

HOW THIS SILICON VALLEY SECRET REVEALS 2016'S TOP CLIENT GETTING STRATEGY...AND WHY IGNORING IT WILL COST YOU THOUSANDS

Main Street Business Owners and Entrepreneurs CANNOT afford to miss this new development...And Why You Want To Be On The Winning End Of This \$26 Billion Deal

By Ben Kniffen
Co-Founder and COO, LinkedSelling

If you're a small business owner, service provider, marketer, or professional entrepreneur, you're probably wondering what this report is all about.

Let's set the stage

In early 2016, our company conducted a study conducted of over 1,300 business owners. This groundbreaking study uncovered some troubling data. Most notably, that 88% of business owners struggle to maintain consistent cash flow.

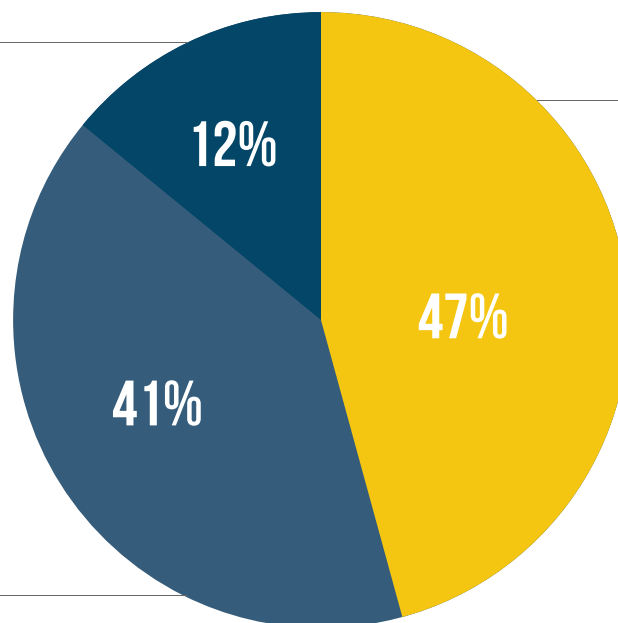
Only 12% said that they do not have cash flow problems.

Is cash flow (i.e. having enough cash to pay the bills, pay yourself, and have extra profit) a problem for your business?

Never a problem

Sometimes a problem
in your business

A consistent problem
in your business



Naturally, the next question we asked is:

WHAT'S THE DIFFERENCE BETWEEN THE 88% WHO STRUGGLE WITH CASHFLOW...AND THE 12% WHO DO NOT?

Well, when we looked at all of the data from the study, there was one thing that stood out head and shoulders above everything else...

THOSE BUSINESSES WHO REPORTED NEVER HAVING CASHFLOW PROBLEMS, ALMOST ALL OF THEM REPORTED THAT THEY HAVE SYSTEMS IN PLACE TO CONSISTENTLY BRING IN NEW PROSPECTS, APPOINTMENTS AND CLIENTS.

Meanwhile, the vast majority of the 88% who do not, these businesses continue to ride the cash-flow rollercoaster.

Clearly, having a reliable system for generating new leads and clients is a core requirement of getting off the cashflow rollercoaster.

And... to be fair, you probably already knew this...at least for yourself. There's an 88% chance that you're experiencing this right now.

But which strategy is working best?

That's what we found out...and what we're going to share in this report.

This Is Not A Small "Survey"

What you are about to uncover in this study is a remarkable trend that my company and I have discovered, through an extensive research project conducted over several months. Using multiple third party researchers to compile and analyze data, the body of research presented is the result of a considerable effort that left no stone unturned.

In addition to combining many existing studies and research, we also surveyed and interviewed 642 business owners and marketers to find a clear answer to the question of "what's really working?"

All of this data provided a very clear answer to that question, which we will share in this report.

Oh...and by the way...

