

THE 20 MINUTE CLIENT FORMULA



The cutting-edge marketing system that professional service providers, consultants, coaches, and marketers use to generate more consistent sales opportunities without wasting tons of time and money

By Pat Henseler, Co-Founder and CEO Connect 365

ABOUT PAT HENSELER



Pat Henseler is the Co-Founder and CEO of Connect 365. He lives in St. Louis with his family. Considered a leading expert in the world for getting leads and clients using LinkedIn & email, Pat has developed & built a relationship-focused lead generation system that has led his clients to generate over a billion dollars in revenue. Keep reading to learn how the same system can work for YOUR business too.

As Seen On:



**The Online
Sales
Revolution
You Can't
Afford
to Ignore**

Want a guided tour of the 20-Minute Client Formula?

Let me walk you through this revolutionary approach to generate more consistent sales opportunities, build a recession-proof sales pipeline, and quit the trial-and-error approach to marketing your business.

We'll be breaking down every aspect of the 20-Minute Client Formula including how you can put 94% of the work on autopilot...and even how you can receive warm leads directly from me.

[Sign Up Here Now](#)

Before I dive into this opportunity

Let me tell you what this book is all about - and what it's NOT.

- It's NOT meant to create hype about some get-rich-quick scheme.
- It's NOT meant to attract people who jump around from this to that idea, from one shiny object to the next.
- It's NOT going to make promises that can't be fulfilled, or recommend you commit to something that'll take over your life and keep you stuck (...again.)

No.

We've all read those promises before...and we're all sick of it.

Why Does This Book Exist?

The purpose of this book is to share the simple, yet revolutionary approach to online marketing we've been developing with our clients over the last decade that creates HIGH demand and more consistent sales opportunities for you or your clients (*and I'll show you why*)...

AND that when done right (I'll show you how), will allow you to quickly create a consistent income stream...

WITHOUT... requiring much bandwidth from you at all. In fact, if you set it up properly, you can follow this system in just 20 minutes (or less) a day.

For many in my community, who are familiar with our methodology, you may be thinking “is this the same as your other books, Pat?” The answer is no. Because over the last few years we have been perfecting this process in a way that takes all the heavy lifting off your plate AND allows you to create a six-figure income stream in just a few months. You’ve never seen anything like it before.

BUT before you read any further,

Let’s make an agreement...

I’ll share the opportunity, and tell you what I’m seeing in the marketplace...

I’ll share why the demand is so high...

Along with exactly how you can step in to help other companies implement these same systems if you are looking to do so...

Even if you have no experience...

Even if you’re not a “tech wiz”...

IF you keep reading through to the end to understand exactly how it’s done and to determine for yourself if this is for you.

Agreed?

Awesome.

I don’t want to waste your time, so let’s determine upfront if this is for you...

How to Know If This Is For You

There are three types of people who will benefit from what's in this book. Those looking for:

- 1 A new revenue stream to add to what you're already doing.
- 2 A new business opportunity to start from the ground floor and quickly get to 6-figures.
- 3 Or those who just need new sales leads for their existing business or service, and could benefit from a constant flow of new prospects.

I don't want to leave you with any questions or doubts if this is for you, so if you don't mind, let's get a little more detailed.

If you're looking for a new revenue stream to add to an existing business (or as a side hustle to your current job even)...

First of all, smart thinking! The data shows that successful people and businesses have multiple revenue streams and offerings (some studies have found the magic number to be at least 7 different revenue streams).

This opportunity allows you to achieve that, without a large time commitment. Or months and months of trial-and-error and market research. We've taken care of that for you with this system.

This method doesn't require you to spend thousands of dollars on ads or complicated marketing processes. For most people, that stuff doesn't work anyways.

This opportunity will enable you to quickly master an ultra-valuable service that is 94% automated and will allow you to create a highly profitable business.

If you already have a business that you want to grow faster, you're already busy! You need a way to create more revenue that's efficient and not a huge time-suck.

Being able to provide a valuable service to your clients that is almost entirely automated will allow you to maximize your time and bring in more revenue over the next few months to a year, without distracting you from your current clients and from the business you're already running.

In fact, as I'm sure you know, while every business needs new leads consistently, some of the best sales opportunities are with the clients you already have.

This service can be a great upsell, complimenting your current service offerings if you already have a coaching or consulting business, or a marketing agency.

Or you can run the system for yourself to bring in new leads and clients as a way to increase the revenue for your existing business. Even if you're not interested in adding a new service offering.

If you're looking for a new business opportunity and want to start your own business. Or maybe your current business hasn't taken off the way you hoped.

First of all, congrats! You've realized that the best way to guarantee control over your future is to bet on yourself. I've been there myself.

It's exciting!

But I'd be lying if I didn't admit that it can lead to anxiety.

You may be at the point where you have the dream and the desire to become a very successful business owner, but you feel like you aren't sure what to do yet. There are infinite possibilities. You could consider a franchise. Retail. Ecommerce. Literally, the possibilities are endless. There are a few things to consider...

The primary factors you want to consider when starting a business are how you'll be able to sustain it, how you'll get new clients, and how you'll service them.

Too many people consider only the 'service' factor...but without a way to get your service in front of your potential clients, you're dead in the water.

You want to consider your time, as well as the VALUE you create for your clients. Do you solve a real pain point, or fulfill a real need in the marketplace?

The opportunity presented in this book addresses each of those things.

- There is a huge need for this service and the market is growing (*ie the proof of concept is already there*)
- There is minimal financial commitment on your part (we'll talk more about that) and the profits you can quickly generate are huge
- There is a minimal learning curve (*in other words, you don't have to invest a lot of time to learn a new skill. In fact, you've got an entire team to support you at any step along the way all based on real-world experience*)
- You can get started almost immediately and because you'll have systems in place, you can scale quickly. Plus, my company will give you leads.

But what if you just need more leads for your existing business or service...

Keeping your pipeline full of new leads and prospects is the fuel that will keep your business alive.

The information in this book will help you put systems in place so that you never wonder where your next client will come from. You'll be able to find peace of mind and know that you have an endless supply of prospects and new sales opportunities that you can capitalize on.

