



CREATE AN AUTOMATED SALES PROCESS

How to Create an Automated Sales Process

Day 3: Building Your Lead Gen System and Creating Your First
Messaging Sequence

With me today...



Jasper Blake

Thank you!!!



Over \$2000 Dollars Raised!

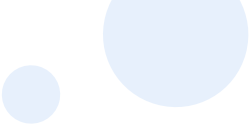
Missed Any Previous Sessions?

Replays at:

<https://connect365.io/casp-bootcamp-sessions>

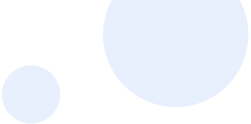
Today's Workbook:

<https://connect365.io/casp-3>



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.



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.

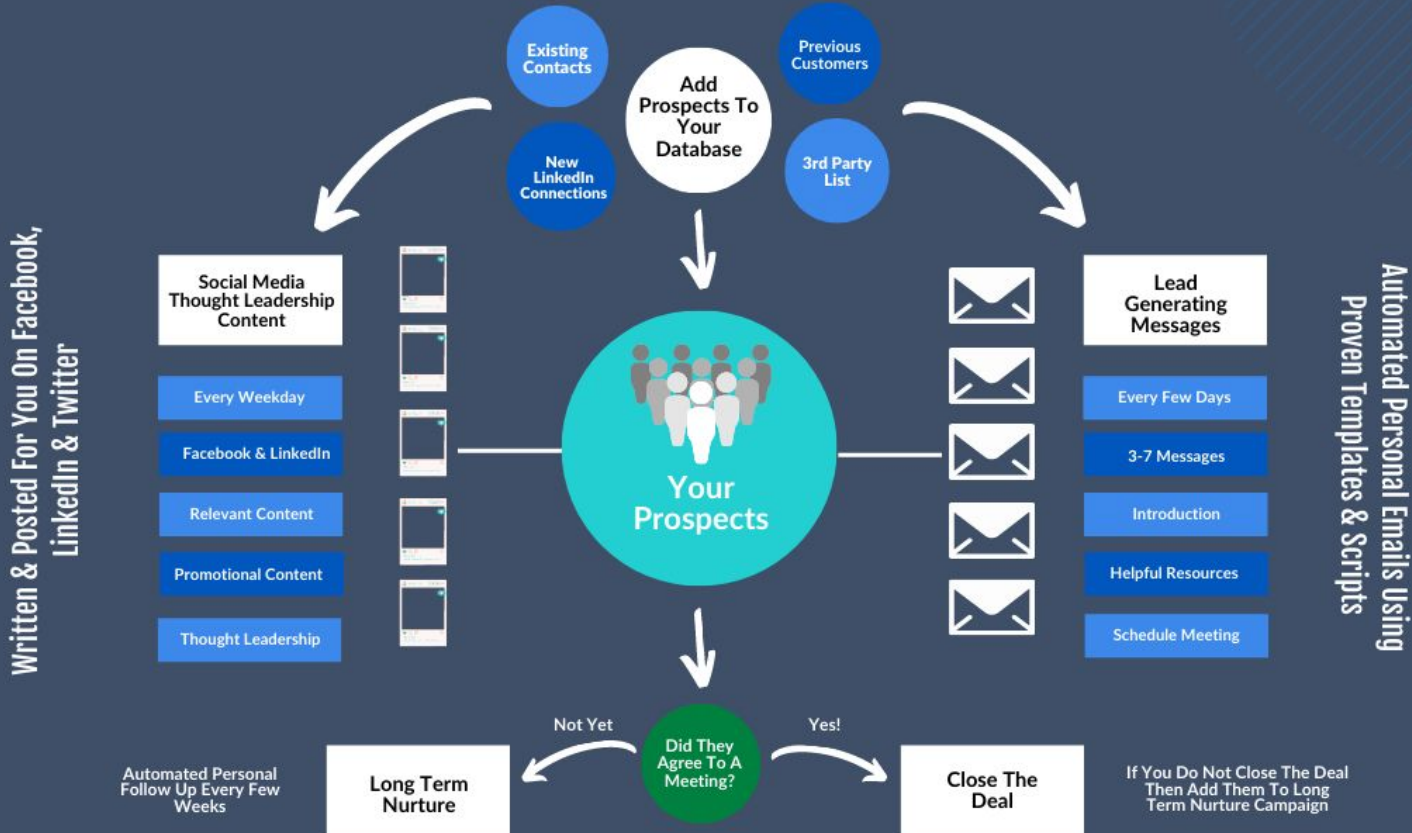
Key Takeaway #1

The most successful businesses are proactive with lead generation.

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

Key Takeaway #2

Trust should be at the center of everything you do.

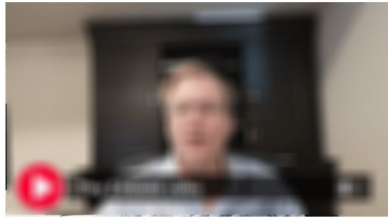


How most businesses destroy trust with their prospects...



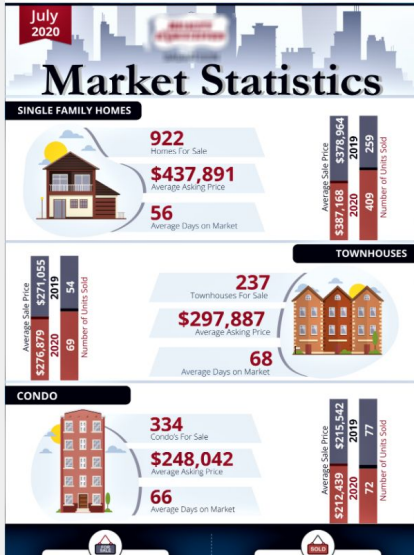


SIGNATURE: X



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 [Association of Real Estate Brokers](#) 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 2,322 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.