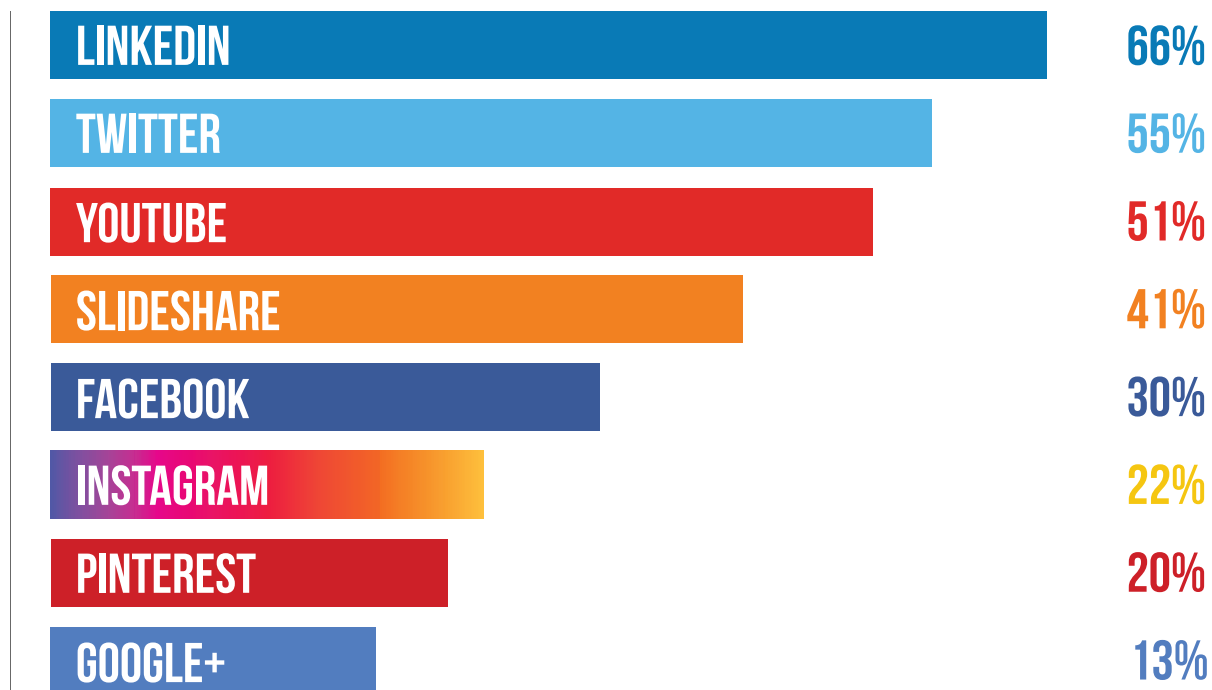
We've discovered a trend that is now so clear...that it's incredible that others have not already become aware of it. But I have to admit, I'm glad they haven't. Because it represents such a tremendous opportunity for those who are in the know.

Cutting Through the Clutter

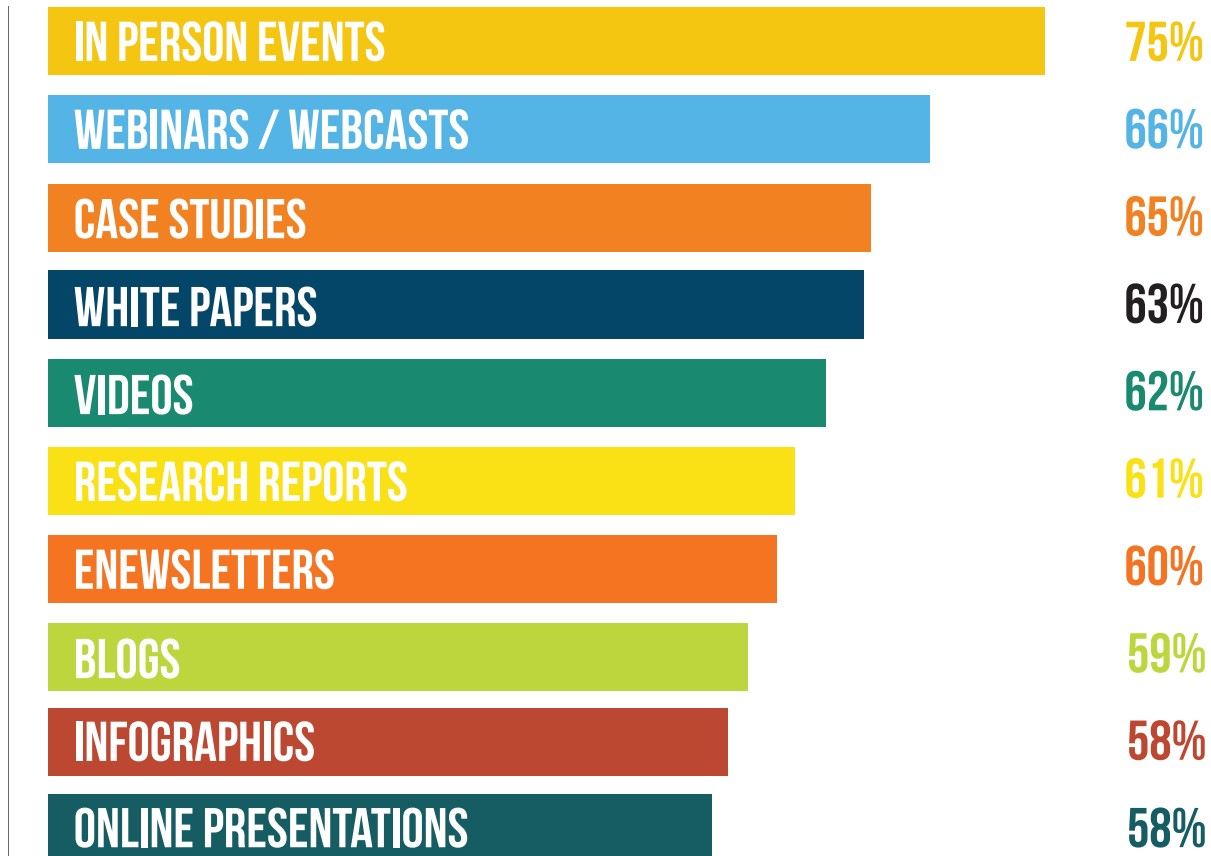
When it comes to marketing your business online, there are so many options. Too many, really. What happens usually is that the onslaught of advertising and people pushing the latest shiny widget, well, it causes a lot of people to bounce around. Shiny object syndrome is something we've all experienced. Eventually, it creates paralysis.