This is a huge relief for any business owner because you can step off the cashflow roller coaster. You know what I mean; the highs and lows where one month you have new clients coming in, and the next you're dry. That's no way to run a business, and no way to live. It's stressful and chaotic. It's not fair to you, to your family, or your clients.

Providing your business with a consistent stream of leads (once you have this system in place) will allow you to step off the cash flow roller coaster for good. It will enable you to actually plan for the future and scale your business.

The system you'll learn in this book will do that for you.

**Why
Businesses
Are Hurting
and Need
YOUR Help**

Every single business out there by definition needs ONE thing to survive and grow:

Sales Opportunities.

Without this, no sales. No clients. And no clear path forward.

The truth is most businesses out there don't have any clue HOW to create a consistent stream of leads that brings them business every month.

Or they don't know how to do it consistently without it taking up all of their time or money.

Or they go about it the complete WRONG way and end up burning bridges rather than build up trust with their contacts leading to lost opportunities month after month. This is what happens when you try to beat people over the head with a sales pitch. So many people are doing this in their marketing, and it's failing them.

“

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



Seth Godin

”

The thing is, especially since the pandemic, every business needs to be online. It's non-negotiable. We're now used to "doing business" virtually.

And there are more businesses than ever. According to [the Census Bureau](#), more than 5.0 million new businesses were created in the U.S. – the highest total on record.

For reference, that's a 42% increase from the annual numbers pre-2020.

For reference, that's a [24.3% increase from 2019](#) and 51.0% higher than the 2010-19 average. *Half a million new businesses were started in January 2021, alone.*

It's no surprise then that the online marketing industry is projected to be one of the fastest-growing industries through 2029. Why?

One of the main challenges all these new businesses face is how to get more leads, clients, and customers online.

Again... they just don't know how and they don't have the time to figure it out. They NEED help!

With our system, you'll have a service that will allow you to effortlessly fill this demand. This is why our clients who have done this are able to generate a 6-figure income within a few months. Because there is so much demand for this.

By offering this service, you'll be helping people get more leads. They'll pay you thousands of dollars every month to do this for them. But little will they know that you have a back-end system that requires you to do very little work.

And the best part is that you can use this system to market and sell your own services as well!

You might decide you just want to implement this system for your own business. To get more leads and clients. And that's great too. But many of our clients are using this method to quickly launch a new income stream, because it's so lucrative.

If you are already doing coaching or consulting, have a professional services practice, or any sort of marketing agency, then adding this service as an upsell for your existing clients is a complete no-brainer. Or it can be your entire business.

Here's the opportunity for YOU...

The #1 challenge in the marketing industry is the lack of skilled professionals trained in the most cutting-edge and reliable way to get tangible results. There is way more demand than supply.

Steep rise in demand for marketers with digital skills

Marketers are rapidly upskilling in social media, ecommerce and data analytics as they look to respond to consumers' shift online.



By Lucy Tesserars |

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The number of marketing agencies pales in comparison to the number of businesses out there. They need help. And you can help them.

But wait, you say...

“Aren’t marketing agencies a dime a dozen?”

The truth is, marketing agencies that are effective are actually quite rare.

This is the kind of opportunity that only comes around once a decade or so. And I want to help you get started.

But wait... “*What about this system,*” you ask?

Glad you asked. Because it’s the key to helping these businesses. Keep reading and I’ll show you exactly how this system works by capitalizing on what MOST others do wrong as well as the tips we learned to be most efficient as we grew my previous agency to one of the 500 fastest-growing private businesses in the country.

Don’t take it from me, hear from a number of people who have implemented this formula and system to achieve incredible results in their business and life.

What Others Are Saying

So why am I doing this? Why am I sharing these secrets with you?

Because this is truly a win-win. Yes, when you use the system you'll learn in this book, more people will use the software I've created, but more importantly, you'll be building a new revenue stream, while helping businesses who desperately need more leads and clients. You'll make a lot of money, and in turn, help spread the word to get more people using my software Connect 365.

I am committed to helping as many people and as many businesses as I can. Which is why I feel it's my ethical duty to share the opportunity I'm seeing right now.

I'm not alone in that thinking either. You might remember Kevin Harrington, one of the original sharks from the hit TV show Shark Tank...



As a business owner, investor, and mentor, he believes that...



“Every entrepreneur and any person involved in marketing and sales NEEDS Connect 365.”



Here’s an example of another client of ours, Mark McIntosh. Mark implemented this method and saw rapid changes in his life and career.

Before he began working with us he was with a CPA firm and had always dreamed of starting his own business.

He needed a change but didn’t know what to do. UNTIL he learned about our program “20 Minute Marketing Agency.”

And this is when he came to us...

We showed him how to use our software to help businesses get leads, improve their social media presence, and get more sales calls.

And within 120 days of joining our program, he went from zero clients to 13 retainer clients and a full pipeline of leads.

His startup had expanded into a 6-figure business in just 4 months. Now he’s doing 7 figures annually and has a team doing it all for him. He’s truly “living the dream.”

Mark was one of our first clients to implement this system. After we saw his results, we realized that there was massive potential for this program to work for others. Since then, we’ve been working with a select group of

people just like you, who have seen amazing success as well.

Cathy Yerges, who had worked in some freelance marketing roles said, *"I now have a company, not simply a job.*

Revenues have doubled in the last four months!"

Or Heather Kollar who now runs her own LinkedIn Marketing Agency, who less than 11 months after joining our program wrote in to tell us, *"Hey Pat, Just wanted to let you know we passed 10k per month this month."* 🥰🥰🥰

I love what Tim Hensley says about having a system, *"Previously, I was really falling short. Your system has redefined for me how to develop real business relationships but using technology to do it. Having a real system of generating new leads when I need them has been a massive shift from the old way of doing business."*