Protect Your Revenue

Ensure that your web initiatives don't fall 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 reduce ad costs.

Dear King, As a [redacted] customer, you value the performance and customer experience delivered by your web and [redacted] applications. [redacted] helped thousands of companies like yours win in a [redacted] marketplace by delivering world-class application performance so your customers use [redacted] to manage their [redacted] business transactions and:

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

[redacted] might are some innovative approaches organizations like yours have adopted to improve the bottom line by optimizing application performance and user experience. Thank you for being a [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,

Quick call on Thursday > Inbox x



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

12:05 PM (4 minutes ago) ☆ ↶ ⋮



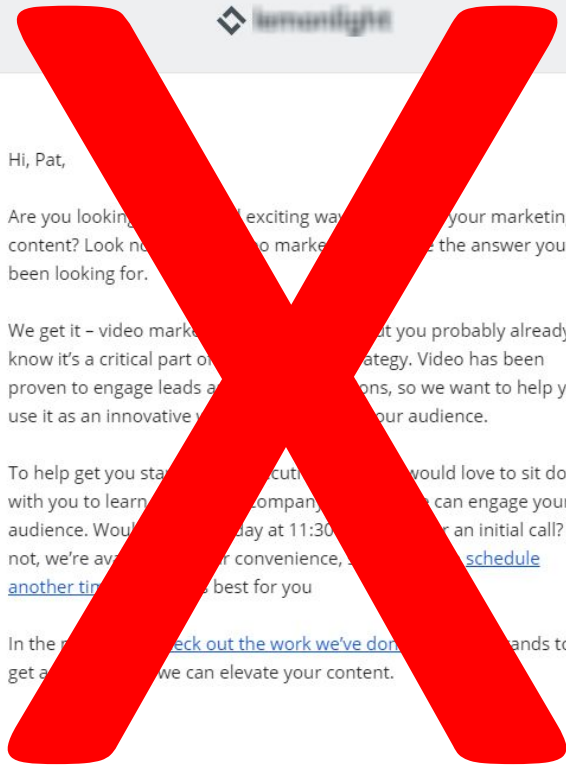
Hi, Pat,

Are you looking for an exciting way to elevate your marketing content? Look no further. Video marketing is the answer you've been looking for.

