



CREATE AN AUTOMATED SALES PROCESS

How to Create an Automated Sales Process

Day 1: Creating a Social Sales Strategy to Drive More Awareness and Warm Up Your List

Thank you!!!

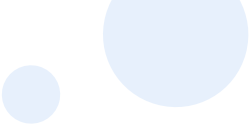


~\$1500 Dollars Raised Thus Far!!

With me today...



Jerett Rion



The surefire way to
grow your business is to get in front of **more prospects**
and **book more appointments.**

That is the key to getting more clients, making a much greater impact, having more freedom, and making more money.



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

What's the difference between them and the 12% who do not have cash flow 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 or opportunities, this doesn't have to happen.

You can get off the cash flow rollercoaster.



**How can we simplify and get in front of the
right people?**

**When we figured that out, the business
started taking off...**



74%
Close Rate

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

- Forrester 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 #1

The most successful businesses are proactive with lead generation.

You can't rely on passive marketing, word of mouth, and referrals.

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](#)

Trust

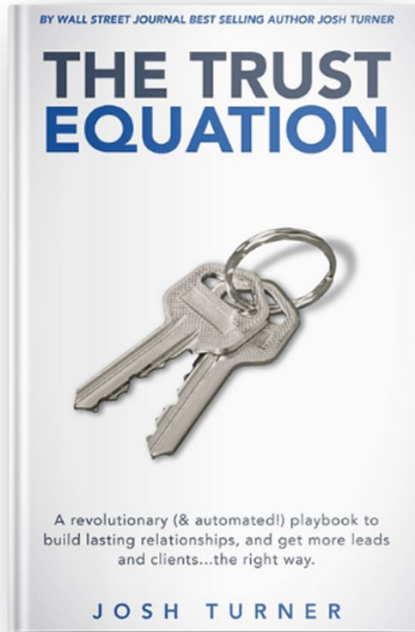
81%

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

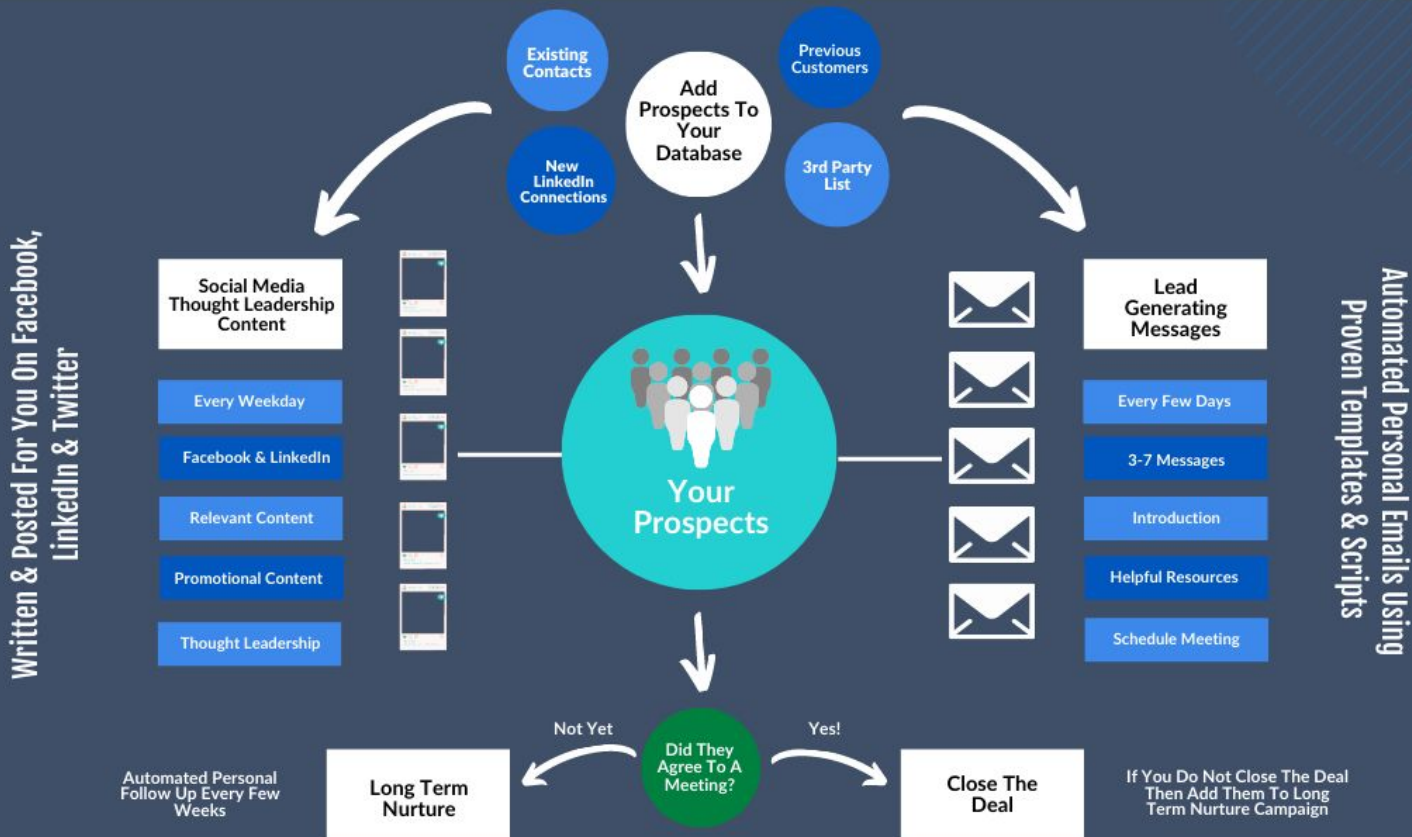
*2019 Edelman Trust Barometer Special Report

