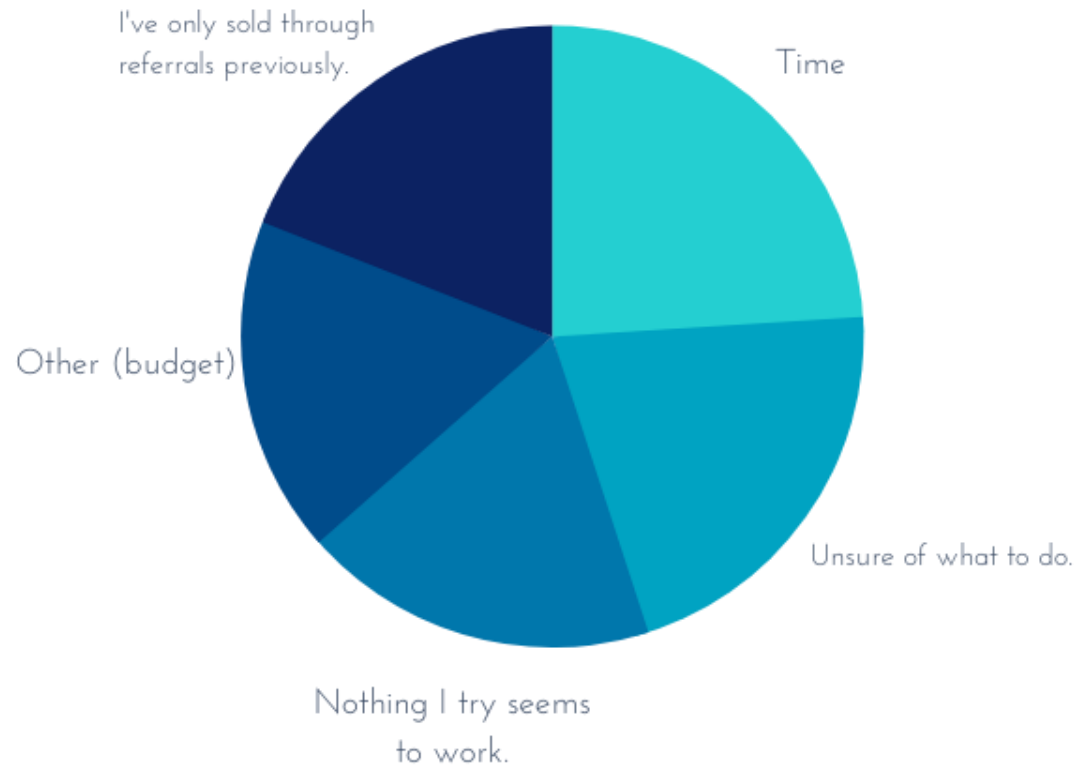
3x Growth in Her First Year Using These Strategies



Added 6-figures in new sales just from the strategies we'll share today



WHAT IS YOUR #1 ROADBLOCK TO HITTING YOUR GOALS?



“There aren’t enough hours in the day.”

“I am not sure what to do, I try things but so far do not have a go-to sales strategy. I keep trying and bouncing around.”

“It seems there are too many options in terms of marketing and so much noise.”

What are the keys to success?

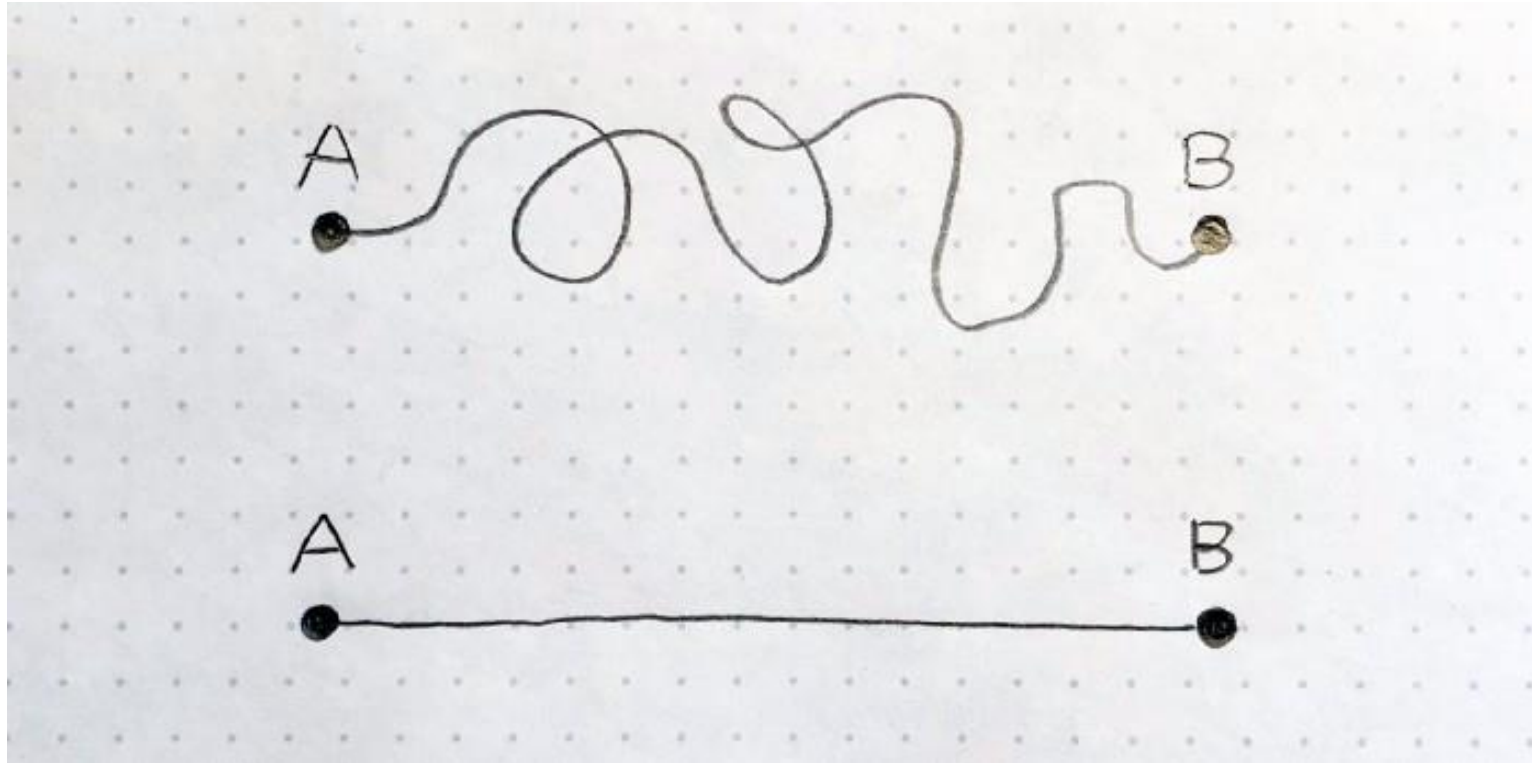
Trust

81%

Of buyers consider it a deal breaker if they can't trust a brand.

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.

Simplicity



"Simplicity is the ultimate sophistication."

~ Leonardo Da Vinci

**Complexity is the greatest killer of
effective marketing.**



" 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. I've landed a client very quickly from this system recently following some of the recommendations from your team and overall I just like it, and will continue to use it and I expect more deals to follow shortly."

- Richard Johnson, 21st Century Marketing



“The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective.”

Warren Buffett
Chairman & CEO,
Berkshire Hathaway

Consistency



Steven Bartlett  @SteveBartlettSC · Jan 11, 2020



You wouldn't plant a seed and then dig it up every few minutes to see if it has grown.

So why do you keep questioning yourself, your hard work and your decisions?

Have patience, stop overthinking and keep watering your seeds.