We get it - video marketing can seem like a daunting task, but you probably already know it's a critical part of your marketing strategy. Video has been proven to engage leads and increase conversions, so we want to help you use it as an innovative way to connect with your audience.

To help get you started, we've put together a guide that would love to sit down with you to learn more about your company and how we can engage your audience. Would you be available on Thursday at 11:30 AM for an initial call? If not, we're available for your convenience, please [schedule another time](#) that works best for you.

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



The key to what finally worked for us and our clients...

Trust = Personal Marketing

Invite to Commercial Construction Professionals

Inbox x



Pat Henselier

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

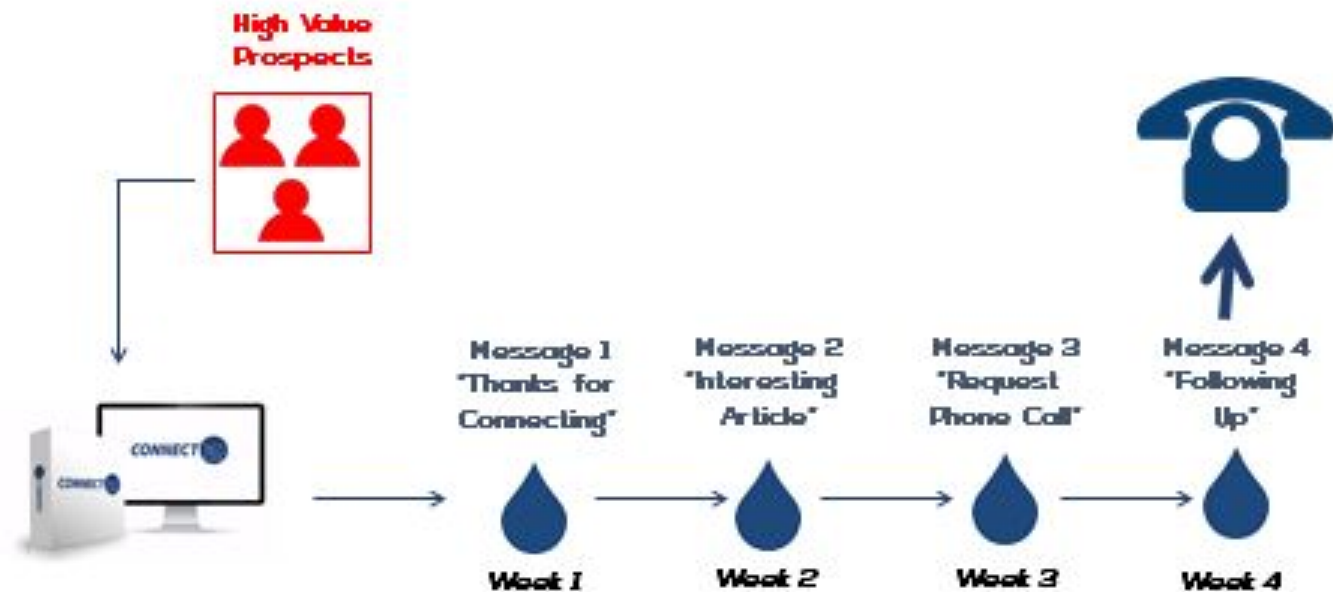
**Email open rates with Connect 365
average over 40%!**

That's 2-3x industry norms for opens...

Key Takeaway #3

Quit trying to write a 'Magic Bullet' email.

Personal Messaging Campaign



The best part: The system is repeatable and reliable.

Trust is earned...

In the past it took

6-8

Brand touchpoints to gain
awareness with your prospects.