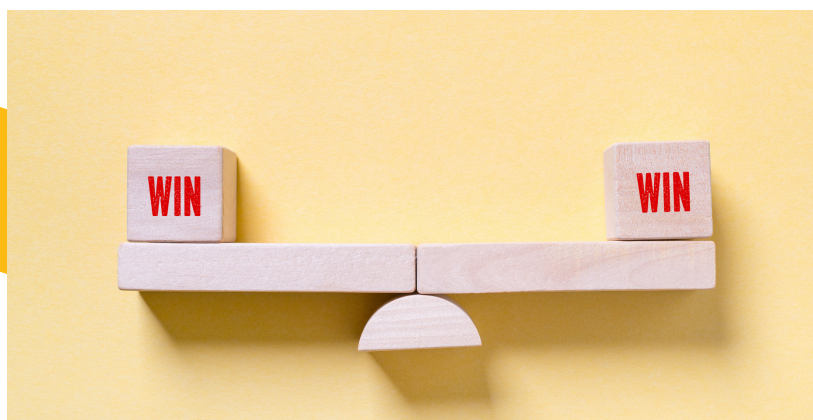
Susie Kelly is proof it doesn't take long to not only get started but to create a real income! *"Since starting with the process a couple of months back, I quickly added 3 brand-new clients (each paying over \$2500 a month). And we've also upsold some of our previous customers into this new service line. Adding your process of lead generation to our service line has generated a lot of interest from our existing customers and increased our average revenue per client pretty significantly."*

And Daniel Wright, speaks to the commitment we have in supporting your success, *"The program has been the best experience in training and SUPPORT I think I have ever received, hands-down. Thank you again!"*

John McGarry is just getting started and excited because he has systems in place that support real growth, *"I got trained up and certified relatively quickly - within a month. And it's allowed me to get my foot in the door with much bigger clients than. Now I'm making in-roads with companies that are*

doing 7 figures in revenue each year. I've got two new clients. I'm charging between \$1500-2000 per month as a starting point, which is a decent retainer for my business and it's a good stepping stone in the direction that I want to go in the future."

As you can see, this is a win-win. Why? Because, clients of ours who are implementing this system are using our software for the clients they work with. So they get paid thousands, and it costs them a tiny fraction to implement the solution. You get the income and we get more people using our software...



There are an endless supply of businesses out there who will pay hefty retainers to someone who can keep their prospect pipeline full - and keep them brimming with new sales opportunities.

YOU can be that person, and you can do it in a way that truly only takes 20 minutes a day to service your clients (I'll get into specifics on what that actually looks like in a bit). That means extra revenue for you, without a large financial or time commitment.

**How I Learned
About
Entrepreneurship
The Hard Way...**

**And The Sad Fate
That Awaits Too
Many Small
Business Owners**

My name is Pat Henseler. Let me tell you a little bit about my business, who I am, and how I got into the world of online marketing and sales development.



Over the last 7 years - I've built a revolutionary piece of software that's designed to fill almost any calendar with new leads that are excited to work with them...

I first got started working with my co-founder, Josh, Turner, at a multiple 7-figure business called LinkedSelling that a business partner now runs.

And we first launched our product to help LinkedSelling's team be more efficient in their day-to-day marketing efforts.

From there we relaunched the product to directly help small business owners, entrepreneurs and marketers stand out in the inbox and drive bigger results in their sales system.

And it's led to some incredible results for our clients and us getting featured in almost every major publication and teaching our approach to marketing and sales to tens of thousands of business owners.

But I've also seen businesses fail.

I know what's at stake.

I grew up in a family that was entrepreneurial. There wasn't a weekend that went by with some new business idea my dad was considering.

Whether it was a line of children's books, a consultancy specializing in public speaking, or his full-time focus growing a small model car business into a major toy company into an international business, I had a first-hand seat to what creativity and hard work could help you accomplish.

There was something my dad drilled into my head in those formative years that resonates with me each time I meet with a new entrepreneur.

"An idea is only as good as it's execution will take it."

Whether it's the marketing or fulfillment on a product or idea, execution is critical.

Too often these days I've spoken with entrepreneurs who feel lost amidst the confusing and constantly changing advice you can find online.

Funnels! Content! Webinars! PPC! And more...it can be overwhelming.

And overwhelm leads most people to ignore or delay action.

This mistake has doomed too many businesses to count.



My entire worldview changed....

When we tried to launch our first online training program...

We'd seen countless other online marketers launch programs or online courses.

We knew our strategy was EXACTLY what our audience needed.

It was a foundational building block of their marketing and sales strategy that was too often overlooked.

So we built a website. Hours of video content. Hired staff. And launched...

And the truth is...the initial launch was a great success.

We nailed the execution in the marketing, the sales, and in the content.

It was top-notch.

However, what we found was that information and strategy...it's not enough.

We needed to provide pathways to let our customers execute.

That was the first fail.

Now there's about 157 million quotes out there about how failure is actually part of success.

We've all heard them before.

But even so...it's hard to recognize or believe that in the moment.

It's difficult to look at something as a learning experience when you are in the middle of it.

When you are seeing people leave your program because they got the information...but they hadn't put it into action or practice yet.

It was tough to look past that.

We were desperate to find success for our clients...

Yes.

I also wanted to create an amazing life for my family...

To really be a great provider...

And to not feel stressed about money all the time.

And if the program wasn't going to be a long-term revenue generator... it put that in jeopardy.

Entrepreneurs tend to have a little bit of an ego. You need it to propel you into taking that leap to begin with.

You have to believe that what you have to share is worth it.

And ultimately like most out there, I wanted freedom...

I wanted people to really see me as very successful...

And I decided that I wouldn't take no for an answer...

The successful ones are able to take in that hurt and pain, and use it to motivate themselves.

And that's exactly what we did.



The Most Important Thing Is To Keep
Going. The Second Most Important
Thing Is To Choose The Right
Direction.

-Maxime Lagace



I didn't know it at the time but...

We were on the path to developing the 20-Minute Client Formula right then and there. A method that would transform my business forever, and do the same for thousands of others.

And within just a few short years we grew that initial company LinkedSelling into a multi-million dollar business that was featured in the Inc. 500 and 5000 lists for the fastest-growing private companies in the country.

It led to being featured in some of the highest-profile business publications and blogs out there.

And that's because the need for quality sales appointments is a requirement for business owners to keep growing. When you can solve this problem, the sky's the limit.

The results speak for themselves on what this system can accomplish.

From there we launched Connect 365 - because we wanted to develop a way to automate the process so that it would be doable for small business owners by simplifying the execution. At my prior company, we worked with mostly bigger companies with big budgets. We had a lot of success with that. But I wanted to reach a wider audience and make a much bigger impact.

And at this point, I've helped thousands of business owners to grow their business using the system that my company invented.