Key Takeaway #2

Trust should be at the center of everything you do.



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

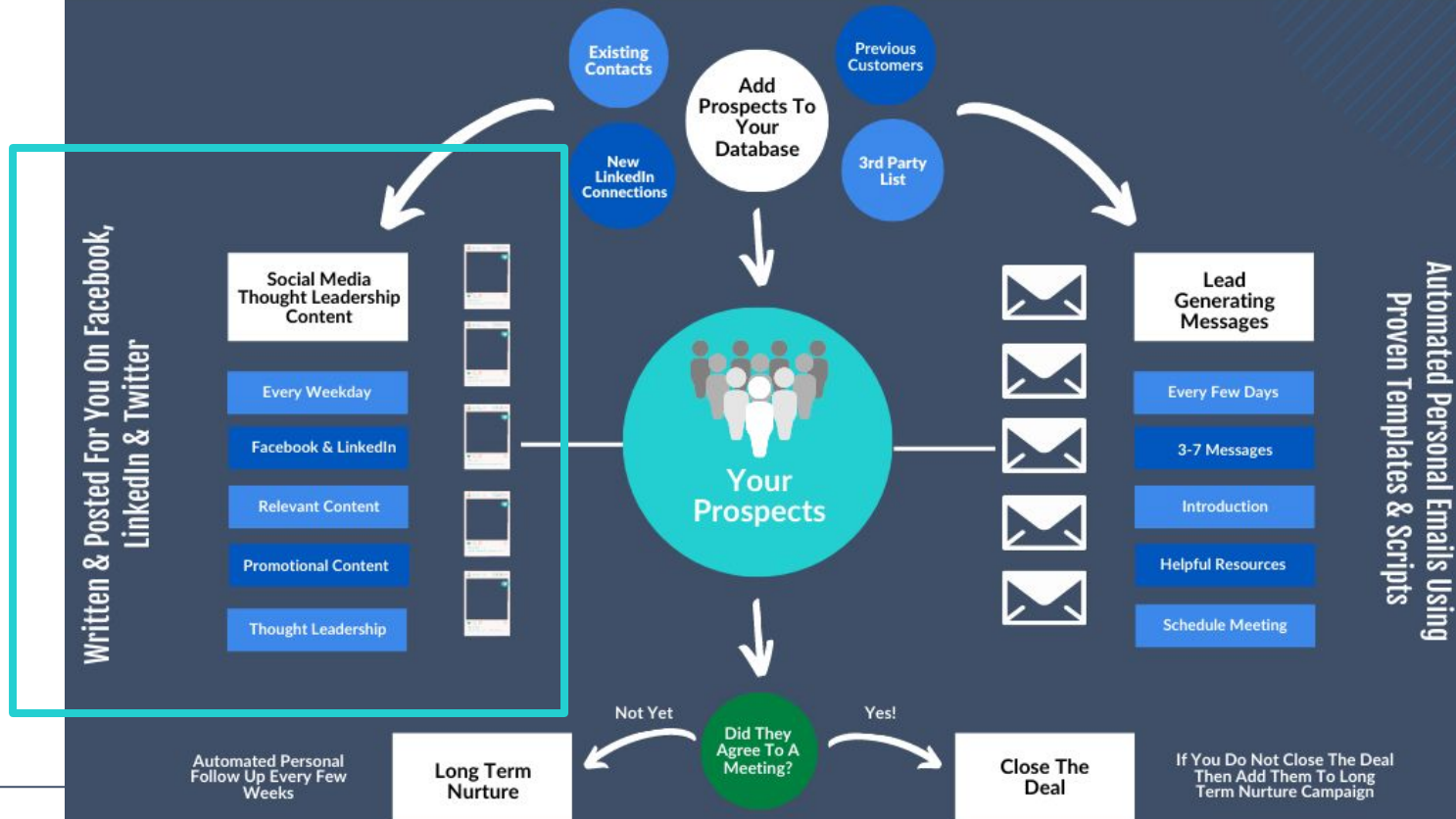


Hope you are doing great! I am writing this message to bring your attention to our services. We are a team of young and experienced Website and mobile app developers with experience of 4+ years working with latest frameworks. If you have any web development and mobile app project, we would certainly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







Key Concept:

Who?