Consider these graphics from a recent study conducted by Marketing Profs and Content Marketing Institute:

Effectiveness Ratings for Social Media Platforms



Effectiveness Ratings for Marketing Tactics



Clearly, there are a ton of choices when deciding how you are going to grow your business, get more clients, and get off the cashflow rollercoaster. The list is truly endless.

If you're feeling a little overwhelmed, you're not alone. But this study will show you EXACTLY what to focus your energy...for the next 5 years!

Think about it...

Having a strategy that you can consistently apply for maximum results, for the maximum ROI on your time and money...

That is what a Successful, Healthy business looks like

- One that has tremendous staying power.
- One that does amazing work and creates a lasting impact in the world,
- One that affords you the freedom and lifestyle you want, and
- One that makes a consistent, large profit.

To do that, you must have a marketing system that generates new leads, consultations, clients and sales.

But there are so many systems out there and so many choices. Which one is the RIGHT one? That's the answer that we set out to discover, and I believe that the data shows a clear winner.

Not only in terms of the platform that you must be focusing on (this one platform is responsible for over 80% of leads converted into sales), but also the exact strategy to use on that platform.

In this report, we are addressing the “platform” question and revealing a trend that is too powerful to ignore. We've also uncovered the answer to the second question, **“What is the right strategy to create both quick wins and lasting, long-term results?” And provided a roadmap for exactly what this strategy entails and how you can implement it.**

Let's dive in!

Identifying the Top Place to Get New Clients – A Major Surprise

We researched the best places to find clients and uncovered a number of existing, very large market research projects. Combining this data with our independent study, surveys, and interviews of 642 business owners, we found a **big surprise...**

Given the immense buzz surrounding Facebook over the last couple years, we expected to see Facebook as #1. Additionally, Facebook is almost universally considered to be the dominant player online.

Just by sheer numbers (they have over 1.7 billion users), we expected Facebook to be the most popular online channel for attracting business opportunities

But this wasn't the case. Not even close.

Study after study has returned the same finding:

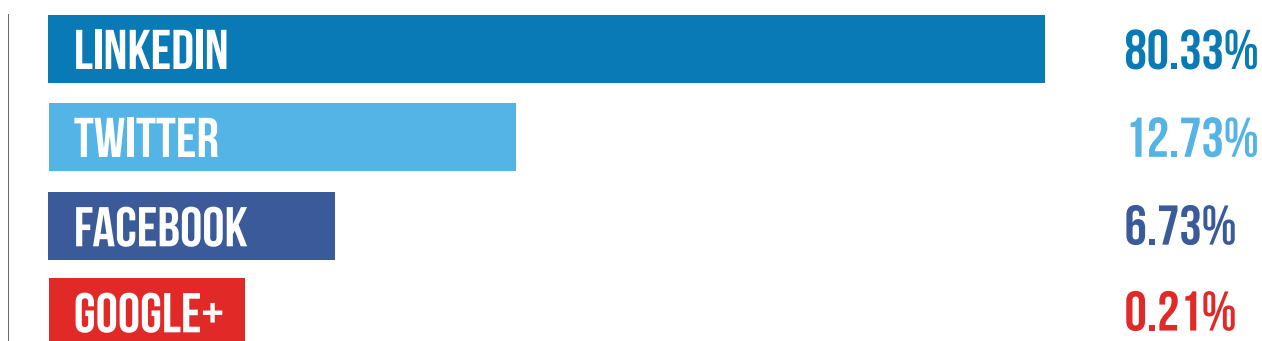
**LinkedIn is, across the board, regarded as the most effective channel
for businesses to get clients.**

According to the Content Marketing Institute and MarketingProfs, LinkedIn is,

“The industry’s most popular social network...and found a majority of marketers believe it to be the most effective social media platform.”