I don't say any of this to brag, but so that you know this is very legit - and that today I'm sharing with you what I've learned and how I did it so that you can do the same, and create your success story.

From
“Workforce”
to “Drowning
Business
Owner” to
Legitimate
Success

Most people reading this book will have grown up with the traditional expectation of life - you go to school, you find security in a job, and you work there... hoping to move up the ladder.

For some, that's still a viable option. There are some serious problems with that though.

- 1 In today's economy, there is little guarantee that even a seemingly strong business will survive, or that your position is secure.
- 2 Your income is tied to your work there. You have little control over what you make.
- 3 Your time is also tied to your income. (I'll share my experience with how I learned this lesson the hard way in just a minute.)

A lot of people have also been brought to believe that you have to HUSTLE in order to gain any traction.

Granted, you certainly have to do the work, but you don't have to sacrifice your family, your goals, or sell your soul in order to grow a successful business. There's a better way than the "grind and hustle" school of thought.

This is what really kills me and I see it all the time - people make that jump and decide to start a business, maybe they even have some success, but they're tied to it. It becomes their new job. They're driven into the ground by the crazy hours, and it takes the life out of them. They lose their passion and they lose sight of why they started in the first place.

And instead of them running the business, the business runs them. They also find themselves in a position without any control of their time, their finances, or where they're going. They're just trying to survive.

There is another way.



Like Barb Williams found, *“Prior to joining the program anything I would try seemed harder and harder to actually grow my business or those of my clients. I started using your systems...Tremendous growth has come to my business, my marketing philosophy, and the outcomes I help my clients get as a result of the program.”*




Imagine a simpler business. A simpler life.

More balance between your work, your family, your interests, and your hobbies. Imagine living with the peace of mind that you'll actually be able to run a business and have the freedom you want. These days, THAT's the dream. That's a major reason why people start businesses to begin with, but too many can never achieve it.

The key is SYSTEMS. You can experience consistent cash flow, consistent revenue, and consistent leads when you have systems in place that support your business....

When you offer a valuable service that other businesses (and the people behind them) legitimately NEED because they're also suffering without the right systems to support them.



David Whelan told us, *"In the short amount of time since I've launched my agency the growth has been just awesome."*

And David achieved that growth without having to work a bunch of extra hours.

Imagine for a second...

How would your life change if you could help almost any business owner fill their calendar with sales calls?

And depending on the business, one client could be worth \$100,000 for them...

Do you think that they'd mind giving you \$5,000 to make them \$100,000?

They'd love to do that...

Now imagine you have just 5 clients that you do this for...

And you make \$25,000 per month.

Would that change your life?

And if you want more money then you just get more clients... and I'm going to be giving you leads so it's easy.

(YES, the way this system works...my company is going to give you leads.)

Can you imagine how much better your life will be when you're in complete control over your income?

No more living paycheck to paycheck or worrying about your retirement... Those days are over for you.

And even if you already have a successful business, you can easily add this service offering to plug in an additional six-figure revenue stream very quickly, and with minimal effort to service it.

This is the beautiful power of this system at work because you can decide how much you want to earn and then you follow the simple process that I'm going to reveal and do it...And you can work whenever you want... no one telling you what to do.=

If you can relate to any of this, I know exactly how you feel. I've learned these lessons the hard way...

I already shared with you some of my successes, but I certainly didn't start out that way.

The way I got into online marketing wasn't the normal route. It wasn't a big shiny Madison Avenue agency.

It was in the basement of a Webster Groves, Missouri house a friend owned. I was helping him part-time to launch his outsourced CFO business. Essentially he was a finance coach for small businesses. And I was doing anything I could for a couple hours a day to promote him.

I created an ugly website and a few business cards at Kinko's and then got to work.

And we networked...

We ended up getting a couple clients, but we found ourselves tied to the cashflow roller coaster. Some months things were great, and other months...nothing. It was totally dry. It was this brutal up and down cycle where we would earn money... and then nothing.

It wasn't consistent enough for me to even be helping him full-time just yet.

Over and over again...

I was trying all the stuff that people say you should do. Networking events, chamber of commerce meetings, blogging, you name it. None of it was working.

And I knew I needed to solve this...

I didn't want to let my friend down. And I wanted to grow this into something more permanent.

I started researching and looking for a better way. What I discovered through my research and trial-and-error, would take us out of that situation and into a place where I never had to worry about where my next client would come from. It allows me to actually create a business that supports my goals and gives me a life to be proud of.



**What
Actually
Started
Working
For Me**

In doing this research, I began to look at a new business model; I had always heard that running a marketing agency was an extremely profitable business model...

But the same question existed, how to get clients and keep it running, without being on the cashflow roller coaster and without it running me?

Everywhere I looked things were so complicated. The laundry list of things that people said I should be doing was seemingly endless..



Here we were determined to make this work, in a way that didn't suck the life out of us. At that time I wasn't a marketing genius or master copywriter...

And I didn't want to learn to become one either...

I wasn't that technically savvy and I didn't have the time to spend years of my life studying all of these things. I knew I needed something simpler.

What I had going for me at this point was that I knew how to FIND people on LinkedIn... I just needed a way to build a relationship with them. And it hit me... email was the key.

Everyone uses it. I don't have to be a marketing genius. I can create relationships and get people to trust me, allowing me to sidestep the fancy funnels and the complicated marketing schemes.

I went onto LinkedIn and found some connections that I thought would be a good fit for my service...

Then I started to email them some interesting articles I thought they'd like. I didn't start with a sales pitch. I had an idea that it might work better to first provide value and build the relationship.

And it worked. I couldn't believe it when I got my first YES.

For months I tested new email and messaging sequences and strategies to get faster results...

I would fall asleep at night thinking about how I could improve it.

And I kept working at it... Improving it and optimizing it to a science...
I was completely obsessed.

And because of this obsession, my calendar started to fill up with sales calls every day and my business grew.

I began to do the same for my clients and got amazing results for them as well.

Over time, I perfected this system and it evolved into what I now call the 20 Minute Client Formula.



**OF BUSINESS
PROFESSIONALS**

Prefer to use email when communicating for business purposes.