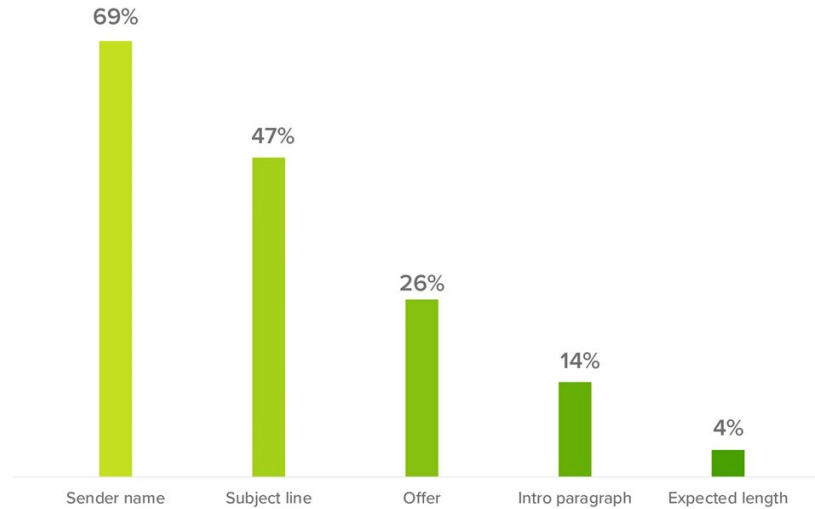
Prospect > Lead > Client

A key part of any sales process is building awareness and name recognition.

Without it...



Reasons for opening an email




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


**SuperOffice*

linkedin.com/in/scott-ballard-a3250422/detail/recent-activity/shares/


Search Home My Network Jobs Messaging

emotional intelligence has become more important than ever before. with the impacts of the pandemic, leaders at the top and managers need to adapt their styles to include this important aspect. ...see more



Scott Ballard 
 Coach/Speaker/Author, Confidence Coach - By asking deep questions, we help biz owners, entrepreneurs, CEO's and leaders create insight, breakthroughs and transformation to take their business/life to the next level.

8,516 views
2 posts



Emotional Intelligence Can Protect Your Workforce And Grow Your Organization
 forbes.com • 3 min read

163 • 7 comments

Like Comment Share Send

21,441 views of your post in the feed

“I just wanted to share with you how many people have viewed this post you guys did for us. It seems to still be growing. Great job!!

The most we've ever had with how we used to approach social media was 500 views and this is over 21,000 right now. Needless to say our expectation has gone through the roof! Well done.”



Mike Hansen

2m · 🌐



WIN! I have to share this with the group...

This week my first Emphatic posts began on LinkedIn with posts getting in between 70-187 views, wow! Then Monday afternoon, the very first day of Emphatic posts, a connection from nearly two years ago hit me up and asked me to call him.

We spoke at length yesterday, totally connected right off the bat, and he's potentially a whale of a client! I'm thinking easily 5k-10k/mo plus commissions for closed deals. YES, a piece of the pie!

DISCLAIMER - I'm doing more than just B2B Lead Gen, so services will also include website design & development, SEO, paid marketing, CRM automation, etc.

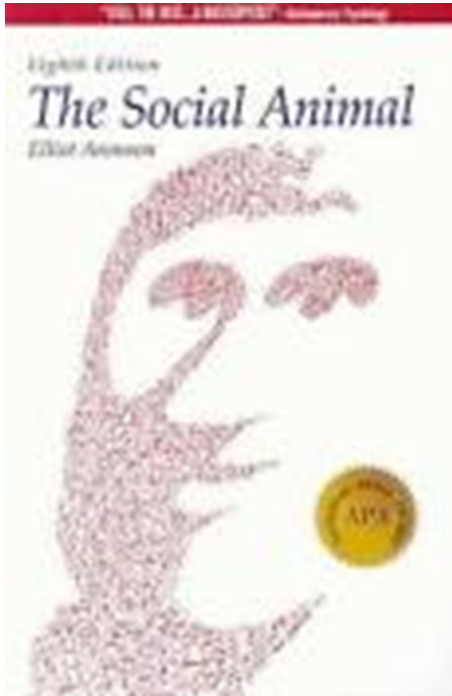
BUT the B2B lead gen using LinkedIn & Email (*the one-two knockout punch special*) will be the area where I can potentially make big commissions on closed deals. Annual revenue should easily be 6 figures gross profit.

A big THANK YOU to everyone at 20MMA and also the Emphatic team! I'm not even fully up and running yet, imagine once this gains momentum 😊

PS - I will keep you all posted when this new client comes aboard, giddy up!

[View insights](#)

0 post reach >



The Social Priming Effect

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

Where are they?... (Link Accounts)



LINK ACCOUNTS

SET STRATEGY

BATCHES

SETTINGS

INVOICES

GET ONE-OFF CONTENT

JR

Link your social media accounts

Select which accounts you want our system to post your custom updates to



Facebook

Expires on: March 29, 2022



Emphatic.co

Facebook requires you to reauthorize access every 60 days in order to continue autoposting. Or as soon as you have changed your login details. Click the refresh button above to reauthorize the access when needed.



