

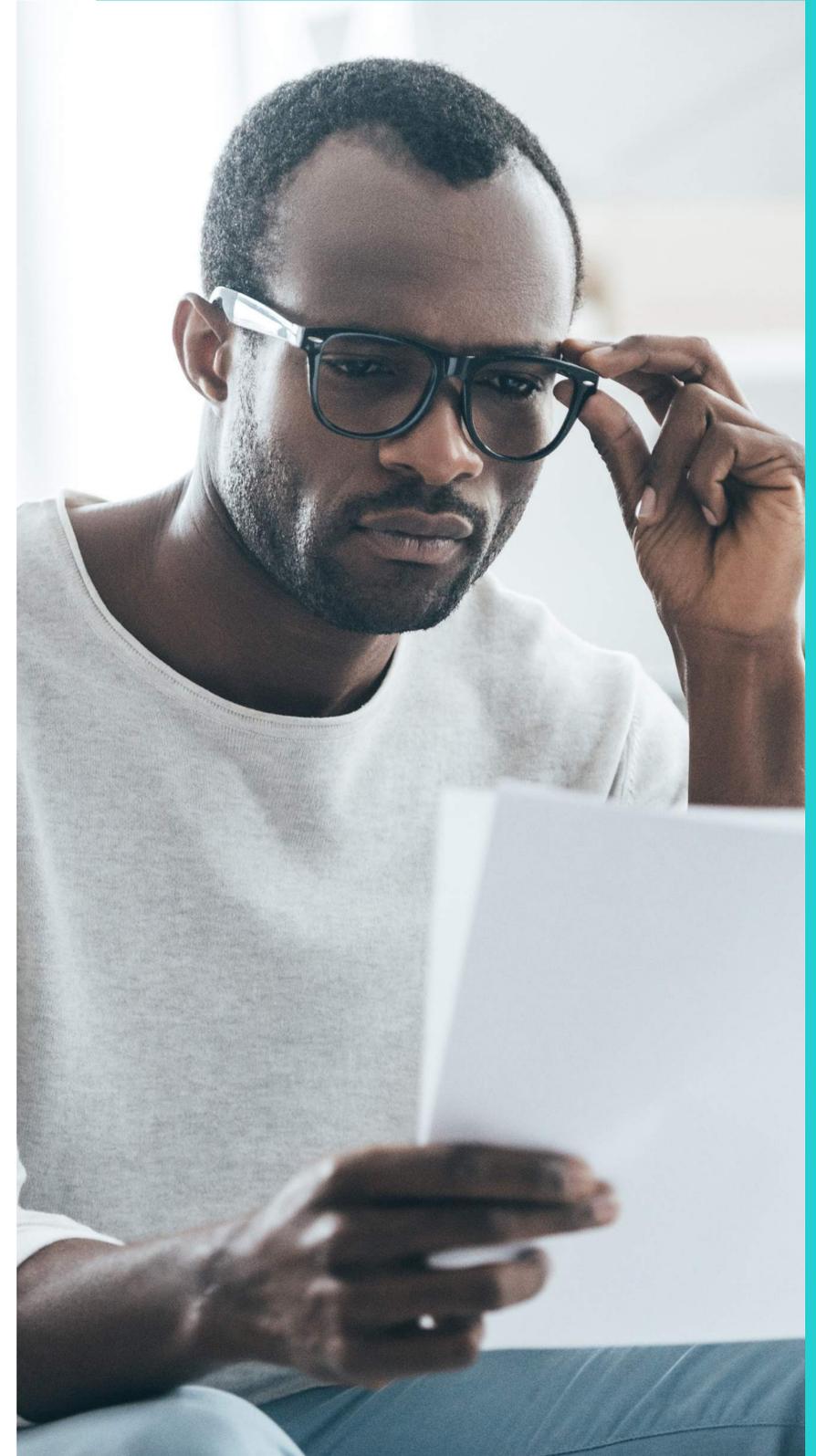
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The

# Trust Equation Framework.

A revolutionary method to get in front of your perfect prospects and become the only option in their eyes.

**CONNECT** 365



# HI, I'M JOSH TURNER

Over the last few years, I've launched multiple 7-figure businesses & have been on the Inc. 500 list multiple times.