Hubspot 2020



**RISE IN
REVENUE**

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

Campaign Monitor 2018



**MORE
EFFECTIVE**

At landing new customers than Facebook and Twitter combined.

Saleshacker

The 20 Minute Client Formula

With the system I discovered and have since perfected, you'll be able to book an almost unlimited number of sales calls for yourself, and on behalf of any clients we give you and all the others that you get on your own!

It is the exact same system you'll use to find and warm-up prospects for your clients, or for your own business. (And to have 94% of the process automated, so that it doesn't take you much time.)

This is what I discovered to be the KEY - you need a systematic way to warm up your prospects FIRST! Before you invite them to talk business or invite them to a next step or sales meeting.

This is how you sidestep the complicated marketing confusion and streamline your results! It's a three-part process:

PART 1:

The Digital Dartboard - Finding The Right Prospects (Who, Where, and How)

PART 2:

The Trust Progression - Warming Them Up (Building a Relationship the Right Way Online)

PART 3:

Booked - Generating More Sales Opportunities (Without Being Thought of as a Leg-Humping, Commission-Hungry Sales Gremlin)

Simple, right? Let me show you exactly what it looks like... and how you can easily do this for your business, or how you can start to do this for new clients and make thousands or even millions like some of our clients.

Part 1:
The Digital
Dartboard:
Finding The
Right
Prospects
(Who, Where,
and How)

For many frustrated entrepreneurs and marketers, the process of attracting new prospects means...

- *Launching Ad Campaigns: But that's nameless, faceless and often expensive. For most people, it just doesn't work and it costs too much.*
- *Cold calling: But that's a little too in your face, too time consuming, and feels icky.*
- *Cold-emailing: But that just takes too much time. And for many, this method of sending sales pitches to strangers just doesn't work.*
- *Buying new programs and bouncing from one thing to the next.*
- *Starting podcasts, blogging, and all that stuff.*

You have other options. Instead of doing all those things above, why not just focus on figuring out where your prospects are and attracting them there. The truth is there are hidden goldmines of prospects sitting there, staring you right in the face.

The best place to start is LinkedIn...

It's the ultimate tool for prospecting because everyone on LinkedIn is there to do business...

It's easy to find and get your foot in the door with your ideal targets...

And if you do it right it's extremely powerful for building a stronger awareness and driving more prospects into qualified sales opportunities.

So, how do you do it right?

Recent studies also identified that roughly 80% of all social media leads for B2B Marketers come from LinkedIn



Through Social Media For B2B
Marketers Come From

LINKEDIN

Don't worry, this is very easy to do. Although most get it wrong because they try and shortcut the process and send cold sales pitches, which doesn't work.

Over the following pages, I'm going to break down a holistic system for doing it the right way. If you try and use just one piece of it, you'll find lackluster results. It's by combining our entire method, that you maximize results and create massive financial success.

Let's dive in.

For starters, we have a number of prospecting playbooks that we teach our clients. LinkedIn is the most popular, so that's what we'll focus on here.

It starts with searching for people on LinkedIn. Searching by job titles your prospects have. And by the industry their company is. You can further search by keywords, company size, and experience. It's easy to use whatever criteria you want, to find perfect prospects.

Then you send a connection request and click the option that says "Add a Note".

From there type in a super simple message that says...

“Hey Katherine,

I came across your profile here on LinkedIn and thought we might benefit from being connected.

Hope business is going well!

Josh”

Or some variation of that.

Sounds easy, right?

Well, it is. But it's powerful.

Few people take the time to send a slightly personalized request OR even to do this at all.

Then you press send and you're done. That's the start.

Doing this step alone can provide a MASSIVE amount of opportunities.

And the best part is that if you can commit to 5-10 minutes a day for these actions (sending a connection request and then grabbing their email contact information from their profile after they connect), you can quickly be on the path to having a 600-1200 person list in the next 90 days.

If you're starting to get confused, not to worry. I'm hosting a workshop, where I'll break all of this down for you. It's best to see me walk through the process live on screen, to really digest it and answer any of your questions.

[Make sure you reserve your spot here:](#)

When your prospects connect with you, it allows you to stay in front of them with regular social media posts (more on that in Part 2) AND it provides their email contact information so you can further reach out to these potential leads.

I've had clients pay me thousands per month just for this activity alone. Because the truth is most business owners don't want to do it. And that's why this is such a great opportunity for you. People will pay you thousands to do this for them. My company no longer offers this kind of "done for you" service. We are focused on being a software company. But we have thousands of leads every month that want more help. And that's how we can afford to give you some of these leads every month, so you can help them implement this method.

It is incredibly easy and efficient when you have the right process. In no time you can build lists of hundreds or thousands of prospects without spending any money on advertising, and without fancy funnels that seem to lead nowhere.

Now, let me be clear. You can't just drop these new connections into a super-aggressive sales campaign. Or drop them into your automated newsletter.

That won't work and could actually get you in trouble.

Like all things, what you do next makes all the difference...and your focus should be on how to further build the relationship.

**Part 2:
The Trust
Progression –
Warm
Them Up**

Next, it's imperative you build trust with your prospects.

Because here's the thing...some people will do step 1, but they often follow it up with something like this.

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

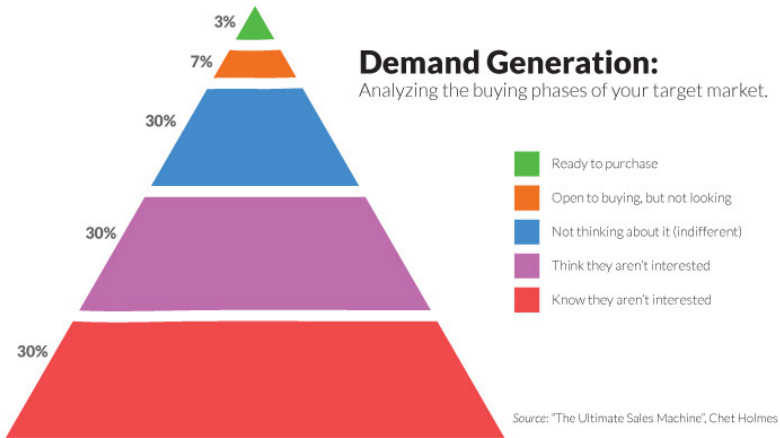
Regards,

We've all been on the receiving end of that. Many people won't even connect first. They'll just send you a message out of the blue like that.