**WHY IS LINKEDIN THE BEST LEAD GENERATION TOOL FOR
B2B SOCIAL MEDIA MARKETERS? OVER 80% OF LEADS
GENERATED THROUGH SOCIAL MEDIA FOR B2B
MARKETERS COME FROM LINKEDIN - THAT'S WHY!**



A follow up study from analytics firm Kissmetrics discovered that more than 80% of a business's social media leads were the results of LinkedIn.

If that's not enough, a recent study by DemandWave also found LinkedIn to be the most effective platform for lead generation, by a long shot:

Top in lead generation...by a long shot



Though social media
for B2B marketers come from

LINKEDIN

#1 Social Media Channel

92%
OF B2B MARKETERS
LEVERAGE LINKED IN
OVER ALL OTHER SOCIAL PLATFORMS

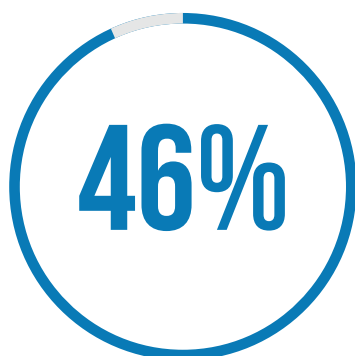


Replicon found LinkedIn messages to generate 11x better response rate compared with other methods:

Replicon



Drive Traffic and Awareness

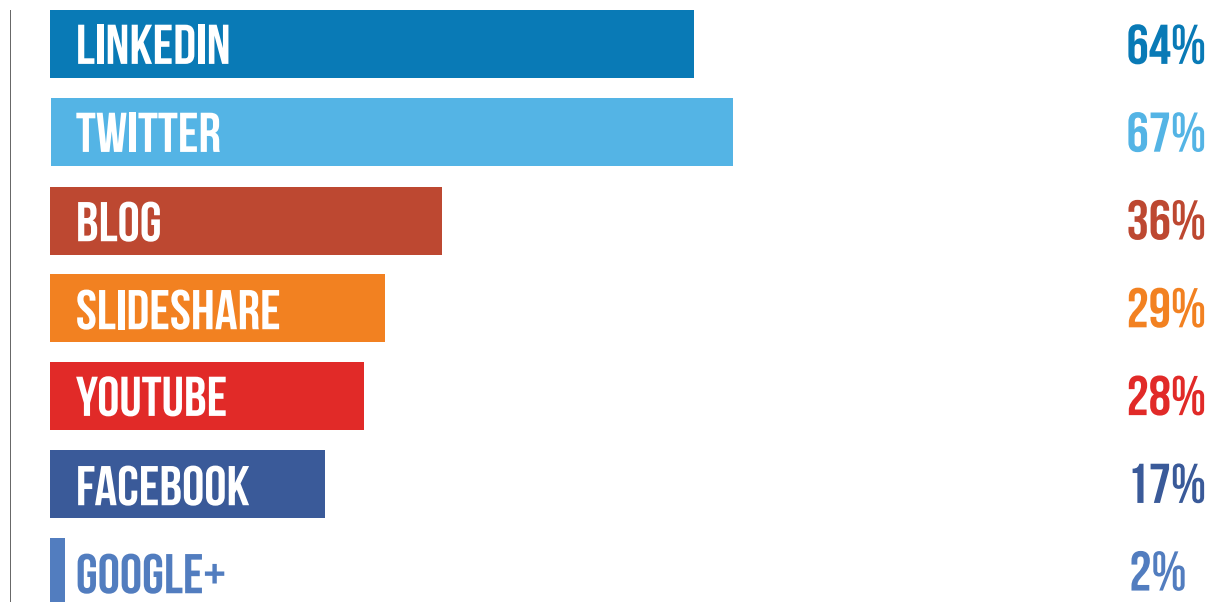


**LinkedIn's share
of social media
visits to corporate
websites**

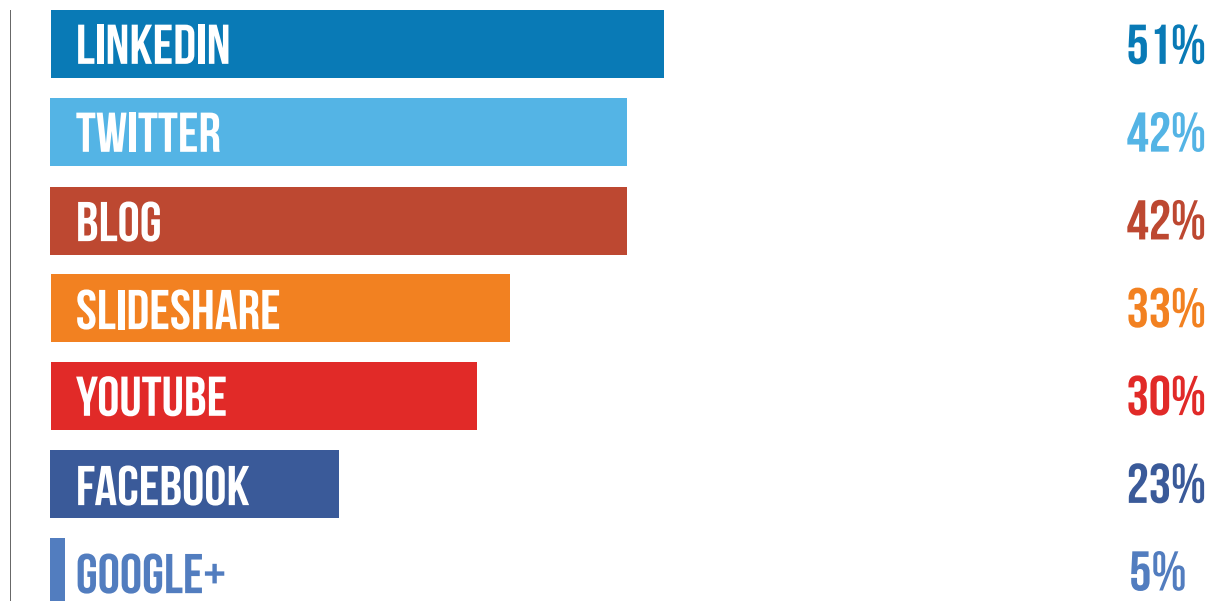
And not only is LinkedIn the best place online to get clients, it's the best place to engage both before and after a sale, as Social Media Examiner discovered in their recent research on the topic. It is also considered the most effective in the sales cycle. According to Content Marketing Institute, 63 percent of marketers report positive results in using LinkedIn to move prospects through the sales cycle.

Along the same lines, a study by Regalix found that LinkedIn is actually on top of the list when it comes to channels found to be most effective for customer engagement both before and after sales.

Which social media channel proves most effective for customer engagement at the pre-sales stage of the buying cycle?



Which social media channel proves most effective for customer engagement at the post-sales stage of the buying cycle?



It was surprising to see Facebook ranked so low, but equally surprising to see Twitter ranked so high!

Even so, LinkedIn time and time again, in study after study, has been consistently ranked as the best place to attract new clients.

Content Marketing Institute's study found that LinkedIn is the most effective social platform, and that 94% of b2b marketers use LinkedIn for marketing, making it the most-used social platform for business.

And a significant 61% of marketers plan on increasing their use of LinkedIn in 2016. As expected, B2B marketers are significantly more likely to plan on increasing their use of LinkedIn (76% of B2B vs. 52% of B2C).

But possibly most surprising, is that LinkedIn isn't just for b2b (business to business) companies. B2C companies also reported that they are seeing big gains from LinkedIn. In fact, over 51% of these companies reported in a study conducted by Oktopost that they have acquired at least one customer through LinkedIn.

The data seems clear, right?

Yet, somehow interest in LinkedIn has significantly declined in the last couple years

How could that be?

LinkedIn Buzz Declines While the Opportunity Grows Even Greater

Even with all of the data seeming to point to a clear conclusion, our studies clearly show that LinkedIn is not as popular as it was just a few years ago.

In our independent research surveying over 600 business owners, a majority said that they are less excited about using LinkedIn to market their business and get new clients, than they were 3 years ago.

Google Trends reveals a similar pattern. From 2010 to 2013, the increase in LinkedIn related searches was 228%. However, from 2013 to 2016, the same number was virtually flat.