LinkedIn

Expires on: March 29, 2022



Jerett Rion

LinkedIn requires you to reauthorize access every 60 days in order to continue autoposting. Or as soon as you have changed your login details. Click the refresh button above to reauthorize the access when needed.



Twitter

Add your Twitter account



Bitly

Add your Bitly account to track clicks

I Don't Have the Time to Keep Up on Social Media...

*Where am I supposed to get all the time to
create all this content?*

What?... (Content Strategy Pt. 1)

Emphatic LINK ACCOUNTS SET STRATEGY BATCHES SETTINGS INVOICES GET ONE-OFF CONTENT JR

Tune content strategy

Tell us about your business and topics that are relevant to your audience so our writers can curate the best content for you

- COMPANY**
- AUDIENCE INFORMATION
- TOPICS FOR OUR WRITERS

Company Details

Company Name *
Emphatic

Company Website *
www.emphatic.co

Twitter Profile URL
twitter profile url

Facebook Profile URL
https://www.facebook.com/beemphatic/

LinkedIn Profile URL
https://www.linkedin.com/in/jerett-riou-594b9a59/detail/recent-activity/shares/

Other promo links (i.e. blogs etc.)

*Not all of this content needs to be created by
you.*

(In fact, most of it shouldn't be)

What?... (Content Strategy Pt. 2)

Emphatic LINK ACCOUNTS SET STRATEGY BATCHES SETTINGS INVOICES GET ONE-OFF CONTENT

Tune content strategy

Tell us about your business and topics that are relevant to your audience so our writers can curate the best content for you

- COMPANY
- AUDIENCE INFORMATION**
- TOPICS FOR OUR WRITERS

Audience Information

Ideal customer *

Anyone who needs help automating or keeping up with their social media presence

Target Audience *

International United States Other

Content Mix

Other topics: -100% 0% Own Content

Other topics: -80% 20% Own Content

Other topics: -80% 20% Own Content

[Previous](#) [Submit](#) [Next](#)

Key Concept:

45% of consumers will unfollow a brand if their activity is dominated by self-promotion.

**Buzzstream*

What?... (Content Strategy Pt. 3)



LINK ACCOUNTS

SET STRATEGY

BATCHES

SETTINGS

INVOICES

GET ONE-OFF CONTENT

Tune content strategy

Tell us about your business and topics that are relevant to your audience so our writers can curate the best content for you

COMPANY

AUDIENCE INFORMATION

TOPICS FOR OUR WRITERS

Topics to Cover

Topics Relevant to Your Audience. What should we post about?

Discuss	↓	Social Media Marketing	🗑️
Discuss	↓	Social Media Automation	🗑️
Discuss	↓	Social Media Management	🗑️
Discuss	↓	Social Media Best Practices	🗑️
Discuss	↓	Thought Leadership	🗑️
Avoid	↓	Social Media Negatives	🗑️
Avoid	↓	Social Media Advertising	🗑️

+ Add Topic

Relevancy = Your Prospect's Interests & Industry

(Your prospects want to work with someone who understands them)



HMS Insurance Associates, Inc.

Have you ever wondered why gas cost more in the summer? Perhaps you will find the answer here.



Why Does Gas Cost More in the Summer?

Drivers often wonder why fuel costs increase so significantly during the spring and early summer.

SOCIALSELECTIVE.COM



Like



Comment



Share



2

Authority = Your Niche, Industry or Area of
Expertise

(Your prospects want to work with an expert)



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



Write a comment...





LinkedSelling
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 cr ...see more

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



Your prospects want to know that...

YOU

Are the authority in YOUR industry
BUT that you understand their
industry & interests.





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

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

When?.... (Credit Allocations + Posting Schedule)

Emphatic LINK ACCOUNTS SET STRATEGY BATCHES SETTINGS INVOICES GET ONE-OFF CONTENT JR

AGENCY PROFILE **ALLOCATE YOUR CREDITS** POSTS SCHEDULE BILLING DETAILS NOTIFICATIONS SUBSCRIPTION PLANS

Credits per billing period: **30** Credits Balance: **32** Total credits left to allocate: **0** Need more credit? [Upgrade now](#)

Jerett Rion [+ Add account](#) [Back to table view](#)

Total credits allocated: **20**

1 How often would you like to receive posts to review?
Frequency per billing period: **Twice**

2 How would you like to allocate your credits?
Facebook: **8** LinkedIn: **12** Twitter: **0**

3 How would you like to manage topics for your batches?
Facebook: **Total Posts: 4** LinkedIn: **Total Posts: 6** Twitter: **Total Posts: 0**

Batch 1 of 2 [<](#) [>](#) [Show advance settings](#)

[Save](#) [?](#)

- Note: 1 credit = 1 post
- We have set a default frequency based on the allocations you've made that balances frequency and size.