We call these people "Leg Humpers"...and you definitely don't want your audience thinking of you like that.

Sure, 1 out of 2000 messages like that might get a response, but you are burning bridges with 1,999 potential future clients with an approach like that.

If you've ever read the book 'The Ultimate Sales Machine' by Chet Holmes, you may be familiar with the concept of the Demand Gen Pyramid.



Basically, this chart breaks down the different segments of your audience.

It buckets them into targets that fall into one of five categories:

- > Ready to purchase
- > Open to buying, but not looking
- > Not thinking about it (indifferent)
- > Think they aren't interested
- > Know they aren't interested

Now the fact of the matter is that most people are lazy.

They only want to talk to the 3% of their market that is ready to purchase now...

This is short-sighted as it leads to you ignoring the much larger audience out there for your product or service.

Let's take out that last 30% that know they aren't interested. That leaves you with 67% of your market audience that you should be developing relationships with. So that when the time is right, they think of you.

The tricky thing about the 3% of the market that is ready to buy now, is that they often times are either:

- a Hard to find. *(unless you are a mind reader)*
- b Competitive. *(see: expensive and difficult to get in touch with through advertising)*
- c Already engaged with multiple service providers.

If you can build MORE relationships (easily and automatically) with your full market...you'll undoubtedly get the 3% of 'buy-now' people along with the much larger market of potential buyers. It is proven that this gives you a huge advantage over your competitors, by starting the relationship much sooner.

Check out what these studies found:

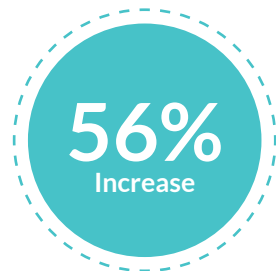


The first viable vendor to reach a decision maker and set the buying vision have a 74% close ratio.

- 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



Now, as we mentioned, you can't just start a conversation with people ASSUMING they are in the 'buy-now' crowd. IF you do that, you are firmly in 'leg-humper' territory.

So what do you do?

You need to warm these new prospects up to you.

You want them to become familiar with your name, your message, and your business.

You must nurture them.

When you do this right, you WIN more of the short-term opportunities AND the long-term ones too.

This makes me think of a famous phrase referencing two birds and one stone.

There are two ways to do this organically, that you can automate...

You can build awareness through regular social media posts and automate personalized and nurturing emails. Again, I am not talking about blasting out emails using Constant Contact or Mailchimp or Infusionsoft. There is a place for that, but it doesn't work when it comes to prospecting and lead generation.

That's why we created Connect 365, a revolutionary software that allows you to send PERSONAL emails but have them automated. They look just like an email you wrote to a friend. They hit the main inbox. And the average open rate is 3X the industry average! Not to mention, people actually engage and reply to these emails because they are PERSONAL!

Now, remember, the more they see your name and face... the more they trust you.

Have you heard of Aronson's Law? The book "Social Animal" is the bible for social psychology, and states that,

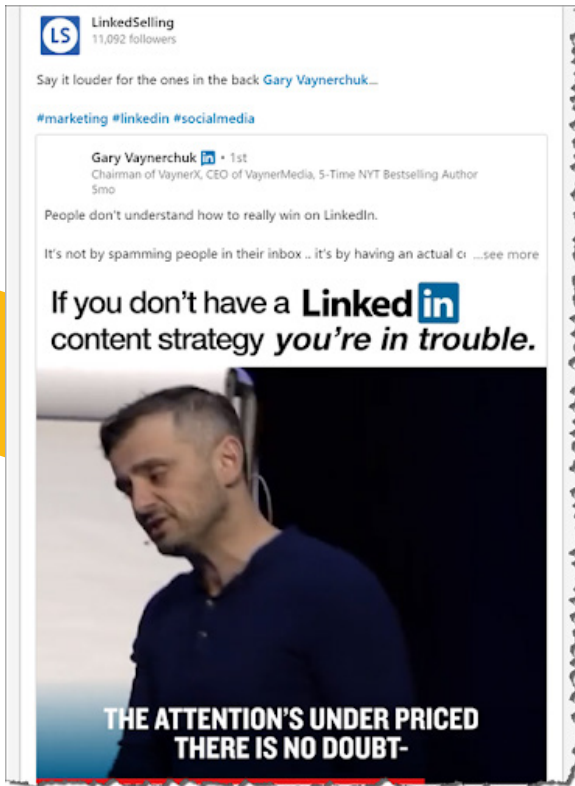
'All other things being equal the more familiar an item is, the more attractive it is. People prefer faces they've seen ten times to equally attractive faces they've only seen five.'

How to Achieve This Level of Familiarity with Social Media Awareness

Social media allows you to easily build this familiarity. Here are a few types of the kinds of posts that create this awareness and trust.

Take a look at these great "awareness" posts...





But there's a problem with this that causes most people to fail. Remember that I said the key here is to create a business that doesn't take all your time? Social media posting the old-fashioned way takes time, right? You need to post every day. Doing that takes too much time and most people don't stick with it. Who can blame them.

That's why we developed a system to automate it. Not just the posting, but we'll also create the content for you and your clients. At a price that is so low you'll spit out your coffee.

I'm going to lay out a roadmap in just a minute, to show you how to create and distribute these types of "awareness" posts without taking much time out of your day, and without paying huge sums to outsource or hire an employee. I'll show you how to automate all of it!

PERSONAL EMAIL



OF DECISION MAKERS

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

ITSMA 2018



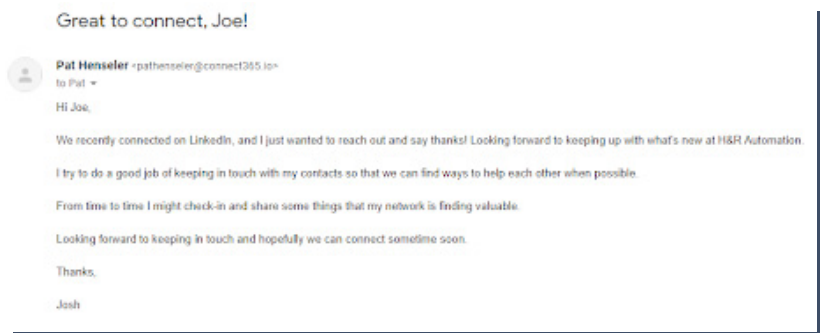
OF DECISION MAKERS

Give unsolicited email attention, even email from a company with no priorities to them.