Interest over time



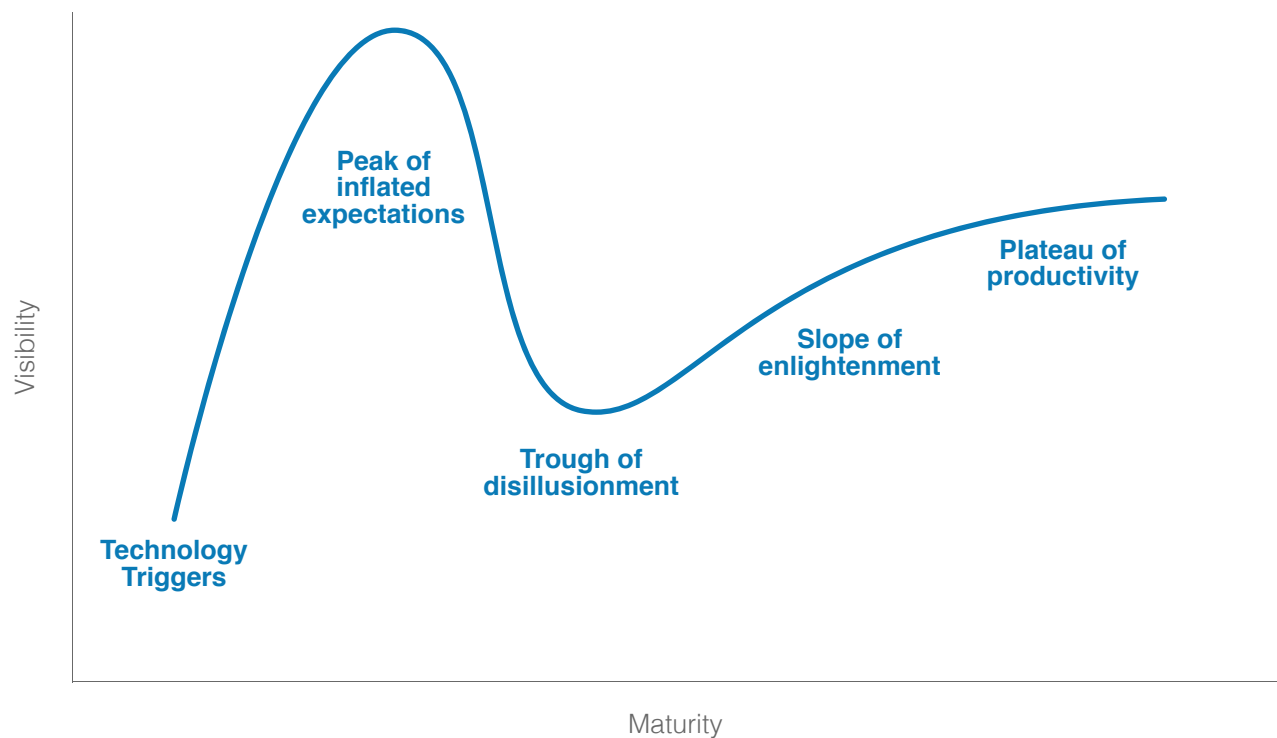
LinkedIn was all the rage a few years ago. But even in the face of overwhelming data showing that LinkedIn is one of the most effective online platforms for marketing your business, clearly the majority of business owners are not as excited about it as they once were.

This is further seen in a recent study by Social Media Examiner, who found that of the top seven platforms used (not indicating effectiveness, just usage) by marketers, Facebook currently leads the pack while LinkedIn is in the third place with 67% of users among marketers, marking a slight drop from 71% to 67% since 2015.

How could this be? If LinkedIn is the most effective channel for getting new business online, why have so many turned to new shiny objects?

THE ANSWER LIES IN A PHENOMENA CALLED THE GARTNER CURVE. AND WHAT IS REALLY EXCITING IS THAT THIS SAME PHENOMENA SHOWS THAT LINKEDIN IS POISED TO BECOME EVEN MORE EFFECTIVE

The Gartner Curve, also known as the Gartner Hype Cycle, is a concept for emerging technologies which predicts they'll go through five stages: it starts with technology trigger, soars up to peak of inflated expectations, crashes down to the trough of disillusionment, then glides back up to the slope of enlightenment, and continues on to the plateau of productivity.



Just like most other technologies that go through this cycle, the LinkedIn buzz has died down a bit. And most businesses moved on to the next shiny thing.

Yet, many have not moved on. Many continue to generate significant results and have not been deterred by the lack of buzz and hype. In fact, this has made it an even greater opportunity as the shiny-object chasers have moved on, creating less competition for attention.

And savvy business owners and marketers ride upward on the “slope of enlightenment.”

The “Trough of Disillusionment” is actually an overcorrection. It is a decline beyond what is reasonable or needed, causing many to miss the boat. In fact, it is at these points of over-correction, that it’s the best time to get into any space.

Consider the parallels to the financial markets...

Uber is a well-known technology company in 2016. But in 2013, it was still a smaller, upstart company that many thought was going to be a fad. Wise Silicon Valley investors knew that this company would be absolutely massive...but the public hadn’t quite caught on yet.

In December of 2013, an internal leak revealed that Uber’s revenues were near \$213 Million...which was about \$100 Million more than the “analysts” at major firms had predicted.

And yet, it still took normal investors and non-insider tech gurus until December of 2014...when Uber raised an astounding \$1.2 Billion in venture funding...to realize that they'd been late on the trend.

Why?