## But it hasn't always been that way.

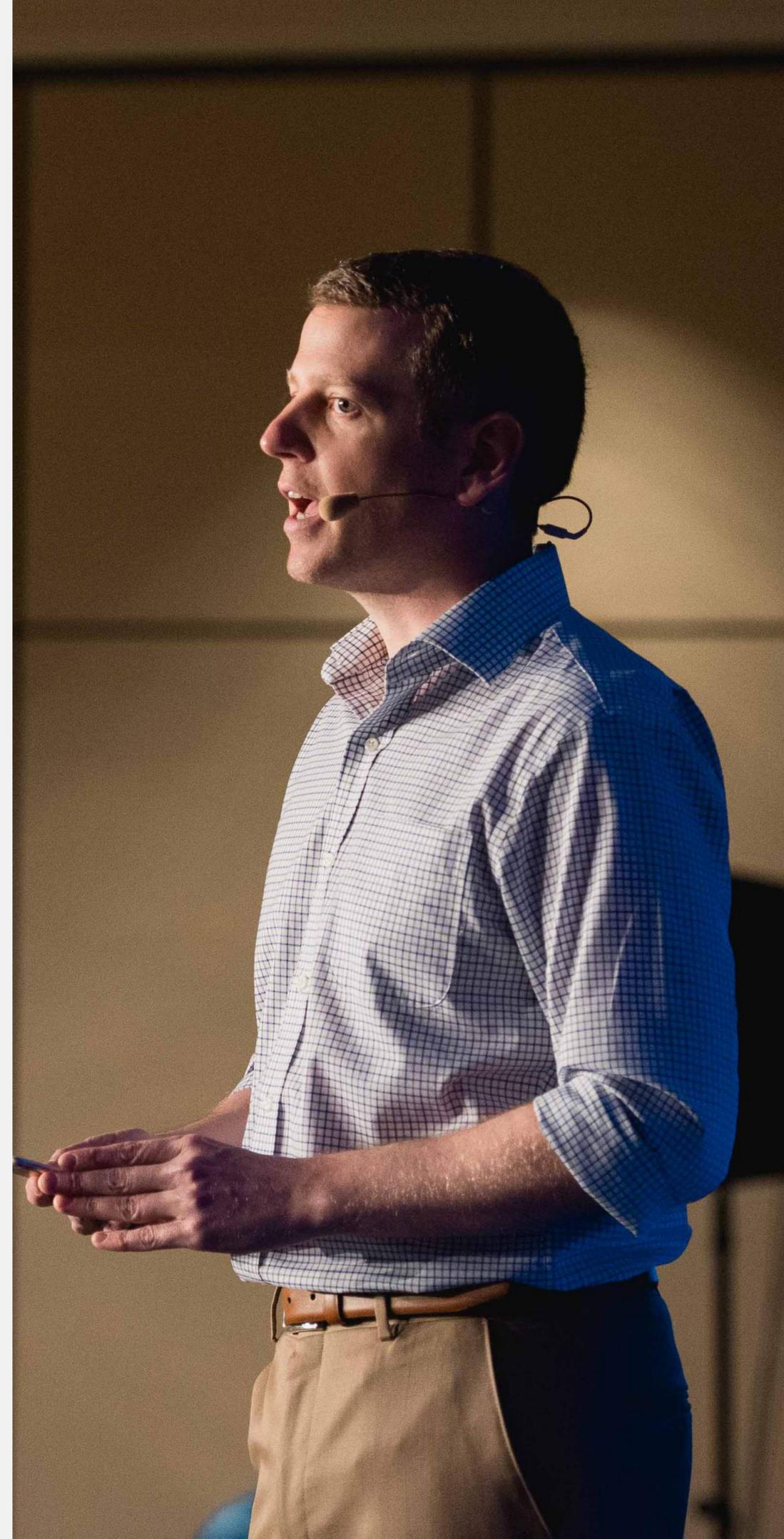
While the success and accolades are great, what's not often seen is the struggle to get there. I wasn't an 'overnight success.'

As a small business owner, I'm not far removed from the struggles many face to keep their doors open.

I used to spend a lot of time focusing on where my next lead or opportunity would come from. Scratching and clawing for every client I got.