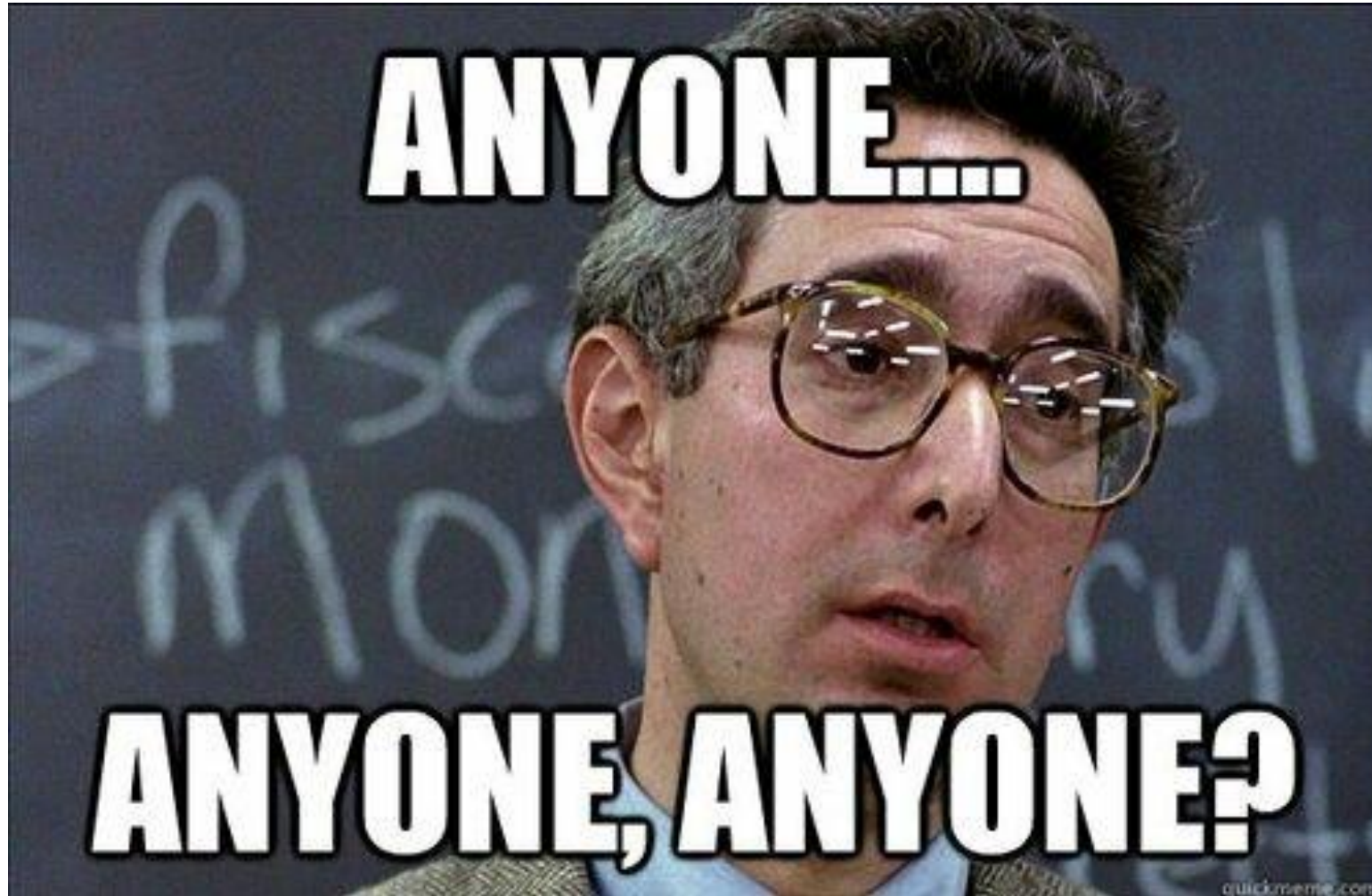
“You can become an authority but it does not require you to generate all of the content. You can use others content to educate yourself, your clients, and your colleagues. This is a great way of efficiently delivering value.

Through Josh’s system, we now have a steady stream of people expressing interest in our business. And we just had our top month last month and did over 45k in revenue!

We are now on our way to be able to phase out of as much in-person and 1-on-1. This will free us up to do more travel, and generate more passive income from our training program and virtual sessions!”

- Miles Nichols, Owner of Living Love Mindfulness

Visibility



HOW BIG COMPANIES THINK

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



HOW YOU SHOULD THINK!

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

Through traditional channels the average cost per lead can vary from \$31 - \$811.

**If you can't beat them at their game...play
a different game.**

THE TRUST EQUATION FRAMEWORK





**Pillar
#1**

Targeted Prospecting.

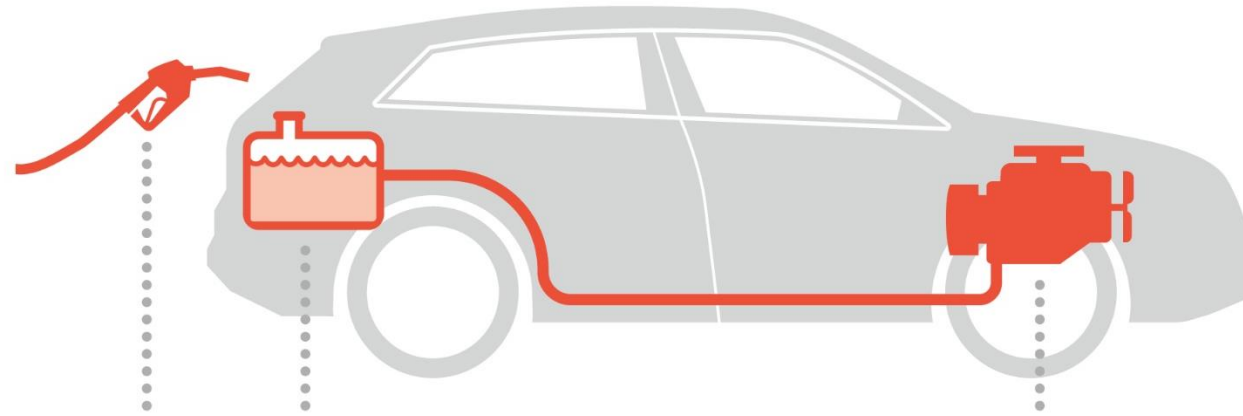
**This is about becoming super
clear on your prospects...**

And where to find them...

I've taught hundreds of business owners and entrepreneurs how to effectively build a database of ideal prospects...

What's the #1 thing I've learned?

You need to put gas in the tank!







Client Spotlight



Janine Bolon
The 8 Gates

Goal: Engage connections. Automate her outreach to save time without sacrificing results.

What Worked: Simplifying her process to stay in touch with her prospects in a personal way that built stronger relationships with her coaching prospects.

Results: Dozens of appointments booked, a host of new coaching clients, and a repeatable system to easily do it again and again.



"This really helped me *within days of using the 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, Owner, The 8 Gates

Client case study



Mike Adams • 2nd

I Help Entrepreneurs & Sales Pros Achieve Economic Independence Through
Business Ownership & Real Estate Investing.

Award Winning Real Estate Business Consultant • Self Education

Greater Minneapolis-St. Paul Area • 500+ 

705 prospects from Initial Outreach

Client case study



Sean Murphy • 2nd

CEO - Executive Risk Mgmt., Crisis Management, Supply Chain Risk, Business
Partner Risk, Business Continuity, Technology

Lootok, Ltd. • University of Minnesota - Carlson School of Management

New York, New York • 500+ 

1,342 prospects in a few months.

Client case study



Aaron Agius • 1st

Co Founder and Managing Director at Louder.Online | Search, Content & Social
Marketer | Entrepreneur | Speaker | Author

Louder Online — We Deliver Growth • Marcellin College

Sydney, Australia • 500+ 

4,506 total from Initial + Ongoing

“This week I issued my first invitation to meet to 49 new contacts from LinkedIn. ***Within 48 hours 5 agreed to meet!***”

These are 5 prospects in my target market who I had no knowledge of (and vice versa) just a few weeks ago.

Thanks to everyone who has guided and supported me along the way!”

- John Dawson, Dawson McDonald Consulting





Priya Bains

June 29, 2016 - Vancouver, BC, Canada

Hooray! The campaign is working! 2 calls scheduled in the last 10 minutes. For those of you who know this is my achilles heal, this is amazeballs!!