When?.... (Credit Allocations + Posting Schedule)



LINK ACCOUNTS

SET STRATEGY

BATCHES

SETTINGS

INVOICES

GET ONE-OFF CONTENT

JR

Settings

Let us know how many posts you want on each platform and when you want our system to post them to your accounts

AGENCY PROFILE

ALLOCATE YOUR CREDITS

POSTS SCHEDULE

BILLING DETAILS

NOTIFICATIONS

SUBSCRIPTION PLANS

Time Zone: Chicago (Central)

Days:

SUN

MON

TUE

WED

THU

FRI

SAT

Apply

Facebook

Days of the Week: (2 Posts)

THU - 1 3:00 PM

FRI - 1 3:00 PM

Linked In

Days of the Week: (3 Posts)

MON - 1 11:30 AM

WED - 1 10:30 AM

FRI - 1 10:30 AM

Twitter

Connect

How often do you need to post to **stay
top-of-mind?**

In the past it took

6-8

Brand touchpoints to gain
awareness with your prospects.

But that number has risen to

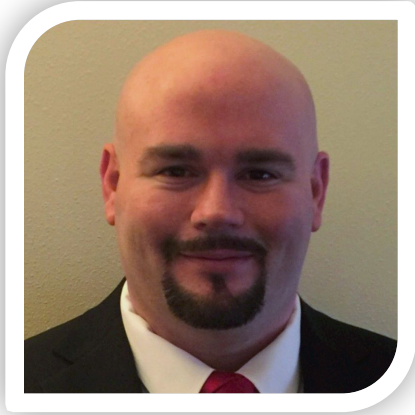
10+

Touchpoints before prospects will
begin to remember your brand.

Businesses should post at least

3-5

Posts every week to stay top-of-mind,
build brand awareness, and establish
yourself as an authority.



John Weaver,
Commercial Lender

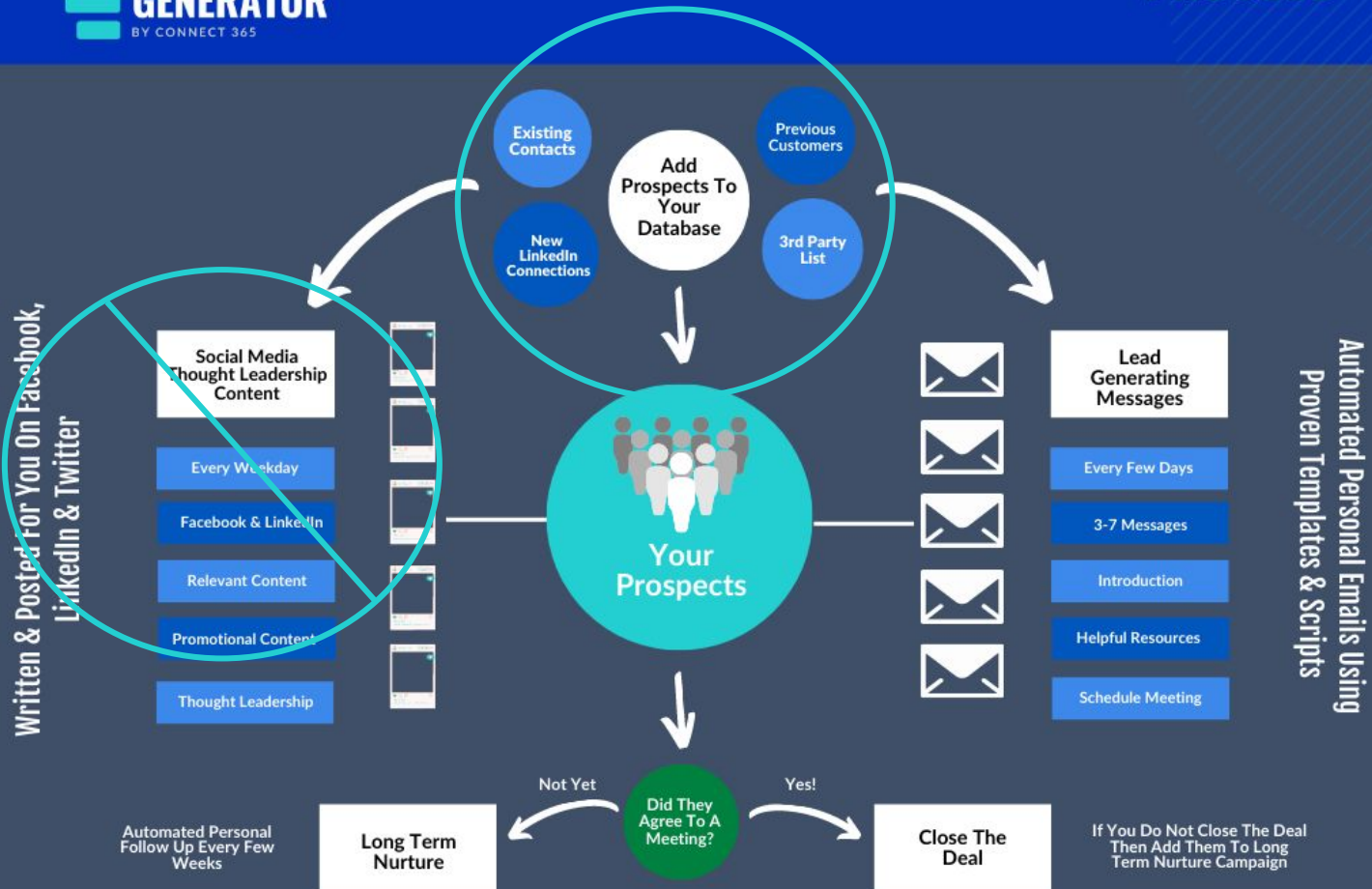
“Due to my posts, I had a LinkedIn contact message me, without realizing that we had connected before, and ask about engaging my services for an SBA 7(a) loan.