Like you might be now, I was dealing with:

- Unpredictability in my sales pipeline
- Waiting (or hoping!) that referrals or leads would come in organically
- Trying to stand out among a growing list of competitors
- Pressure to find new sales or risk having to close it all down and go find a 'job





# THE TRUST EQUATION CHANGED EVERYTHING...

I went from a hopeful solopreneur to **generating \$32,424,326 in sales revenue** and a team of 50+ employees in just a few years!

And over the next few weeks I'm going to show you everything I did.

The framework that made my opportunities more predictable, kept my pipeline constantly full, and gave me ultimate confidence about the trajectory of my business.

This approach has allowed my businesses and my customer's to revolutionize their marketing and lead generation in a way that creates an unfair advantage over their competitors by allowing them to..

...generate more consistent sales opportunities

...reduce their marketing costs

...and save time allowing them to focus on other areas of their business

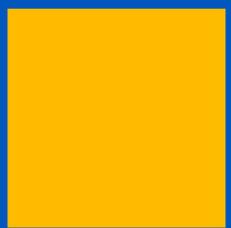
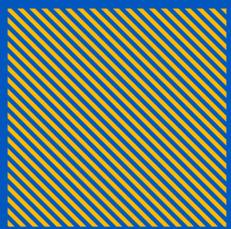
**By focusing on taking advantage of a game-changing system that lets you take back control of your lead generation in a way that your biggest competitors only wish they could.**

And it all starts with knowing the odds.



**The Biggest Problem Facing Small Businesses:**

# The Cash Flow Rollercoaster



One month you're doing great, you do some prospecting, you sign some new clients, and have cashflow to operate. Then the next month you take your foot off the gas to focus on working with your clients. You not only sign zero clients but you actually lose an existing one. Rinse and repeat. Up, down, up, down.



**We surveyed and interviewed over 3,000 businesses, and what we found was on one hand disturbing, but at the same time provided THE ANSWER for how to grow a successful business.**



**88% report that they struggle with cashflow. These same 88% ALSO say that they don't have systems in place to consistently generate leads.**