Like Comment

Pat Henseler, Josh Turner and 11 others



Davide Di Giorgio !! Approaching 400 on LinkedIn (when I started the program I had 17!) !! I'm getting clearer on what it is I'm offering through this process. !! I had someone totally random, who I thought was going to pitch me, reach out online, connect on LinkedIn, and is now a potential client. !! I started my Authority Leadership Platform and have a great little group of amazing entrepreneurs there already 😊 It's been a great week!

Unlike · Reply · 2 · 1 hr



Annie S. Brock

March 31, 2017

Encouragement for those who are just getting started . . . Since March 2nd, I have added 266 new connections, which fills 4-1/2 campaigns (my first has 100 people in it - Message #2 goes out on Monday), and 40 people have joined the BOLD Leaders Forum. I have an in-person appointment scheduled as a result of one connection request - no other emails needed.



Scott Weddell

March 30, 2017

Just an update for everyone 😊

I have closed 4 people so far onto my new beta programme 😊

Big thanks to this programme for the kick up the ass I needed 😊

Like Comment



Jody McCormack

July 18, 2017

Just wanted to give a big THANK YOU to the TAG team and organizers here. I started out slow with the program, but have finally gotten to message 4 (about two weeks ago). I've added about 600 new contacts (still adding 30-50 a week) and have sent message 4 out to about 200. And guess what? My calendar is filling up with phone call appointments! I was honestly a little worried after sending the 3rd message with very little response/feedback from my prospects. I've gotten on the phone with over a dozen great prospects with more lined up. I can't wait to see how many more appt. I get set after message 5 starts going out. I really appreciate all the hard work from the TAG team as well as all those who post here about there struggles and successes! For all those going through the messages now, just keep at it and your hard work will pay off!

Like Comment



Robert Nugent

May 24, 2017

Back from a week in Maui. Hard at work sending 165 invitations and thus far have 68 new connections for a 41% acceptance rate and two new clients

Like Comment

You, Pat Henseler, Josh Turner and 6 others



Suzanne Munley

March 31, 2017

Hi TAGers, hope you had an awesome week! I'd like to share where I am with TAG, I've just been working steadily. Since middle of March I gained 302 LI contacts, and have 37 members of my LI group: Self Employed Leadership Group: the Group for Small Business Owners, Entrepreneurs and Professionals...I've been posting news articles that have gotten some good comments, have had 2 phone conversations... still learning and working on the parts of the program I found challenging but not letting them hold me back from building relationships on LI ... just wanted to say THANK YOU to all in this group and to Josh Turner and Team for such an awesome program!

Like Comment

Steph Kelly, Pat Henseler and 13 others



Brian Ainsley Horn

April 10, 2017

THIS S#IT WORKS.

Just had a call with someone that found me because of my headline on LI. (which she saw on a comment I made on some random post)...

Booked a call with me because of my summary...

Signing to do a \$15k package after one call.

All from the headline.

Nice stuff Josh and crew.

Like Comment



Peter James

March 25, 2016

I just got my first client through the TAG system! It worked so well it didn't even feel like selling at all. I highly encourage you guys to go all in with the TAG stuff!

Like Comment

You, Steph Kelly, Pat Henseler and 52 others

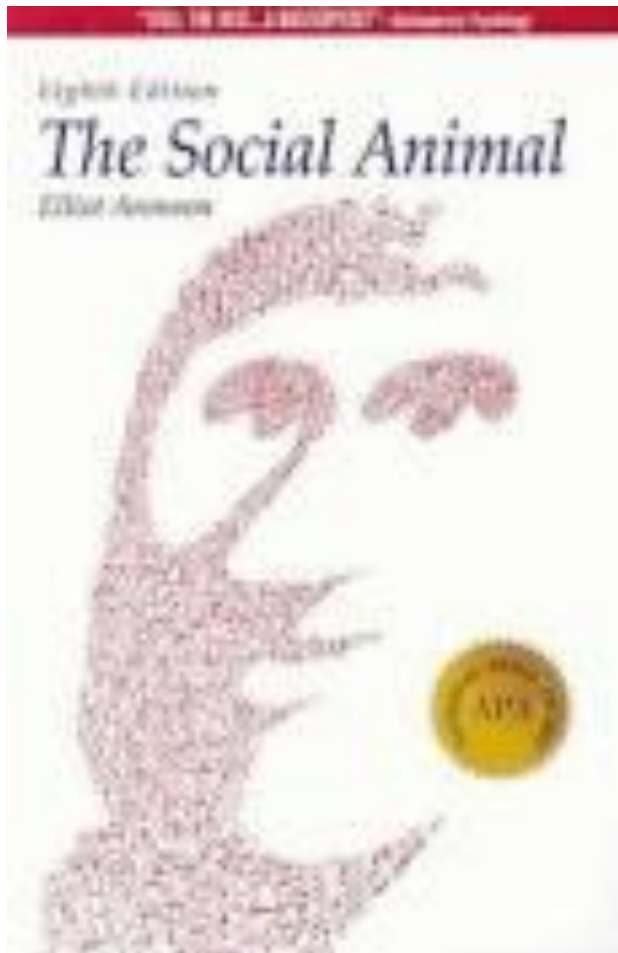


**Pillar
#2**

Social Authority.

There's way too much noise out there.





Law of Attraction

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*

***A Consistent Display of Authority &
Relevant Content Will Make You
Memorable.***

(And being memorable is the first step to staying top of mind)



Barbara Decker



There are many ways that the whole family can approach the substance abuse of your adult child; choosing the right patch means which particular method of addressing addiction can best benefit everyone.

#LoveAnotherWay #TransformativeBoundaries

Once you're clear on this, it's easy to discover opportunities for rebuilding peace among every family member.



PSYCHIATRICTIMES.COM

Coaching Families to Address Addiction

"He'll just have to hit bottom." That bit of outdated advice can be terrifying....

17

3 Shares

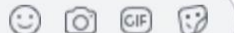
Like

Comment

Share



Write a comment...



Have you ever wondered how you will find the answer...



Why Does Gary Vaynerchuk...

Drivers often wonder why...

SOCIAL SELECTIVE

Like

Comment



Linked Selling

11,092 followers

Say it louder for the ones in the back Gary Vaynerchuk...

#marketing #linkedin #socialmedia

Gary Vaynerchuk • 1st

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
5mo

People don't understand how to really win on LinkedIn.

It's not by spamming people in their inbox .. it's by having an actual content strategy ...see more

If you don't have a **LinkedIn** content strategy *you're in trouble.*



**THE ATTENTION'S UNDER PRICED
THERE IS NO DOUBT-**

Client Spotlight



Carla Corley
Corner Office Consultants

Goal: Get their message through in a highly competitive niche.

What Worked: Personal messaging + ongoing social authority campaign on LinkedIn.

Results: 4 new high-ticket clients. A more consultative (and effective) sales process. Full calendar of opportunities.