Because they'd fallen victim to the Gartner Hype Cycle: Uber was considered a "small, disruptive company" that had little chance at scaling. It got some initial hype and attention when it started, but then the interest slowly declined...but meanwhile, Uber was picking up true steam and came out as the most valuable taxi company on the planet in only 5 short years.

And today, many marketers, business owners, service providers, and entrepreneurs are making the same mistake by ignoring LinkedIn. Just like the early days of Facebook Advertising, when the clicks cost less than a penny and you could get 100's of leads in hours...you don't want to be caught in the herd of people stampeding to LinkedIn in the next few years. You want to solidify your position NOW to beat everyone else who comes after you.

The \$26 Billion Mistake, and How to Avoid It

The Gartner Curve is one of the key reasons that Microsoft recently acquired LinkedIn for a staggering \$26 billion. Seeing the tremendous, steady growth potential that LinkedIn currently has, they paid a hefty premium. And they bought at just the right time. This is a clear indication that the growth of LinkedIn is not only going to continue, but will be strong for many years to come.

Smart business owners who realize where LinkedIn is at on the Gartner Curve took great notice of this acquisition. And it further validated their efforts and results. Meanwhile, there are many who are overlooking this and making a massive mistake. Instead of seeing the trends and how history has played out so many times before, there are those who are more influenced by buzz and hype.

They are skeptical of Microsoft's \$26 billion acquisition, some even calling it a mistake. Yet, that couldn't be further from reality. And the only mistake is ignoring the real signal at hand. That LinkedIn will continue to be the best place to get clients for many years to come.

But in all reality, I'm not here to try and convince anybody. Just laying out the data, and those who understand it will be very well positioned. And those who don't? Well, that just leaves more for the rest of us. Fine by me!

What's working, and what's not.

To be fair, certainly not all business owners have been so easily influenced by a decline in buzz surrounding LinkedIn. For many, it was a lack of time or a realization that the investment of time was not justified by the results.

In our study, we found that a majority of business owners simply found that they lacked the time to properly implement LinkedIn. **And for another segment of respondents, they put in the time, but did not see the results to justify the time investment.**

Clearly LinkedIn is a platform that does require an investment of time if you expect to see results, as with any marketing channel. There is never an opportunity to achieve results with no work. Yet most business owners simply do not have excess time to invest in this way. And those who have, found that the amount of time invested was far more than could be justified.

Seeing this as a major problem, we've identified and developed a solution that minimizes most of this time-intensive work. Read on for more information on this groundbreaking solution.

But first, let's talk about what works. The data clearly shows that many business owners are indeed generating consistent results from LinkedIn.

So what's working?

For our study of over 600 business owners, we asked those who were happy with their results, "What's working for you?"

The responses were somewhat consistent. Here's a sampling of them:

"I've been setting up follow up sequences to schedule sales calls"

Find who can put me in touch with my target 2. Send an invitation with a reason why we should connect 3. Seek to follow up with a face to face soon thereafter

Becoming more visible, actively demonstrating expertise, connecting more

Building relationship through staying in contact with key people.

Connecting thru groups and using a messaging system to a phone call

Connecting with people, first on LinkedIn, then in real life.

Creating contacts and sending personal messages

Direct contact and sending messages

Sending connection message that are personalized and updating status on a regular basis to keep front of mind.

Connecting and sending In mails

Using the Advanced Search to target potential referral contacts.

InMails with relevant content sent to relevant prospects - specifically not selling or pitching meetings, just bringing them relevant content / in-person events / webinars as a means to build awareness of our business.

Linkedin works well for connecting with and getting appointments with channel partners.

Making initial connections and then building the relationship off the platform!

Messages to clients, also posting articles about my industry that highlight me as an expert.

A Roadmap for the Process that Works

The results these people are seeing are very consistent with our findings. **In fact, in the 5 years that we have been managing LinkedIn marketing campaigns for clients across the globe, we've found a few core practices generate the vast majority of results.** The 5, 6 and multi-7 figure deals that our clients have generated have all come from a combination of the strategies these business owners report having success with.

We've created an infographic that helps to visualize what this process looks like. We call this system Connect 365, because it allows you to connect with and stay in front of targeted, qualified prospects and clients, 365 days a year, with personalized messages that turn into real business opportunities.



The Connect 365 Automated Marketing and Lead Generation System

The first phase of the Connect 365 System is what we call the 3PC process. In this phase, you will be Positioning yourself to stand out, Profiling your ideal potential contacts, prospects and clients, Prospecting to find them, and then executing our Connection strategy to quickly build a targeted list of quality prospects!



Leveraging your greatest skills and experience to POSITION you and your business in a way that will open the doors to your very best prospects. Even if you're just starting out, or aren't sure how to stand out. This process works every team.