This is a win because I did literally nothing yet I gained a (potential) client; all of this is due to the process and Emphatic, both of which I am extremely grateful for.

This goes to show you that if you engage the right team and are "actively posting" (having others actively post on your behalf :-)), good things do happen for you.”

HW:

1. *Link your chosen Social Media Account(s).*
2. *Complete your Content Strategy.*
3. *Choose how many posts per platform you want.*
4. *Set Posting Schedule.*





“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



“This really helped me with my first ever email automation within days of using the system 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

“Before a recent conference I sent out a campaign to 950 prospects that were going to be in attendance.

Using Josh’s process to deliver that message *I generated over 200 responses, set-up over 60 appointments and landed 2 clients immediately - before the conference even started.*”

- Chris Drashner, The Remedy Group



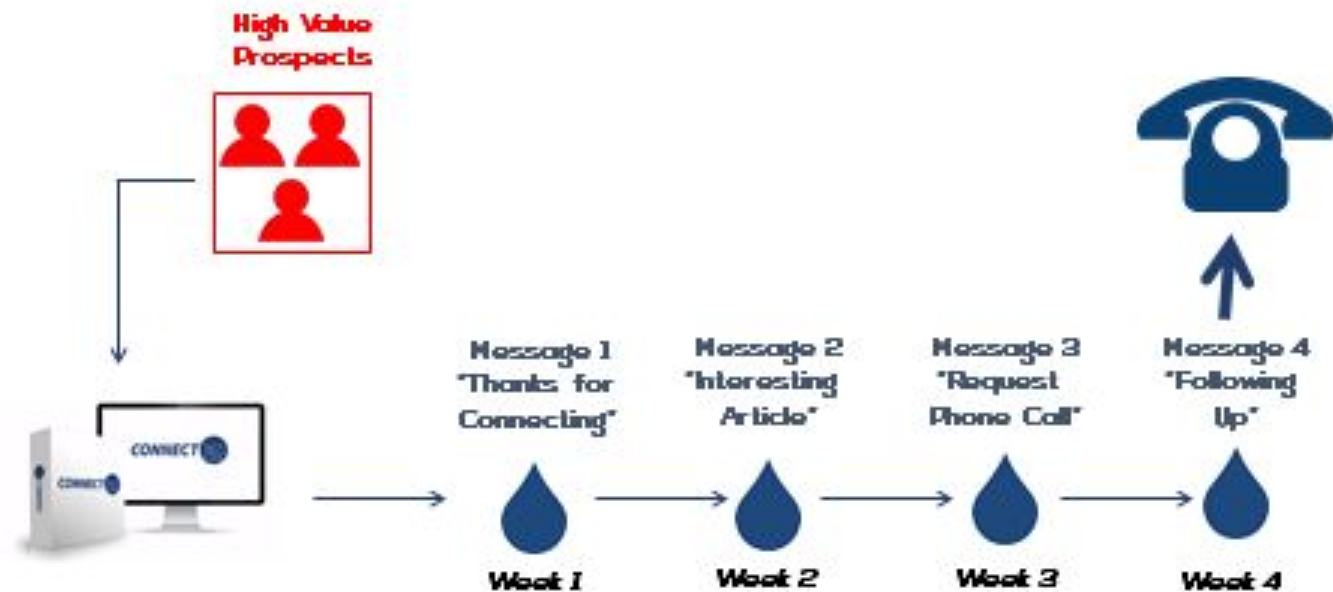
Tomorrow's Session:

Unlock the hidden goldmine of prospects and get your sample prospects on your list...

How to re-engage your existing network and use them to create your automated sales process...

....So you don't need to reinvent the wheel every time you have an opportunity.

Personal Messaging Campaign



The best part: The system is repeatable and reliable.

Your LinkedIn profile had me thinking



Josh [redacted]

to [redacted]

10:50 AM (1 minute ago)



Hi Sheila,

We've been connected for a bit and your name popped up on my LinkedIn feed the other day and I thought I might reach out after looking over your profile.

I'm thinking of launching an informal mastermind of IT/Consulting Business Owners, maybe 5 or 6 of us...we just do it on Zoom.