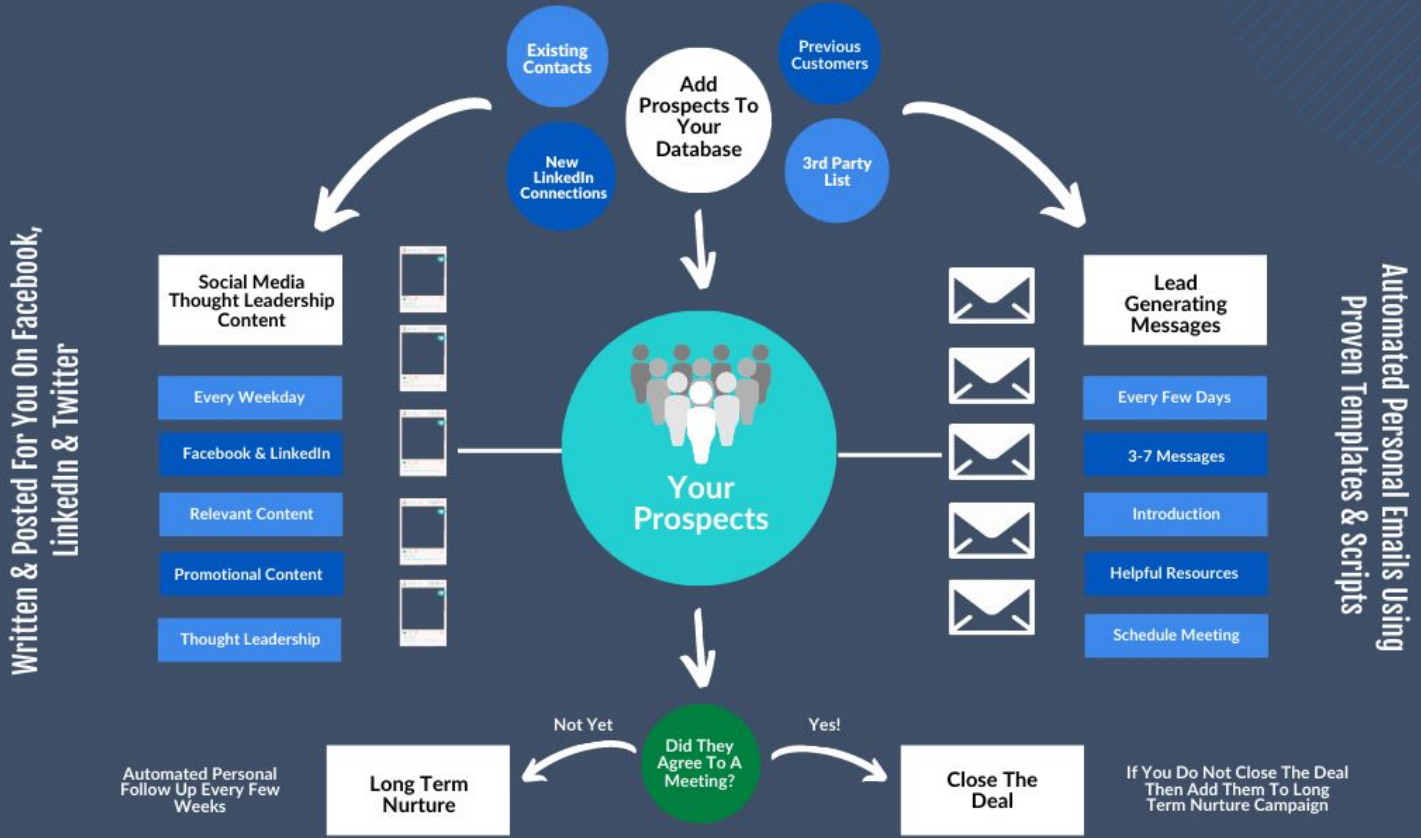
Trust is earned...

But that number has risen to

10+

Touchpoints before prospects will
begin to remember your brand.

**Grant Cardone Training Technologies*



“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.