ITSMA 2018

I already mentioned how I personally used email to warm up the prospects I found on LinkedIn. What I would do is find them on LinkedIn, then go to their profile and find their email address. This only took a few minutes a day.

Then, I email them with a very informal message.



Again, we need personal messaging to be quick and efficient.

I used to send all these emails manually...and they got great results, but it took up TONS of time.

Now maybe my team or I could've handled it if we just needed to send out one *magic* email that would turn everyone into a client immediately.

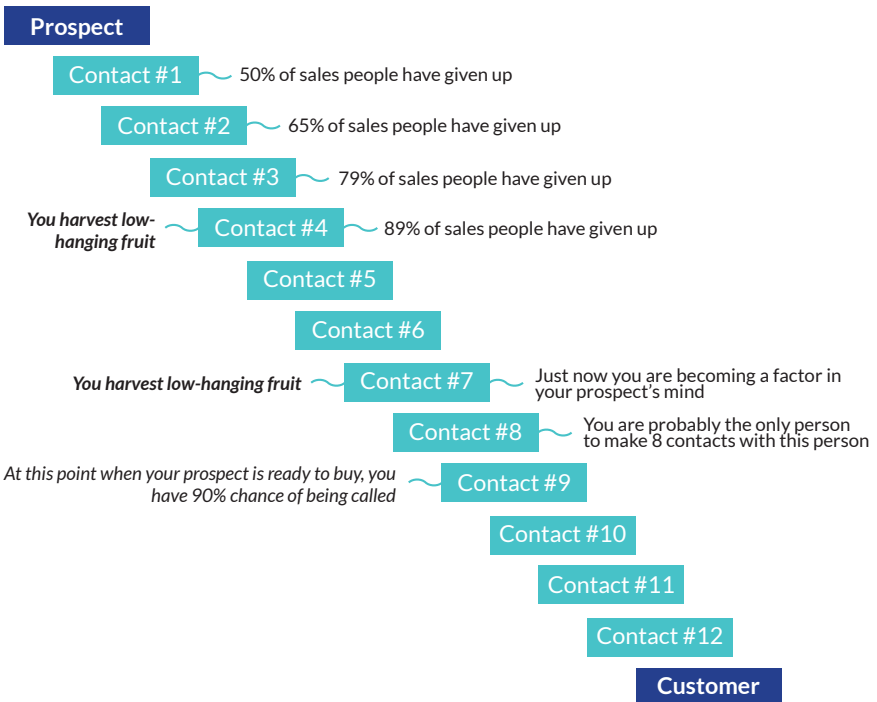
It would be painful to send one email manually to dozens or hundreds of people, but it could be done.

But the truth is there isn't a magic bullet email.

Relationships are built over time.

We talked earlier about the Demand Generation Pyramid and why you need to stay in touch with your prospects over time to win more business.

But you also need to send follow-up emails to build those relationships.



You see the real money is made in the follow-up.

This Microsoft study took a look at how many contact attempts salespeople made before giving up on a prospect and looked at that against when a prospect was most LIKELY to respond or call back.

But so many people avoid it entirely because of the effort it used to take to manage it all.

And you could multiply that if you are doing this work for clients.



This is a breakdown of a 12-message long-term nurture sequence and as you can imagine this can be a lot if you are trying to do it all manually. It's likely why so many salespeople give up after one contact attempt as the Microsoft study above showed.

In most cases we recommend sending a minimum of 3-7 touchpoints with a prospect before inviting them to a conversation to increase the likelihood of booking an appointment or next step.

When we started taking on clients, there just weren't enough hours in the day to manually send out personal emails to all our prospects for

each of our individual clients AND handle the follow-up effectively.

So we had a problem...

I needed something that would deliver personal emails at scale and not take up all my time and energy to do it. So my team and I could focus our energy on what was important.

Doing all this work gave us incredible insight into what works within individual messages, but more importantly, what works within a full campaign or sequence of messages.

And with that knowledge of running these campaigns for ourselves and our clients, we were able to take out a lot of the guesswork for our users by creating templates for this type of outreach that would be effective. All I had to do when I had a new campaign or client was tweak the templates, and use my email automation and my “warm-up” sequences were all set!

In the past, this took lots of time, energy, effort, but today, when you have the right tools within the right kinds of systems, you really can find clients and service them in a fraction of the time...pretty incredible.

All it takes with the right tools and training is setting up your campaign sequence once, then loading in your new contacts every couple weeks and they'll receive the entire campaign as intended.

If you want to learn more about how you can set your outreach campaigns on autopilot in less than 30 minutes of time, be sure to join us for 20-Minute Client Formula workshop where we'll give you a look at the groundbreaking software and messaging campaigns that make it all possible.

[Sign Up Here Now](#)

Part 3: Booked – Invite to a Meeting

THE FINAL STEP



danfaber 9:44 AM

Now THIS is what I'm talking about. you guys are *awesome*.



(edited)

My Calendar Is Packed Today!! ▾



👍 2 🍷 2



joshbturner 10:40 AM

Looking good!

I told you, three steps, mostly automated. This is a simple but effective process. The reason this method works even though it's so simple is that it's personal, it's relationship-based, and yet it's still automated. It wins out every time!

After you've found the right prospects, and you've developed trust via awareness, familiarity, through your social media posting and personal emails, you then need to invite them to a meeting or conversation.

Not to get all 'Dating Advice Guru' on you, but it's very similar to the way a romantic relationship might evolve.

Maybe you meet online through a dating site. Then you text or email a little bit.

To move the relationship to the next step, you eventually need to ask for the date right?

That doesn't mean you ask them to get married over text or email. Just that you take the next step in the relationship.

This will be a meeting with yourself (or someone on your team) if you're using this process to build your own lead generation system, OR it will be a meeting your client will take with the prospect.