No charge or anything like that. Everybody shares something that's working right now in their business for revenue growth. 90 minutes total maybe, and hopefully we all pick up some things from each other that can help us moving forward.

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

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

Count you in?

Thanks,

Josh





“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 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.”

- Diane Wells, Supply Justice

“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.”

- Aaron Agius, Louder Online



“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





“I have landed two active clients through this system. One has retained me on a 6 month program at \$2500 monthly - paying up front at a discounted rate of \$13,000.

My second client have paid an \$11,000 up front retainer.

- Jim McSherry, M&A2

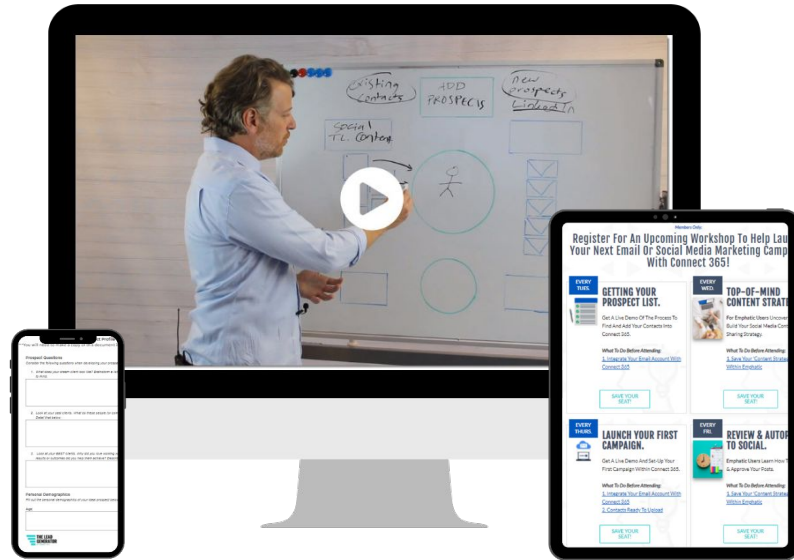
Some of you on this call
today...might know that you want
to dive further...

What's included?



TURNKEY LEAD GENERATOR

BY CONNECT 365





TURNKEY LEAD GENERATOR

BY CONNECT 365

A Fully Done-with-You System to Build an Automated Lead Generation Campaign...Start-to-Finish!

What's included:

3-Months of The Lead Generator System: (4 modules of Online Lead Generation and Sales training - videos, workbooks, scripts, templates) - \$3000 value

Hand-Delivered Prospect List Every Month – 100-200 per month (\$1497 value)

Automated Posting to your Social Media Accounts (\$500 annual)

Done-for-You Custom Written Posts per month –30/month (\$3000)

Personal Email Campaigns Automated with Connect 365 (\$2,400 annually)

Powered
by **CONNECT** 



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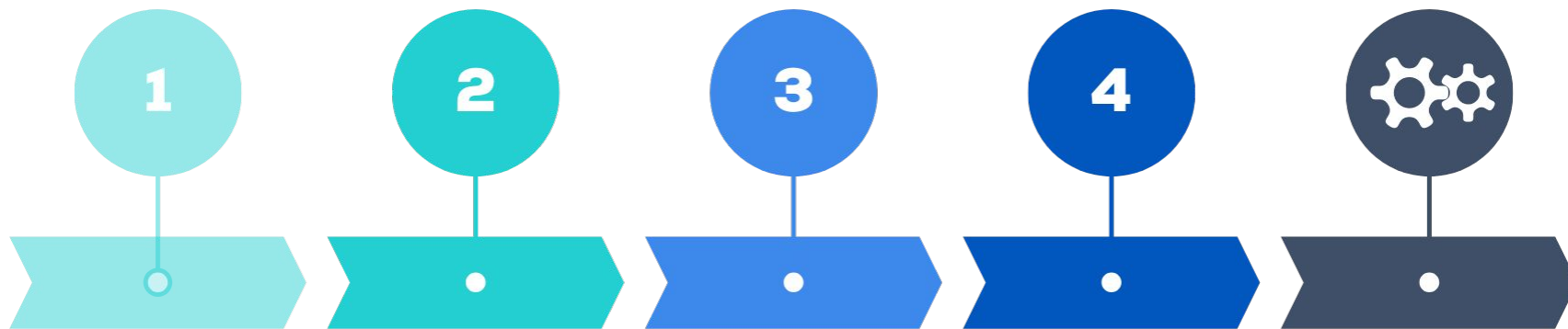
1-on-1 Campaign Coach - who will help you set up, manage and gameplan your entire system (\$5000 value)

Powered
by **CONNECT** 



BUILDING THE SYSTEM

Our 4-Step Coaching Process



Strategy
**Campaign
Blueprint**

Strategy
**Social Media
Content Planning**

Done-With-You
**Campaign Build
& Launch**

Analysis & Optimization
**Ongoing Check-In
& Review Calls**

Celebrate!
**Your System Is
on Autopilot!**

So how can you get started?...