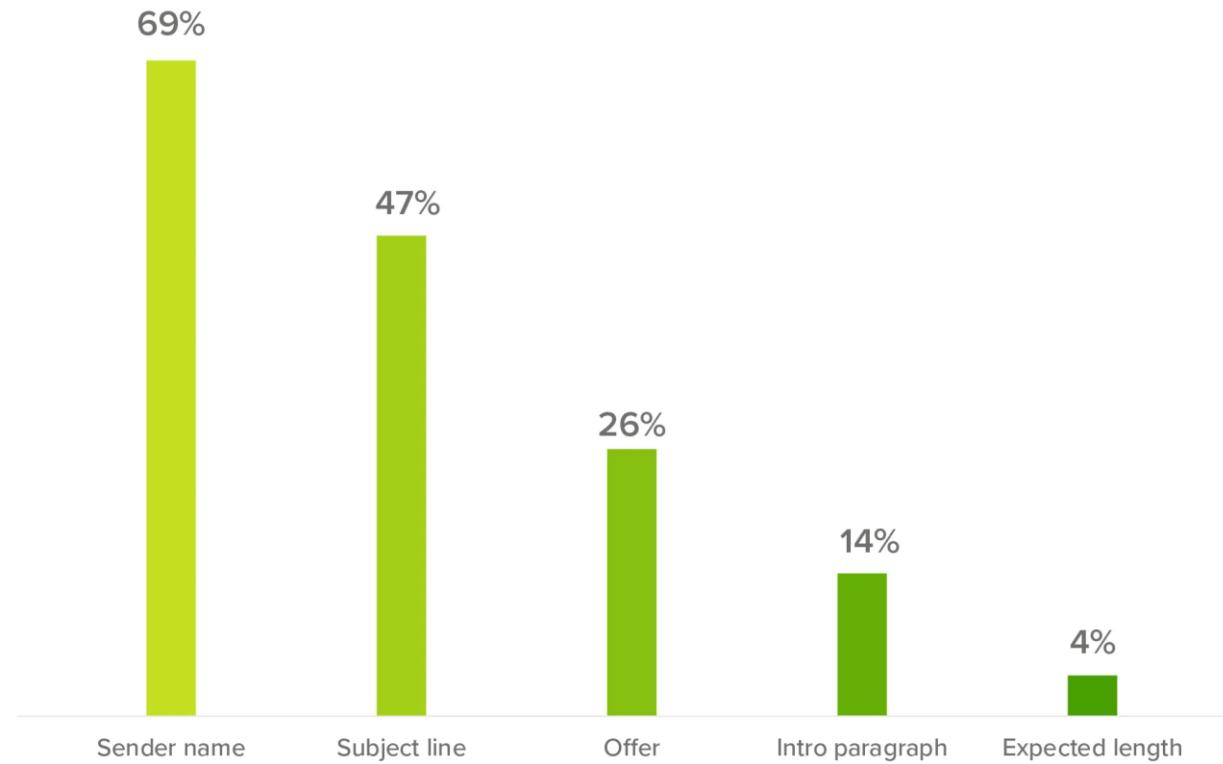
“No one else in our market is doing this. So instead of cold calling prospects or waiting for leads to come to us so we can just ask to help with orders, ***we have a process now that allows people to get to know us electronically first, so when it does come to the time for them to buy - we much better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



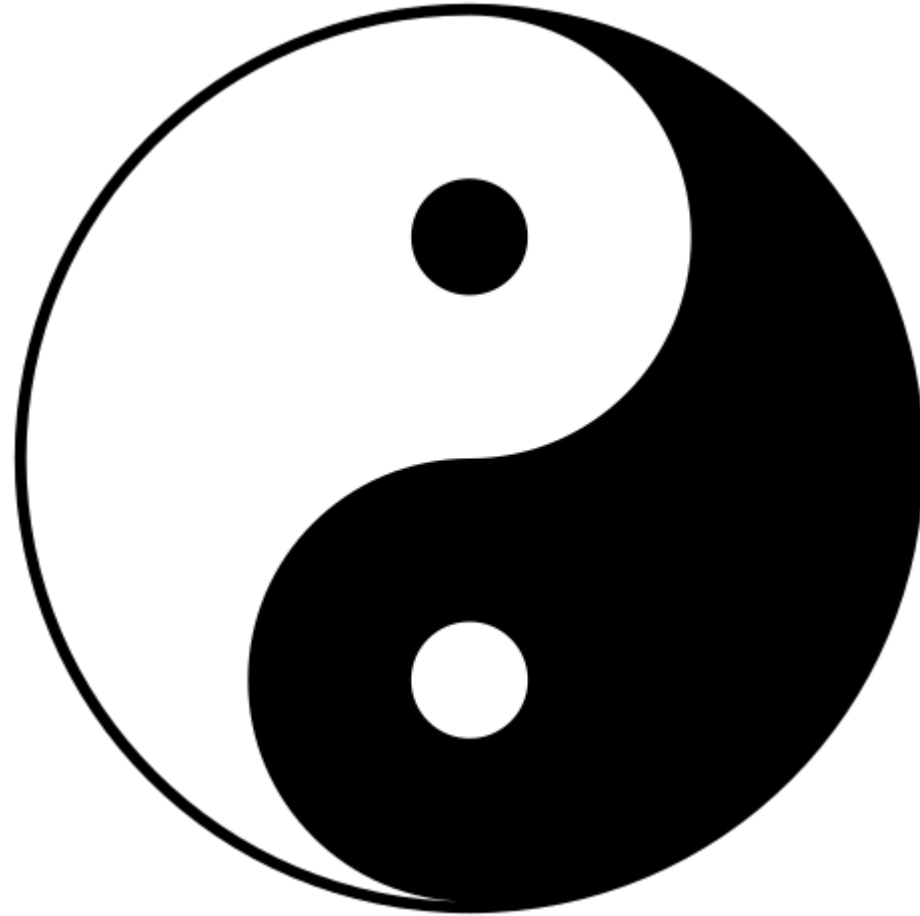
Reasons for opening an email



69% of recipients open an email because they recognize the sender name.

*SuperOffice

Key Takeaway:



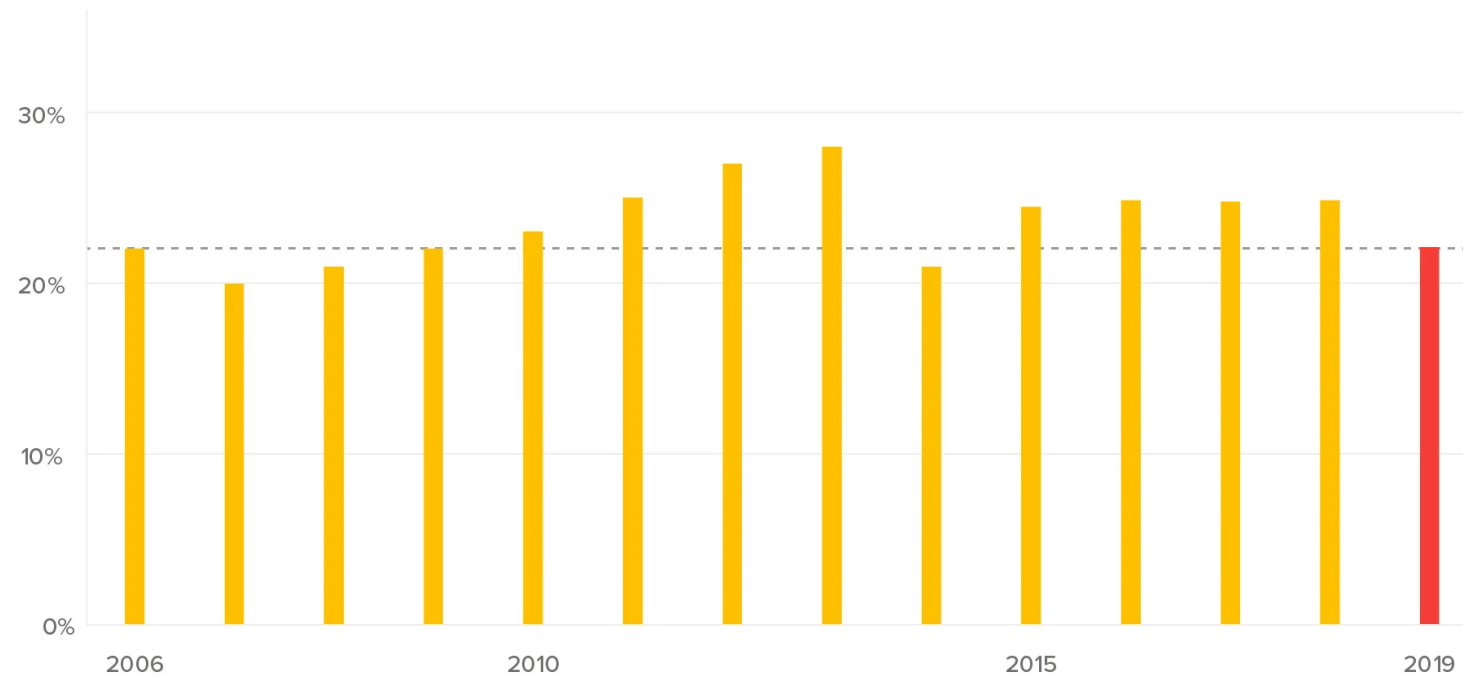
Email and Social Media should be complementary!