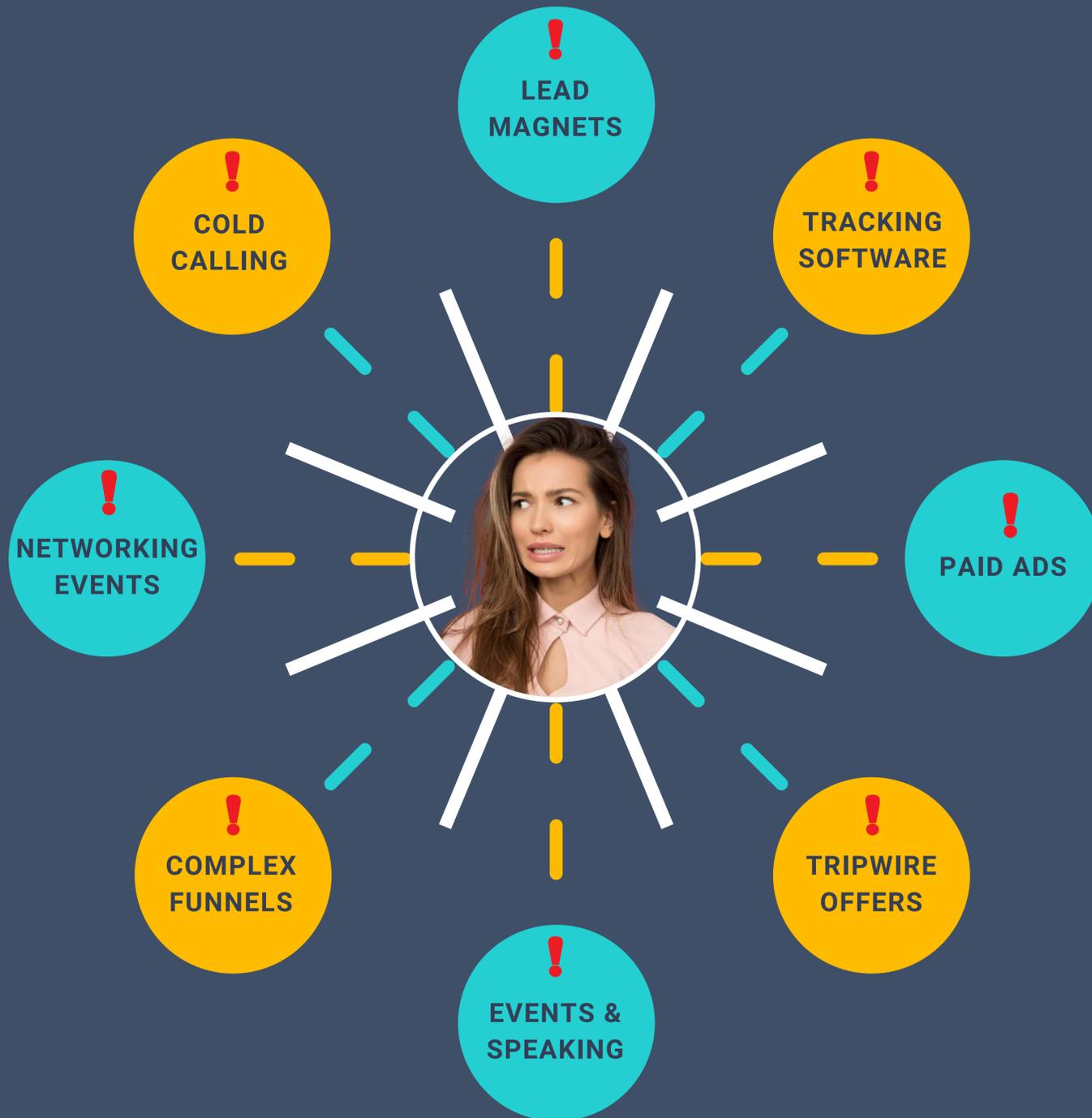


**What about the 12% who are thriving? Nearly all of them report that they DO have systems in place to consistently bring new prospects in the door.**



**It couldn't be more clear.  
THE ONE KEY to success with your  
business is having a system to reliably  
produce leads.**

But that begs the question, "what system should you be focused on?" The answer is simple, but finding it isn't. That's because...



## MOST BUSINESS ADVICE IS HARMFUL.

When I first got started, I spent thousands of hours trying everything that "gurus" and publications told me to do.

**The result?** Wasted time, wasted money, complete overwhelm... and my growth remained stagnant.

In a vacuum every one of the strategies I tried CAN work. They all have their place. But I was spending more time working on landing pages than I was talking to potential clients. That's a problem.

Then one day, while sitting through another business presentation on marketing strategies I had a crazy idea...

*What if I simplified and stop doing all of this stuff? What if I went back to the old way of doing things? What if I took back control of my growth?*



# THE TRUST EQUATION FRAMEWORK



# THE TRUST EQUATION

## 3 KEY PILLARS

- There are 3 primary steps to implementing the Trust Equation. We'll be diving deeper into each pillar & sharing the best tools on the market that allow you to automate the process during the 2021 Lead Generation Workshop

### PROSPECTING



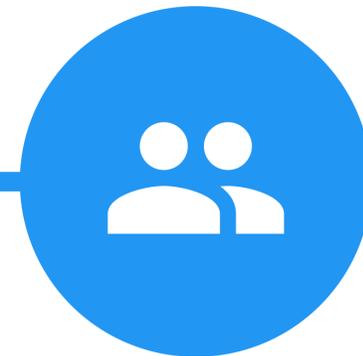
Build targeted prospect lists to approach qualified prospects for your offer.

### SOCIAL AUTHORITY



Create awareness and influence with a consistent social media presence of relevant posts.

### PERSONAL MESSAGING



How you unlock better results from smaller lists. Use smart automation to create more personal email and follow-up.

# THE TRUST EQUATION IN THEIR WORDS

- The Trust Equation is foundational to the marketing & sales for countless small businesses. Let's hear from some of them...



## JON DAWSON

Consulting

Another story of success. With my revised approach, I'm getting tons of new prospects to connect with me. Within 48 hours of a request to meet...5 agreed.

These are 5 prospects in my target market whom I had no relationship with a few weeks ago. Thanks to everyone who has guided and supported me along the way.

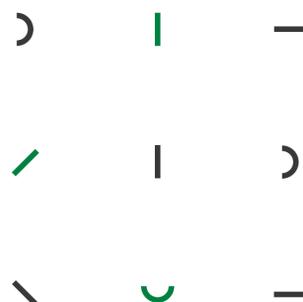
## DIANE WELLS

Non-Profit

The system has allowed me to build a sequence of campaigns that educate like-minded people to take action.