Whether you want to use the system to attract clients, referral and joint venture partners, people in the press, potential distribution channels...you name it...this component will help you PROFILE and get clear on exactly who you will be reaching

Our targeted, refined step-by-step process for finding your very best PROSPECTS quickly and systematically.



A time tested strategy for CONNECTING with your ideal prospects in a classy, above-board way that will set the stage for the next part of the system.

After working through the 3PC process above, you will have a highly targeted database of hundreds or even thousands of perfect clients, JV partners, media contacts, and more.

PROSPECT DATABASE

And now you've got a database of warm leads to begin working through the Connect 365 Automated Messaging Platform.

“

only 7% of prospects are currently "in market" and ready to buy your solution today

Dan Martell, Entrepreneur and Investor

”

Which is why it is essential that you have a system to stay in front of the remaining 93% so that they don't forget about you when they're ready to buy!

CONNECT 365

COMPONENTS OF A SUCCESSFUL CAMPAIGN:

- Consistency
- Relevancy
- Value
- Solidify Relationship
- Leadership Positioning
- Periodic Call To Action

MESSAGING MIX:

- Request for call/consult/S.S
- Share awesome article/case study
- Thanks for connecting
- Short thought leader piece
- Ask them questions
- Anything I can help you with?
- Promote webinar or lead magnet
- Get nominations for "biz of the year"
- And many, many more templated approaches and messages that are included in the Connect 365 system.

The key to converting your prospects is a consistent, monthly messaging campaign to deliver these messages in a personalized, 1-on-1 manner through your LinkedIn inbox.

1



2



3



4



5



6



7



8



9



10



11



12



And the RESULTS you can expect are significant. No matter what outcome you're aiming for, the Connect 365 system delivers.

- Community
- Lasting Relationships
- Leads & Consult
- Clients
- Product demos
- Coffee's & Lunches
- JV's
- Distribution Partners
- Pilot course/buyers
- Referral partners
- Press & Publishing
- Warm referrals

To get the messaging scripts, a complete breakdown of each component of the process, and access to the Connect 365 automated messaging platform... sign up for our upcoming masterclass workshop

“The Connect365 Autopilot LinkedIn System For Getting Consistent New Connections, Leads, and Clients... Without Wasting Your Time Or Marketing Dollars.”

RESERVE YOUR SPOT

Yet, challenges still exist, if you don't have the right tools to implement this process efficiently.

Even with the roadmap, as previously discussed, most business owners have found it difficult to find the time. After all, sending hundreds of personalized messages takes a significant amount of time and focus. This is time and attention spent away from running your business. For that reason, after too many starts and stops, many have thrown in the towel

We don't think that's right. **We believe that these processes should be accessible to all, and that there has to be a way to make it not only EFFECTIVE but also EFFICIENT.**

With that goal in mind, we've developed a solution that does just that. It's going to completely change the marketing landscape, and we're very excited to tell you about it very soon.

But there's more that we need to do, to lay out this entire system for you and get you fully trained into each step of the Connect 365 blueprint, so that you'll be ready to take advantage of this new technology as soon as possible.

We'll be showing you the entire Connect 365 system on a live, online masterclass workshop, coming up in the next few days.

“Advanced Masterclass: The Connect 365 Autopilot LinkedIn System for Getting Consistent New Connections, Leads and Clients...Without having to spend a bunch of time.”

Seats are limited for this event, so be sure to lock in your seat. And let me also say, this is not your typical 60 minute sales webinar where you maybe get 20 minutes of good content if you're lucky. We expect this session to last as long as 2 hours, because we're going to be diving deep into each component of the process.

Think about the best events and workshops you have been to. They aren't an hour long. They're usually a couple hours or more, because it takes that much time to work through any system that's worth its salt.

We'll be giving you templates, scripts, and walking you through everything in detail.

And we'll be showing you our new solution, that we have spent multiple six figures developing and testing over the last 9 months, which allows you to automate the most time-consuming parts of the process.

Like I said, this is going to be a complete paradigm shift for our industry. And I'm so excited to share EVERYTHING with you on the masterclass workshop coming up usually a couple hours or more, because it takes that much time to work through any system that's worth its salt.

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We expect attendance for this event to be extremely high, so again please reserve your spot now by clicking here. Be sure to also block out your calendar for 2 hours, and show up 10-15 minutes early to insure your spot.

All people should have access to the tools needed to help them grow. And it is systems that enable progress. With these tools and systems, you will be able to create more growth and more positive impact in the world.

That is the mission of our work, and that's why I'm so excited to see you on the workshop!!

CLICK HERE TO REGISTER

for the upcoming masterclass workshop!