**Pillar
#3**

Personal Messaging.

Open Rate Benchmark by Year (2006 - 2019)



Email open rates fell by 8% in 2019. Still 80% of emails are never opened

*The WRONG way to build a
relationship...*



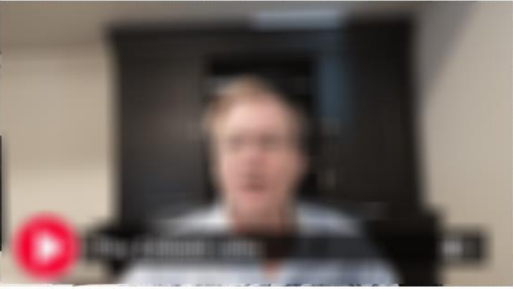


Hope you are doing great! I am writing this message to bring your attention to our services. We are a team of young and experienced Website and mobile app developers with experience of 4+ years working with latest frameworks. If you have any web development and mobile app project, we would certainly be delighted to work on it.

If you are interested in our services, I will be glad to tell you more about it and discuss your case!

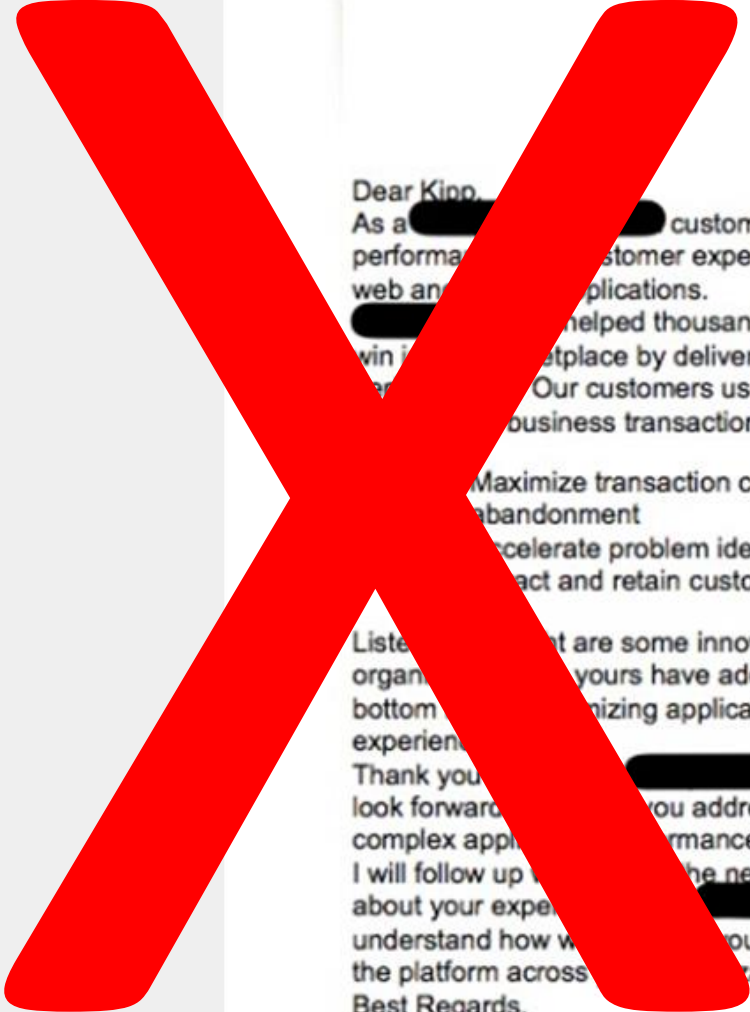
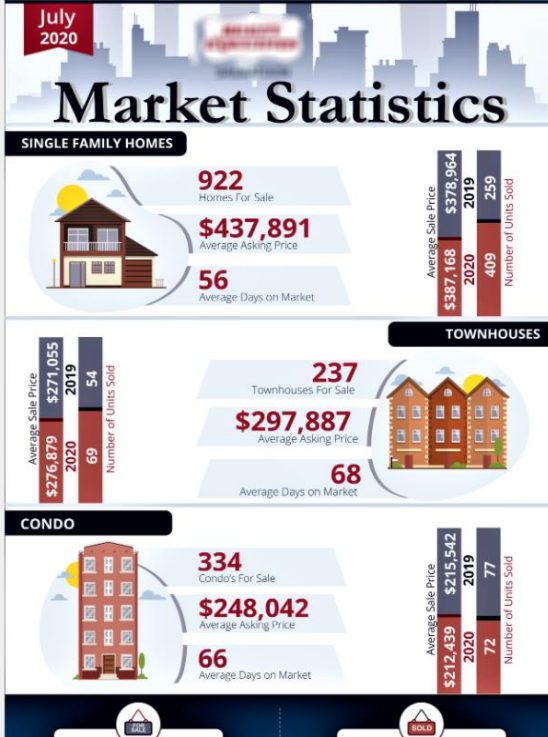
Regards,





Click to play this video.

Good morning friends today I want to bring you a brief update on the real estate market from the month of JULY 2020. We as an [redacted] listed 816 properties onto the market, approximately 9% MORE than the 748 listings last JULY. We also sold 550 properties which was 41% higher than the 390 sold last JULY. Year-to-date sales in Saskatoon increased by 4% over last year, increasing from 2,232 to 2,324. During the month of JULY, the Average selling price for a single-family residence was \$387,168, up from the \$378,964 last JULY. The average sold price for a townhouse was \$276,879 compared to \$271,055 in JULY of 2019. The average sale price for an apartment-style condo was \$212,439, lower than the \$215,542 average in JULY 2019.



Dear Kipp,
As a [redacted] customer, you value the performance and customer experience delivered by your web and mobile applications.

[redacted] helped thousands of companies like yours win in the marketplace by delivering world-class application performance. Our customers use [redacted] to manage their business transactions and:

- Maximize transaction conversions/decrease abandonment
- Accelerate problem identification and resolution
- Contact and retain customers

Listed below are some innovative approaches our organization and yours have adopted to improve the bottom line by optimizing application performance and user experience.

Thank you [redacted] customer. We look forward to how you address today's increasingly complex application performance management challenges. I will follow up with you the next couple of days, to hear about your experience with [redacted] solutions and understand how we can help you to extend the benefits of the platform across your organization.
Best Regards,

Protect Your Revenue

Ensure that your web initiatives don't fail during peak traffic periods. Accelerate time to market and reduce testing iterations by identifying user experience problems and isolating the root cause down to the line of code.

To learn more, take a look at our new book, ["Web Load Testing for Dummies."](#)

Why Performance Matters

Increase revenue and reduce costs by delivering superior experience for all users.

To learn more, read the White Paper about ["Why Performance Matters"](#).