I started with zero and I have about 20 new customers and 4 recommendations on partnering since beginning a few months ago.

The system has become a significant marketing arm of my organization, like a member of my staff.



# THE TRUST EQUATION IN THEIR WORDS

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## LONNIE GLOSUP

Coaching

One of my biggest frustrations previously in trying to scale my business has been controlling the marketing budget; what I discovered with this system is solving that problem for me. I can scale up my business much more quickly by implementing effective messaging that does not rely on increasing advertising expenses.

One new team member, one new sale, and several people that have reached out to me that are directly attributable to the messaging done through this system in the first three weeks!”

## MIKE MERTZ

Finance

My revenue doubled after working with Josh and the team. And it's continued to double every year I've stuck with them.

I went from 100 clients to 212+ clients in just that first year. If you're a small business and need clients, you've got to have a system like this in place.



# THE TRUST EQUATION IN THEIR WORDS

- The Trust Equation is foundational to the marketing & sales for countless small businesses. Let's hear from some of them...



## CECIL CUNNINGHAM

Marketing

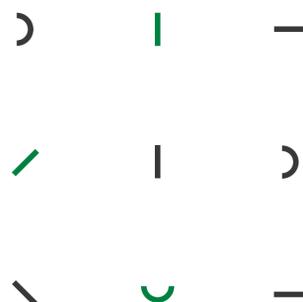
This system rocks! Just Sent out 107 messages last night got 58 opens and 3-4 appointments already for next week!

## MICHAEL HUNT

I.T.

This has produced the fastest and most scalable results so far! I've tried several programs to generate leads and nothing comes close. T

he ease and simplicity is amazing! 79.5% open rate and 4 proposal submissions sent out from my last campaign."



# WANT TO DIVE DEEPER INTO THE NUTS & BOLTS?

We'll be talking much more about how to use the Trust Equation Framework in your outreach on our live workshop:

**Creating Your Unique Advantage:** The Revolutionary “Trust Equation” Playbook To Create Outsized Authority in Your Market, Build Lasting Relationships with Prospects, and Get More Leads And Clients

What you'll learn:

- How to break through The ‘Funnel Trap’ that has doomed most small businesses and create 6 unique advantages over your competitors
- Why trust is at an all-time low and an easy way to create better relationships with your prospects immediately
- How to avoid the ‘Goliath Tendency’ and stand out in your marketplace as a small or mid-sized business
- A simple process to unlock the cheat codes to engage your prospects by IGNORING the conventional marketing wisdom

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CONNECT 365



# *Secrets to Success*

## WHAT MAKES THIS MARKETING SYSTEM EFFECTIVE?

Below we've distilled the stories of our clients into 4 marketing concepts that you must consider when implementing ANY new marketing initiative.

All of these concepts are baked into The Trust Equation Framework automatically to help our community develop *quicker* AND *more reliable* results than other methods.