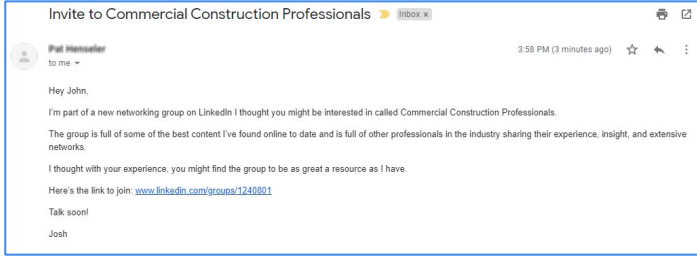
Thanks to everyone who has guided and supported me along the way!”

- John Dawson, Dawson McDonald Consulting



Pattern Interrupt:

Doing the opposite of what your prospects expect or are used to



Message 1
"Thought
you might
like"



Week 1
1



Message 2
"Checking
Back in"



Week 2



Message 3
"Request
Phone Call"



Week 3



Message 4
"Following
Up"



Week 4

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,



Let's look at some messaging examples...

“Expert Content”


Curious about Linkedselling's experience Inbox x

 **Re: Message**
to me ▾

Hi John,

I came across your info
Looking at your info, the
It's a fairly quick read w
Anyways, thought you r
Feel free to drop me a li
Josh

Wanted to make sure you saw this Inbox x

 **Re: Message**
to me ▾

Hey John,

Following back
Wanted to shar
Here's the [link](#) t
Hope you get a


Can we connect soon? Inbox x

 **Re: Message**
to me ▾

Hi John,

We've been creating paths here the next few weeks and I wanted to reach out

Re:Can we connect soon? Inbox x

 **Re: Message**
to me ▾

Hey John,

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

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple of stories of the clients we've helped that are similar to Linkedselling.

No pressure at all either way. Just figured there was no harm in following up. :-)

Let me know and we'll get something on the calendar.

Best,

Josh

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.



And...

- Sales Follow-up
- JV Partners
- Influencer Marketing
- Guest Posting/Podcasts
- Upsell Sequences
- Expert Content Campaign
- A/R and Billing Collections
- Show-up Sequences
- Booking Speaking Gigs
- Webinar Promo Blitz
- Coaching Call Offer
- And more...

EMAIL TEMPLATE SWIPE FILES

Not sure which template to use?

Take this 90-second quiz to get matched to the right
template for your business and your goals...

Take the Quiz!

Key Takeaway #4

Get started!

HW:

1. *Choose your messaging template.*
 - a. *Examples at: <https://connect365.io/casp-3>*
2. *Create your campaign and edit the template for your situation.*

What's next...

“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 4 months ago, I've closed 2 clients and likely will have a 3rd soon. 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



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

B	C	F	G	H	J	K	L	M
First Name	Last Name	Industry	Annual Revenue	Lead Source	Notes	CALL DATE	EMAIL DATE	CALL #2 DATE
Shakeel	Al Rehman	Marketing	\$1M-\$10M in Annual Revenue	CAR	1/31 sent 2nd email 1/28	1/31/20		1/31/20
Kevin	McCaughey	Marketing & Adv	\$100k-\$1M in Annual Revenue	CAR	3/6 Kevin emailed back			3/4/20
Christopher	Anderson	Market Research	\$0-100k in Annual Revenue	CAR	2/21 email			
Larry	Chavez		\$0-\$100K in Annual Revenue	CAR	3/1 email			
Jeff	Ray			CAR	3/6 booked call on 3/6 3/			
Ayad	Kadhim	Aviation & Aeros	\$0-100k in Annual Revenue	CAR	2/28 Not Interested			
Paula damaso	Damaso		\$100K-\$1M in Annual Revenue	CAR	3/1 email			
Ron	Hudson	Marketing & Adv	\$0-100k in Annual Revenue	CAR	3/1 email			
Marco	Torres	Marketing & Adv	\$10M+ in Annual Revenue	CAR	3/5 booked call with Dan			
Giovanni	Pizzoferrato	Financial Service	\$0-100k in Annual Revenue	CAR	3/5 Booked call with Ste			
Donna	Mahoney			CHAT	3/4 Booked call with Ste			
Richard	Nabrzeski			CHAT	3/5 Booked RL call with			
Warren	Dowd	Renewables & E	\$1M-\$10M in Annual Revenue	CAR	3/8 booked call for 3/18			
Mithun	Kadur	Logistics & Supp	\$100K-\$1M in Annual Revenue	CAR	3/8 booked call with Carl			
Lachlan	McPherson	Information Tech	\$100k-\$1M in Annual Revenue	CAR	3/12 email			
Scott			\$1M-\$10M in Annual Revenue	CAR	3/13 email			
Joyce	Gabiou			CHAT	3/12 booked call with Steph			
Dale	Power			CAR	3/13 vm full, sent email			
Leticia	Martinez	Broadcast Media	\$0-100k in Annual Revenue	DTA	3/7 vm, em			
Daniyal	Wali	Writing & Editing	\$0-100k in Annual Revenue	CAR	3/8 sent 2nd email 2/8 ei			
Peter	Tarpey	Marketing & Adv	\$0-100k in Annual Revenue	CAR	3/15 booked call with Da			
Tim			\$0-\$100K in Annual Revenue	CAR	3/5 email			
Cameron			\$0-\$100K in Annual Revenue	CAR	3/5 email			
Carl	Nelson	Marketing & Adv	\$100K-\$1M in Annual Revenue	CAR				11/21/20