Managing the Mobile Experience

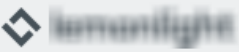
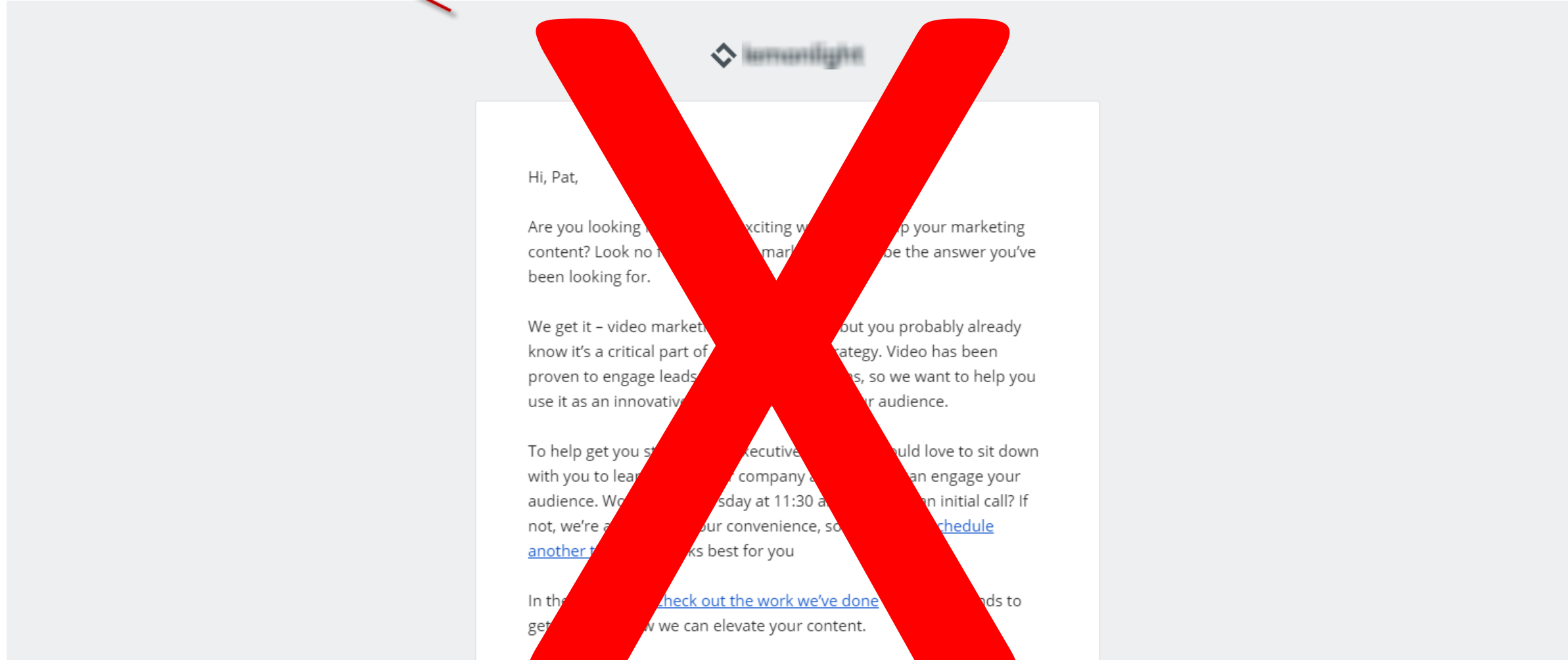
Protect mobile revenue, maximize conversions and ensure end users are

Quick call on Thursday > Inbox x



Jacob [redacted] via mail7.shared.hubspot.com
to me ▾

12:05 PM (4 minutes ago) ☆ ↶ ⋮



Hi, Pat,

Are you looking for an exciting way to help your marketing content? Look no further than Lumenlight. We can be the answer you've been looking for.

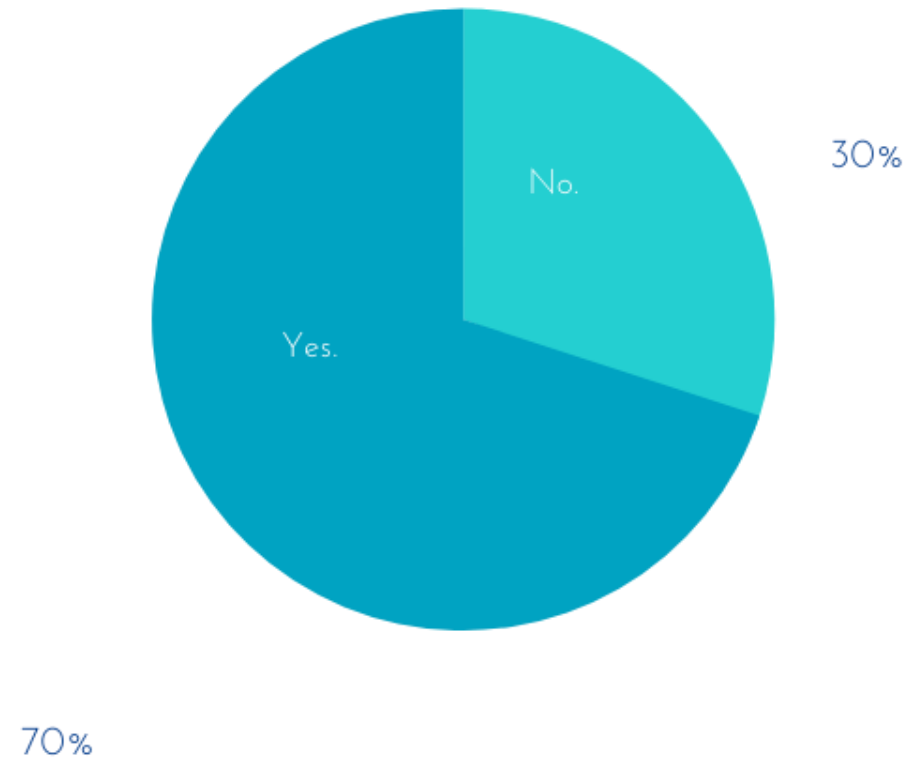
We get it - video marketing is important, but you probably already know it's a critical part of your content strategy. Video has been proven to engage leads and increase conversions, so we want to help you use it as an innovative way to reach your audience.

To help get you started, our executive team would love to sit down with you to learn more about your company and how we can engage your audience. We're available on Thursday at 11:30 a.m. for an initial call? If not, we're happy to accommodate your convenience, so [schedule another time](#) that works best for you.

In the meantime, [check out the work we've done](#) for other clients to get a better idea of how we can elevate your content.

*****Personal Messaging is critical to stand out, develop trust, and lasting business relationships.***

DO YOU THINK YOU SHOULD BE
KEEPING IN TOUCH WITH YOUR
PROSPECTS MORE?



Invite to Commercial Construction Professionals

Inbox x



Pat Henseler

to me ▾

3:58 PM (3 minutes ago)



Hey John,

I'm part of a new networking group on LinkedIn I thought you might be interested in called Commercial Construction Professionals.

The group is full of some of the best content I've found online to date and is full of other professionals in the industry sharing their experience, insight, and extensive networks.

I thought with your experience, you might find the group to be as great a resource as I have.

Here's the link to join: www.linkedin.com/groups/1240801

Talk soon!

Josh

Invite to Commercial Construction Professionals > Inbox x

Pat Messaler
to me ▾ 3:58 PM (3 minutes ago) ☆ ↶ ⋮

Hey John,

I'm part of a new networking group on LinkedIn I thought you might be interested in called Commercial Construction Professionals.

The group is full of some of the best content I've found online to date and is full of other professionals in the industry sharing their experience, insight, and extensive networks.

I thought with your expertise...

Here's the link to join: [www.linkedin.com/join/24800214](#)

Talk soon!

Josh

Your thoughts? > Inbox x

Pat Messaler
to me ▾ 2:17 PM (0 minutes ago) ☆ ↶ ⋮

Hey John,

There's a great thread in the Commercial Construction Professionals Group about construction lending programs during the Covid-15 pandemic that I thought you might be interested in.

Check it out here: [www.linkedin.com/join/24800214](#)

I'd love it if you could chime in there and add your thoughts.

Thanks,

Josh

Would this make sense for you, John? > Inbox x

Pat Messaler
to me ▾ 2:17 PM (0 minutes ago) ☆ ↶ ⋮

John,

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences managing commercial construction firms, I think we'd have a very productive conversation.

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Thanks and I'm looking forward to talking.