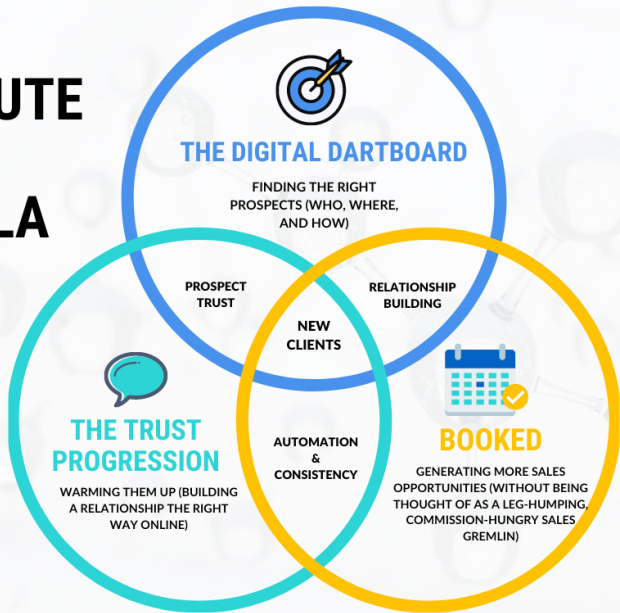
You've just done the work to get the prospect to that point. When you're implementing this system for clients, you'll hand it off to them whenever a prospect agrees to meet. Then your client will meet with them. At that point, your work is done.

And, of course, when I say "work" I mean that you've utilized this mostly automated system to find and warm-up the prospect on behalf of your client. All with less time spent per day than it takes to watch a half-hour episode of your favorite sitcom.

You definitely need smart ways to automate this, otherwise, it WILL take a lot of your time and you'll start to see a lot of churn and burn. Doing it manually would be crazy. But you don't need to worry about that. We've got you covered.

When you implement this for yourself or others, you'll have a proven system to develop a consistent flow of quality sales opportunities that can be converted into clients. Your business will always grow, and your clients will love you because you're solving their biggest problem.

THE 20-MINUTE CLIENT FORMULA



THE SYSTEM AT A GLANCE



**A Great
Opportunity
(*But I Can't
Do This On
My Own*)**

I don't know of any other business where you can get clients *happily* paying you thousands of dollars per month, and it takes just 10 minutes a day to manage the work of each client. Just 2 clients can get you to six figures.

Thus, it takes just 20 minutes to have a six figure business. And this is why we call it The 20 Minute Marketing Agency. And equally important, it doesn't require that you start with any cash flow or invest anything other than a little sweat equity.

It's an industry that is booming and is in very high demand. Because there are millions of businesses who need more leads and realize their social media presence isn't cutting it.

So, YOU can fill this gap and solve this problem for them. They'll love you for it. You'll feel really fulfilled because you're doing something that people truly value and appreciate. And you'll make good money doing it.

I can show you how - even if you don't know anything about marketing right now.

I've created a process that is extremely systematic, very profitable, and you can put most of it on autopilot thanks to our automation software, Connect 365.

Here's the real issue though. I need to be honest with you right now...

I've been struggling lately...

My business has been growing like crazy and I have gotten to a point that we really need some help...

I'm here talking to you today because I can't reach my goals on my own. As I mentioned earlier, I've got thousands of businesses applying to work with me every single month...

Begging me to help them. And currently, we're turning them away.

Let me explain. Our business has taken off. We get thousands of leads every month. And a lot of these people want more help. They want somebody to set it up for them and manage it on an ongoing basis. They're looking for more of a done-for-you service, which my company doesn't really provide. I've stepped away from the agency side and am focused on providing industry-leading, revolutionary software.

For the last couple of years, we've been turning these people away.

But recently, I thought... why? Instead, I've decided that I want to give you the tools to work with these businesses, making big profits for them and yourself in return...and to set you up with the entire system. Then these businesses will be able to take advantage of my software and methodology, which is a win for me. And it's a win for you, because they'll pay you thousands to manage it for them.

That's why I want to help you start your own agency... or add another low-maintenance revenue stream..or just implement the system for yourself to get a lot more leads.

**How You
Can
Realistically
Make
This Happen
For Yourself**

By now, you realize the importance of taking control of your own financial future.

There is little security in a job and if you have a traditional business, then too often your income is tied to your time. On the other hand, if you want to start, or already have started your own business, you need a way to find and service clients that's effective and that doesn't take all your time.

Your best bet is to bet on yourself. If you've got the right tools and systems in place, and the right people to support you, you can realistically create an additional 6-figure revenue stream or an entire business when you take advantage of this opportunity.

What I've shown you is exactly how I've made this happen for myself, for my clients, and for others like you who either are starting a business around this system, who are adding it as another service offering to their existing business, or who are using it to get their own clients.

Here's your next step...

At this point, I'm sure you see how this could be a gamechanger for you.

What if you could automate your own marketing...limiting it to just an hour or so a week AND let my software and team be the fulfillment engine for your services?

What if you could have a six figure business that took you just 20 minutes a day? How would your life and business change? What would that mean to you?

I showed you the three-part business model to follow, but now I'd like to show you exactly how to automate 96% of the process. Doing this is the secret to providing an in-demand service, in only 20 minutes a

day. Automation coupled within a sound strategy will allow you to truly create a 6-figure revenue stream. And many of our clients get there in just a few months.

I'm hosting a workshop that will explain how you can realistically create what I like to call a "20-minute marketing agency."

You'll be fulfilling a huge demand in the market and solving a big problem for your clients. They'll love you for it.

You'll be helping me with the clients I don't have the time to service.

And I'll be able to lend you my team to help you service your clients.

This is a very unique opportunity and the window to be part of it will not be open for long.

[Click here to attend the workshop](#) and learn exactly how our automation platform and the constant flow of leads I can send you, will help you fulfill a huge demand in the market, as you solve a major problem for businesses...

AND while you grow your own business or revenue stream. That's a true win-win in my book.

I hope you'll join me in the "20-Minute Marketing Agency" Workshop!

[Sign Up Here Now](#)

No matter where you're at in business, whether just getting started or a grizzled vet, the reason my company exists is to help people like you build the business of your dreams. This book is for you, and I hope that the ideas I've shared in these pages will help drive you to a level of success that you never imagined.

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