Monday's Session:

Adding Your Sample Contacts into your Campaign...

And Getting Your System LAUNCHED!

How to review and read your metrics and what are the benchmarks to optimize against...



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:

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)

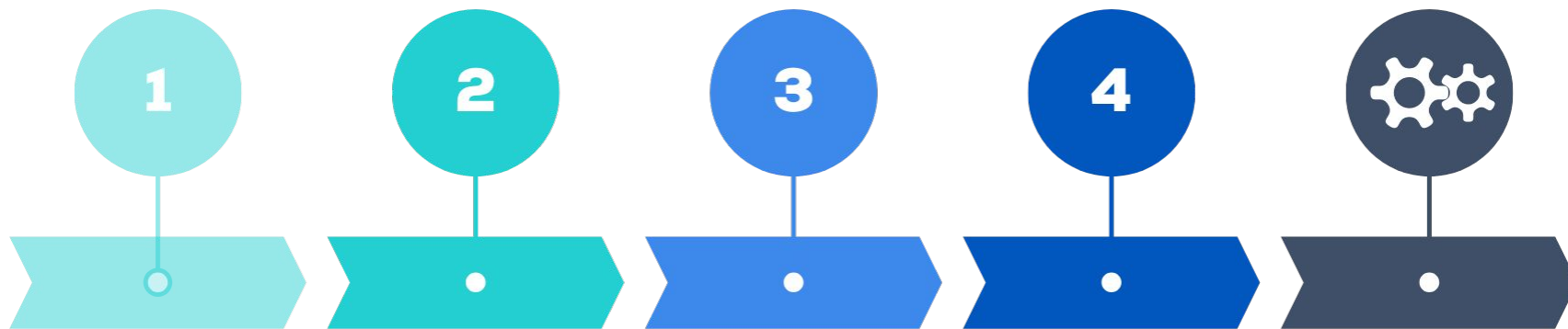
1-on-1 Campaign Coach – who will help you set up, manage and gameplan your entire system (\$5000 value)

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](https://connect365.io/Turnkey)



TURNKEY LEAD GENERATOR

BY CONNECT 365

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

What's included:

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 value)