Josh

Re:Would this make sense for you, John? > Inbox x

Pat Messaler
to me ▾

John,

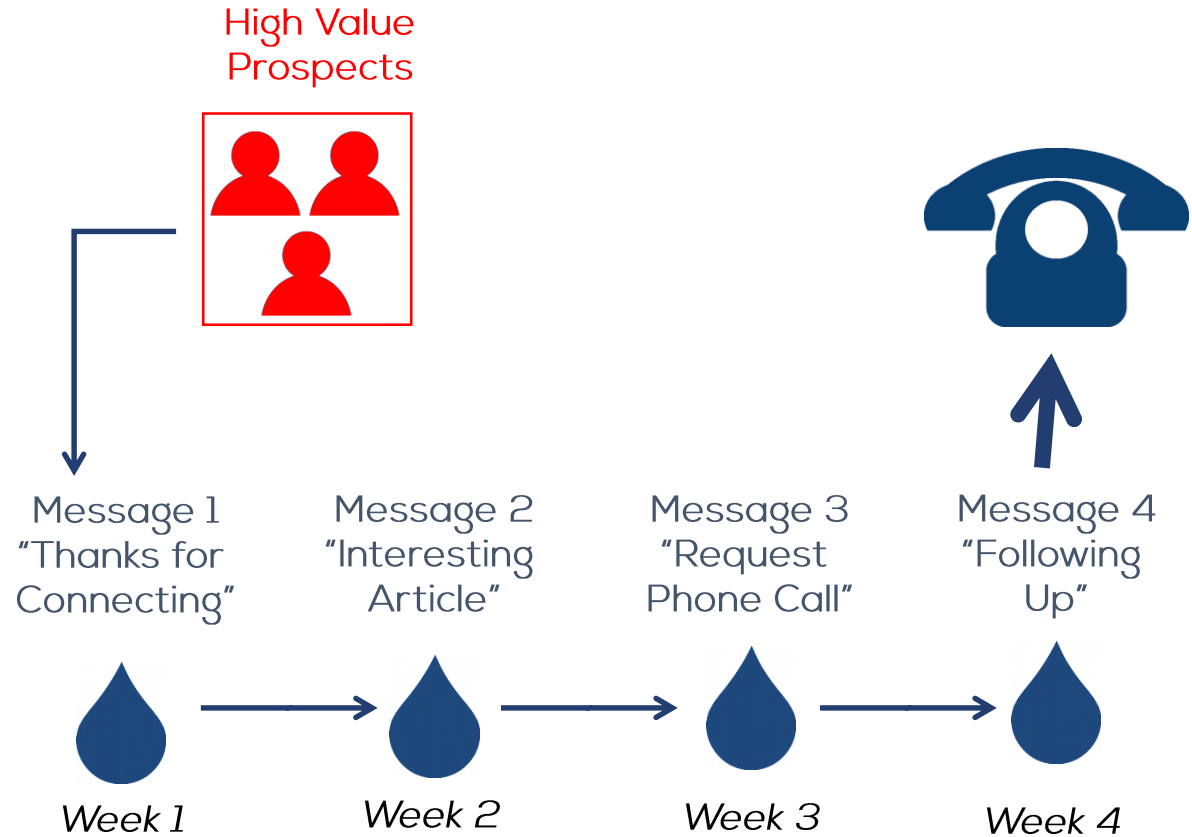
Just following up on the message I sent a few days back.

Do you have any openings this week or next for a 15-minute call? I'm interested in exploring ways we can work together. Let me know and we'll get something on the calendar.

Best,

Josh

Personal Messaging Campaign



Key: Make the system repeatable and reliable.

Client Spotlight



John McAllister
The Beringer Group

Goal: Break through the noise to his high-profile targets. Create better relationships. Close 4-5 new clients per year.

What Worked: Consistent personal marketing. Emphasis on sharing content. Avoiding 'leghumper' status.

Results: 3 new clients closed in just his first quarter following the Trust Equation.

"I don't know if there's a 'secret sauce' to my campaigns. I think most people have failure to execute. They try once or twice for a magic bullet sales pitch in their email. My secret sauce is salt and pepper. That's all you need to make a steak taste great.

And for my campaigns, the salt and pepper is just sharing good, educational content (videos or blogs) with my ideal clients every 3-4 weeks.

Since starting with you guys a few months ago, I've closed 3 clients with more on the way. With the clients I typically work with [business owners of companies doing \$50 mil to \$1 bil annual revenue], 4-5 new clients in a full calendar year is a great year.

This has been like a godsend - the best money I've ever spent for my business."

- John McAlister, The Beringer Group





Why It Takes 7 to 13+ Touches to Deliver a Qualified Sales Lead



It Takes 6 to 8 Touches to Generate a Viable Sales Lead. Here's Why

Prospect

Contact #1

→ 50% of sales people have given up

Contact #2

→ 65% of sales people have given up

Contact #3

→ 79% of sales people have given up

You harvest low-hanging fruit

Contact #4

→ 89% of sales people have given up

Contact #5

→ Just now you are becoming a factor in your prospect's mind

Contact #6

Nurturing slowly, your prospect gets to know you

You harvest low-hanging fruit

Contact #7

Contact #8

→ You are probably the only person to make 8 contacts with this person

At this point when your prospect is ready to buy, you have a 90% chance of being called

Contact #9

Contact #10

Contact #11

Contact #12

Customer

Long Term Prospect Nurture Campaign

Perfect for: Everyone. Having a consistent sequence that keeps your name in front of your prospects will aid you in any type of sales or relationship-building campaign. Note: This campaign is intended as a once-per-month messaging campaign. You may pick and choose the messages by what is most relevant to your audience OR by what material or content you have available.

Outcome: Achieve top of mind status with your prospects. This leads to more sales or business growth opportunities.

How to Build Trust in Your Messaging: Keep your messages short and sweet. Write them in a way that makes it feel like what you are providing is new or recent. As always, the more you can make your examples relate specifically to the types of people you are contacting, the more successful you will be in generating responses.

-  **A gift for you** -> Share a blog post or article that is relevant to your audience.
-  **Reaching Out** -> Short message to see if they'd be open to a call. Tie it to how you've helped others like them. Ideally you'll be offering some sort of call to discuss your services or product every few months.
-  **Do you know anyone?** -> Asking about any referrals they may have in their network to share.
-  **Group Invite Message** -> Share a link to a relevant online community or group. Whether you manage it or not.
-  **The appropriate person play** -> Give them a chance to say if there's someone else you should contact. This works better for those in the B2B space.
-  **Curated content share** -> Provide a good resource or blog post relevant to the individual.
-  **9(ish)-word Email** -> Simple. Short. Are you still interested in ...?
-  **Just checking in** -> Is there anything I can help with?
-  **A referral for you** -> Ask about the types of clients they work with. Is there some way I can help you? The idea being that you can build a stronger relationship by first offering a way you can help them out.
-  **A client asked me...** -> Answer a question about your core focus that you often get asked. This is like an FAQ about your secret sauce. This shouldn't be an FAQ about the offer or promotion you run, but rather a question people ask about **how what you do works**.
-  **(alternate)** -> **A case study for you** -> share a client case study or success story. Choose one that is similar to the type of audience you are targeting.

Client Spotlight



Mary Ann Collishaw
Apps Canada

Goal: Develop consistent outreach system. Eliminate time-sucking manual work.

What Worked: Using their messaging to qualify prospects. Creating more time for thoughtful response to their best leads.

Results: Improved open rates, conversion rates. And full calendar for their sales team.

“We used to attend tradeshow and networking events, but did not have a process for efficiently reaching out to the contacts we made there and converting them to leads or clients. We had stacks of business cards as a big to-do list of people to reach out to.

We then started using this system to reach out to those contacts, instantly taking care of a whole stack of cards, and found excellent open rates and conversion.