If all that sounds good to you, then I'm excited to personally invite you to join us in

The Lead Generator Turnkey!

...Space is limited!

Connect365.io/Turnkey



TURNKEY LEAD GENERATOR

BY CONNECT 365

Finally, a proactive system to generate leads
AND clients on autopilot!

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Fast-Movers: Outbound **Sales Mastery Mastermind** (Value: \$5,000)

TOTAL VALUE:

\$20,397+

Powered
by **CONNECT** 

\$997

**for 3-Months
Access!**

Get Started Today At:

Connect365.io/Turnkey

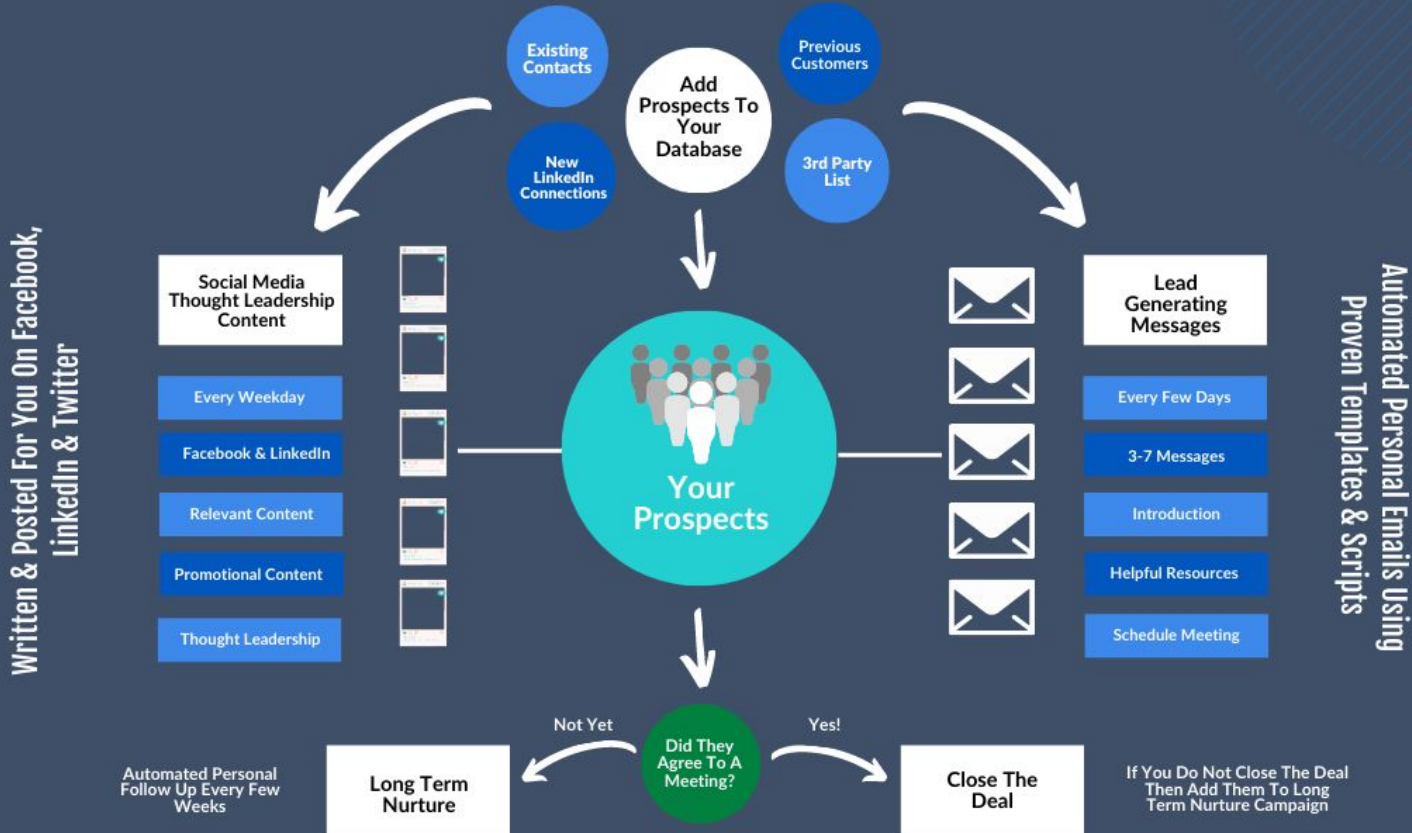
Get Started at...

Connect365.io/Turnkey

Then just:

**Just \$166 a month after
that!!!**

To keep your email campaigns and social media content going.



The *real truth* is...

[Connect365.io/Turnkey](https://connect365.io/turnkey)

Money is made in the execution.

[Connect365.io/Turnkey](https://connect365.io/turnkey)

Commit to working with us over these next few months, and I know you will love the results.

Connect365.io/Turnkey



TURNKEY LEAD GENERATOR

BY CONNECT 365

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Questions???