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

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

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

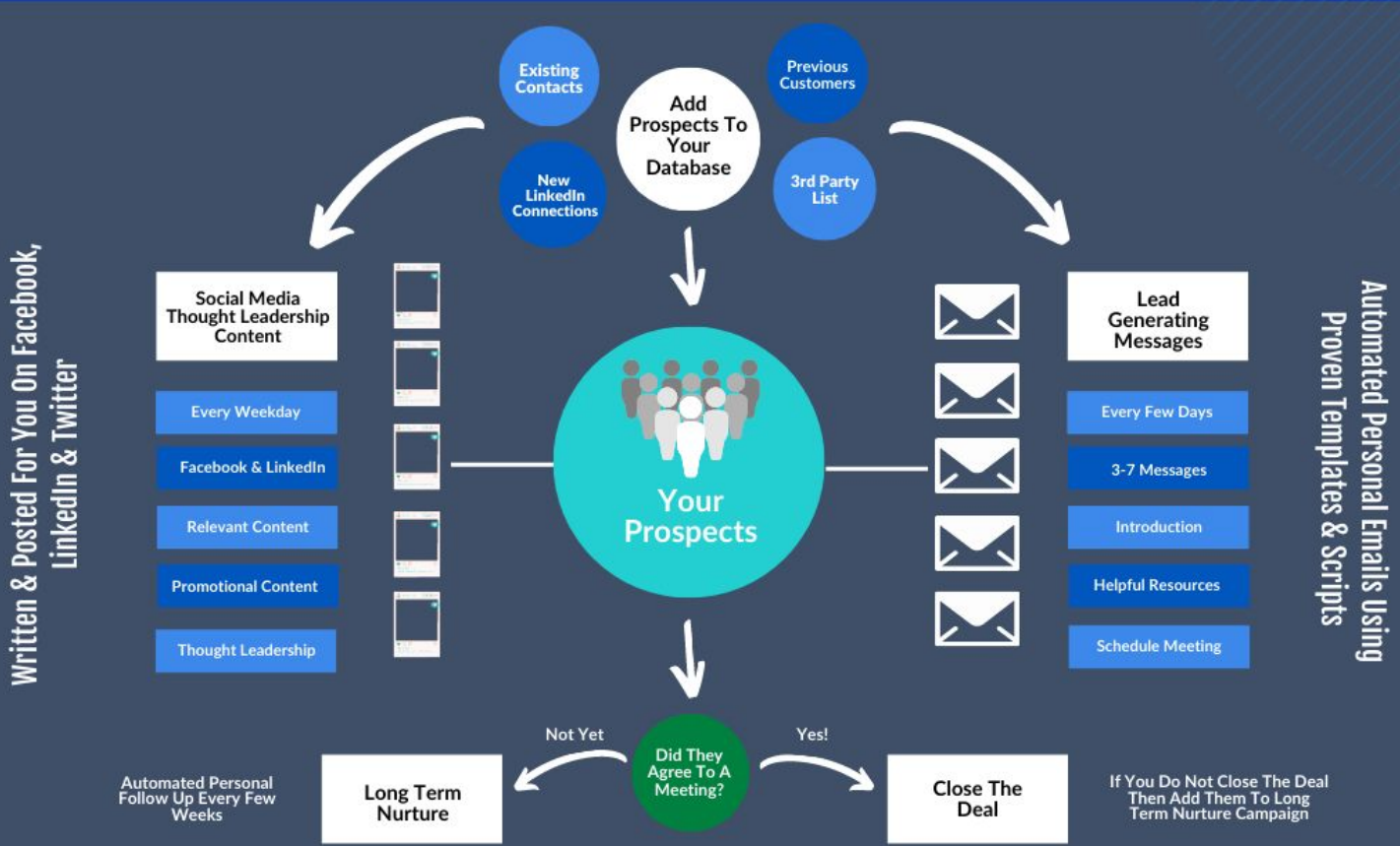
Get Started at...

Connect365.io/Turnkey

Then just:

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

To keep your email campaigns and social media content going.



Written & Posted For You On Facebook,
LinkedIn & Twitter

- Social Media Thought Leadership Content
- Every Weekday
- Facebook & LinkedIn
- Relevant Content
- Promotional Content
- Thought Leadership



- Lead Generating Messages
- Every Few Days
- 3-7 Messages
- Introduction
- Helpful Resources
- Schedule Meeting

Automated Personal Emails Using
Proven Templates & Scripts

Not Yet Yes!

Automated Personal Follow Up Every Few Weeks

Long Term Nurture

Did They Agree To A Meeting?

Close The Deal

If You Do Not Close The Deal Then Add Them To Long Term Nurture Campaign

Questions???