Since then, 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, Apps Canada**



**Can you see how it would help if
you could...**

**Build awareness in your market so
your prospects felt like an old
friend was reaching out....**

**Make every interaction feel
unique to your prospect.**

**Emphasize relationship-building
rather than churn-and-burn sales
tactics**



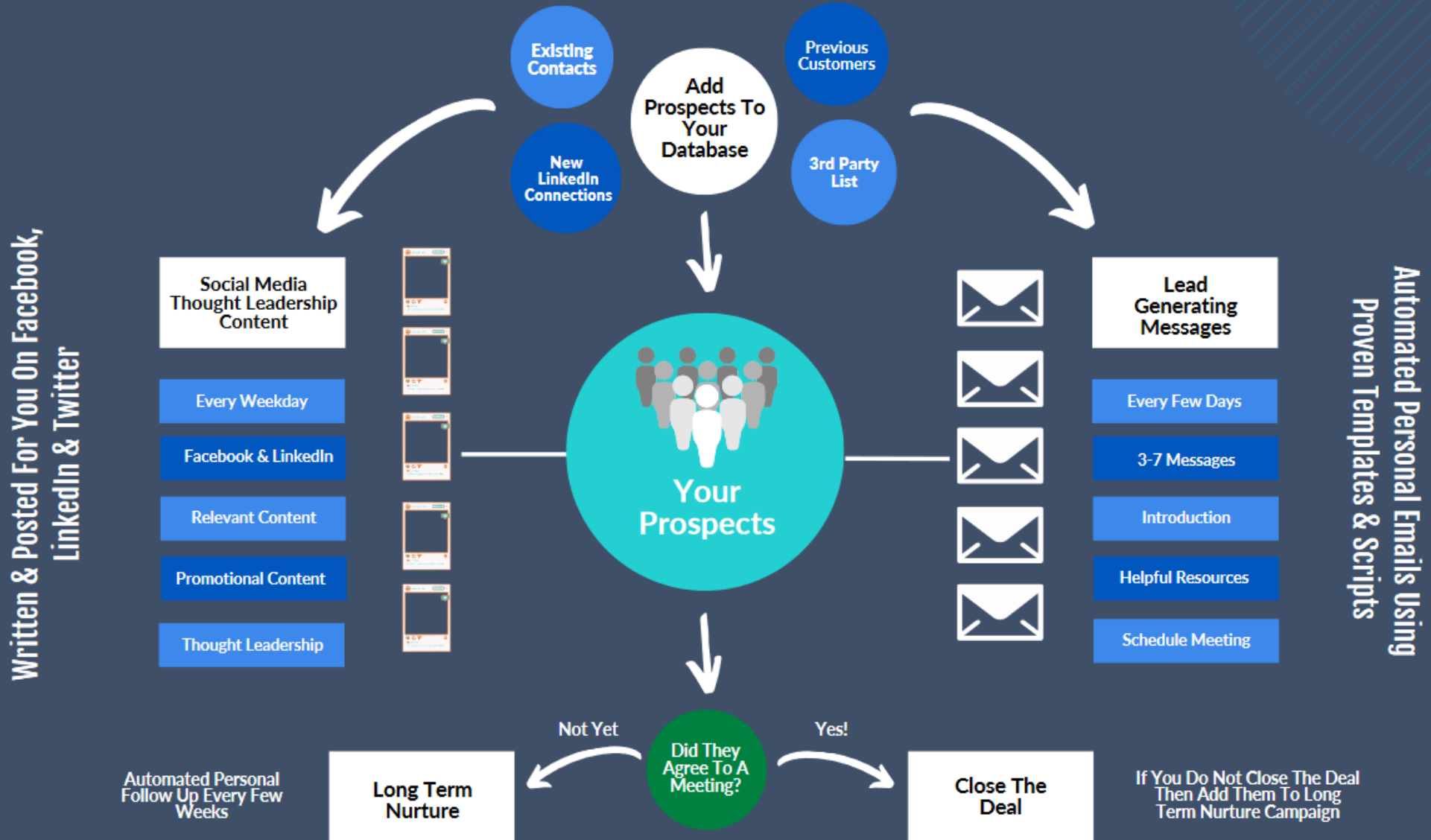
"If you do what you've always done, you'll get what you've always got."

- Tony Robbins

THE TRUST EQUATION FRAMEWORK



THE TRUST EQUATION FRAMEWORK



So what's next?...



You're Invited!

To an Encore of Our Top Workshop ever...

The Trust Equation
Masterclass

Build the Foundation of Your Revolutionary System
That Will Enable You to Create an Unfair
Advantage Over Your Competitors and Generate a
Predictable Flow of New Leads and Clients



“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.

- **Mike Mertz, Mertz-International Limited**



“We use the system for doing systematic outreach with more targeted messaging. We had a virtual summit where we had about 10 times the number of participants compared with our regular monthly webinars.

This ability to easily send out targeted emails to groups of people was much better than either individual emails or big bulk emails that were not as targeted. This made it all 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.”

- Bill Barberg, Insight Formation

"I followed the advice you gave during the training week, I sent an email to my contacts that were "dormant" from the past couple years and **the results were 4 customers contacting me again just this week.**

I've now got some checking our apartments and houses, both are very interested in buying."

- Diego Cruz, Real Estate



**On the masterclass we'll show you the
path to follow to make this all happen for
yourself...**

...but of course we can't forget...

Greatest barriers to building effective marketing solutions:



Time



Budgeting



Know-How

1	First-Name	Last-Name	Company	Title	Email Address	Email-1-Date
2	Carol	Colman				EMAIL_SENT
3	Walt	Goshert				EMAIL_SENT
4	Tisha	Silvers				EMAIL_SENT
5	Nancy	Myrland				EMAIL_SENT
6	Rich	Hudson				EMAIL_SENT
7	David	Lynn				EMAIL_SENT
8	Scott	Korey				EMAIL_SENT
9	Ricky	Loveall				EMAIL_SENT
10	John	Milan				EMAIL_SENT
11	Trisha	Squires				EMAIL_SENT
12	Kr	Chatmon				EMAIL_SENT
13	Michael	Loewenthal				EMAIL_SENT
14	Laurie	Posner				EMAIL_SENT
15	Will	Rodenkirch				EMAIL_SENT
16	Kris	G				EMAIL_SENT
17	Neil	Warner				EMAIL_SENT
18	Kelly	Gerards				EMAIL_SENT
19	Fran	Romeo				EMAIL_SENT
20	Rhonda	Waters				
21	Kathy	Long				
22	Jan	Bartrop-Babbitt				
23	Patti	Magers				
24	Bruce	Ware				
25	Keith	DAVENPORT				
26	Marquita	Thomas				
27	Jon	Turino				
28	Joann	Petkovich				
29	Julia	S				
30	Doc	Beasley				
31	Carolina	Ravalin				

First Name	Last Name	Industry	Annual Revenue	Lead Source	Notes	CALL DATE	EMAIL DATE
Shakeel	Al Rehman	Marketing	\$1M-\$10M in Annual Reve	CAR	1/31 sent 2nd email 1/28		
Kevin	McCaughey	Marketing & Advi	\$100k-\$1M in Annual Rev	CAR	3/6 Kevin emailed back		
Christopher	Anderson	Market Research	\$0-100k in Annual Revenu	CAR	2/21 email		
Larry	Chavez		\$0-\$100K in Annual Rever	CAR	3/1 email		
Jeff	Ray						
Ayad	Kadhim	Aviation & Aeros	\$0-100k in Annual Re				
Paula damaso	Damaso		\$100K-\$1M in Annua				
Ron	Hudson	Marketing & Advi	\$0-100k in Annual Re				
Marco	Torres	Marketing & Advi	\$10M+ in Annual Rev				
Giovanni	Pizzoferrato	Financial Service	\$0-100k in Annual Re				
Donna	Mahoney						
Richard	Nabrzeski						
Warren	Dowd	Renewables & E	\$1M-\$10M in Annual				
Mithun	Kadur	Logistics & Supp	\$100K-\$1M in Annua				
Lachlan	McPherson	Information Tech	\$100k-\$1M in Annua				
Scott			\$1M-\$10M in Annual				
Joyce	Gablou						
Dale	Power						
Leticia	Martinez	Broadcast Media	\$0-100k in Annual Re				
Daniyal	Wali	Writing & Editing	\$0-100k in Annual Re				
Peter	Tarpey	Marketing & Advi	\$0-100k in Annual Re				
Tim			\$0-\$100K in Annual F				
Cameron			\$0-\$100K in Annual F				
Carl	Nelson	Marketing & Advi	\$100K-\$1M in Annua				



Barbara Decker

There are many ways that the whole family can approach the substance abuse of your adult child; choosing the right patch means which particular method of addressing addiction can best benefit everyone.

#LoveAnotherWay #TransformativeBoundaries

Once you're clear on this, it's easy to discover opportunities for peace among every family member.

PSYCHIATRICTIMES.COM

Coaching Families to Address Addiction

"He'll just have to hit bottom." That bit of outdated advice can be

17

Like Comment Share

Write a comment...

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author

People don't understand how to really win on LinkedIn.

It's not by spamming people in their inbox... it's by having an actual content strategy

If you don't have a **LinkedIn content strategy you're in trouble.**

THE ATTENTION'S UNDER PRICED THERE IS NO DOUBT-