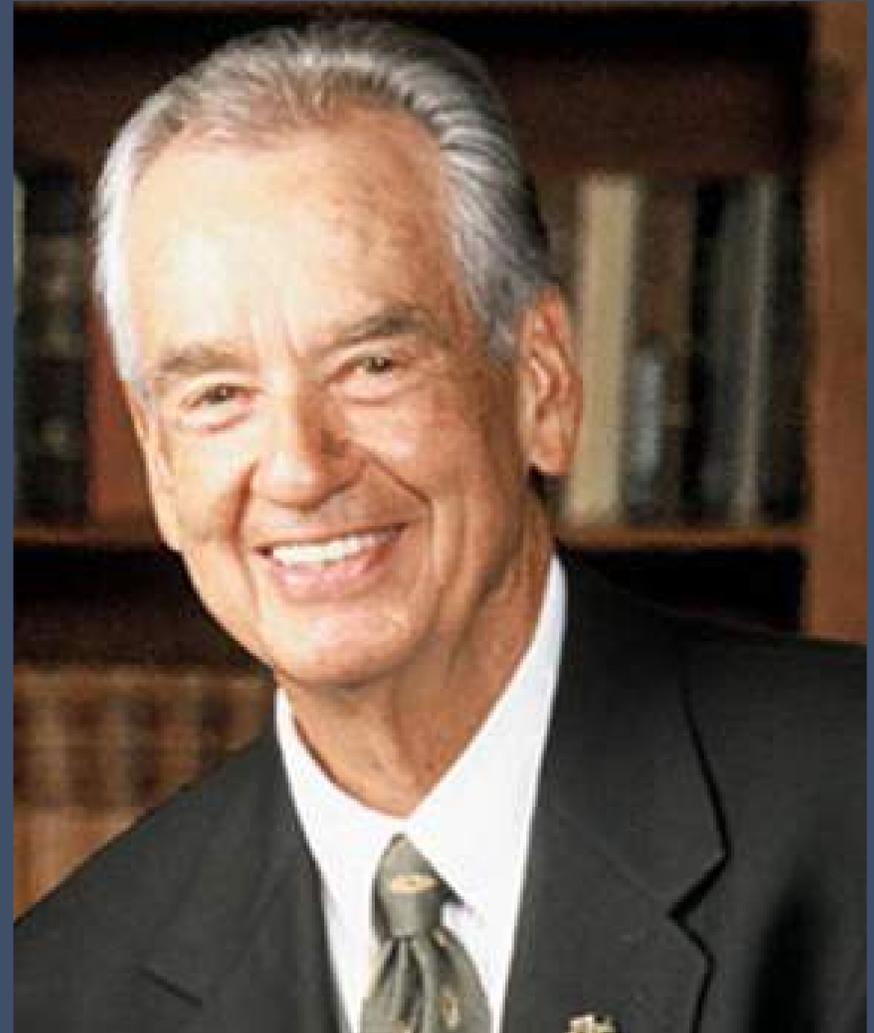
**You Need a  
Method to  
Systematically  
Build Trust  
with Your  
Prospects**

**SECRET #1**

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**If people like you  
they'll listen to you,  
but if they trust you  
they'll do business  
with you.”**

Zig Ziglar



# Trust Is At An All Time Low In Our Society

- The New York Times referred to this as the 'Decade of Distrust.'

Trust in our institutions.

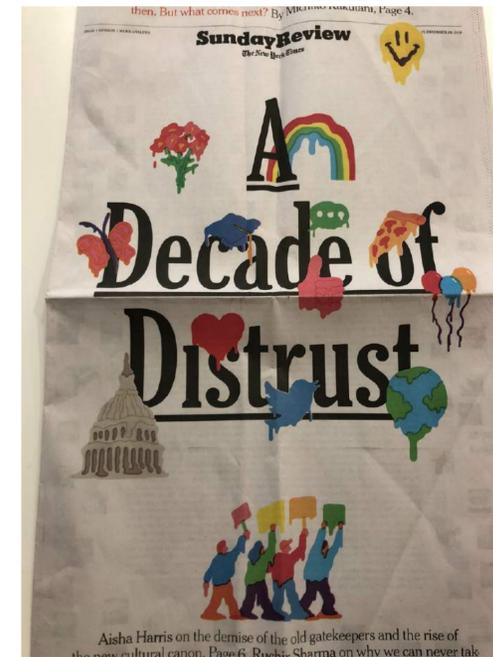
Trust in corporations.

Trust in politics. (don't get us started)

As technology took off over the last 20+ years, businesses like ours were promised that these new online tools were going to make our lives easier and help us grow.

But in reality, so many of these online marketing gadgets have really been designed for big corporations.

Small businesses? Not so much



They're ridiculously complicated, and even if you succeed in setting it up, too many times the results aren't what you expected. And your prospects don't trust you more.

They see right through it. Just look at the way most businesses use email marketing.

That newsletter you send out?

Your prospects are ignoring it for the most part because it feels automated to them, and it's not moving the needle.

**81%**

OF CONSUMERS CONSIDER IT A DEAL BREAKER IF THEY CAN'T TRUST A BRAND.'

- 2019 EDELMAN TRUST BAROMETER SPECIAL REPORT



**AVERAGE EMAIL OPEN RATES HAVE DROPPED TO BELOW 18%**

- Campaign Monitor

# Marketing Today Lacks The Personal Touch

## ● Technology Has Failed The Small Business Owner

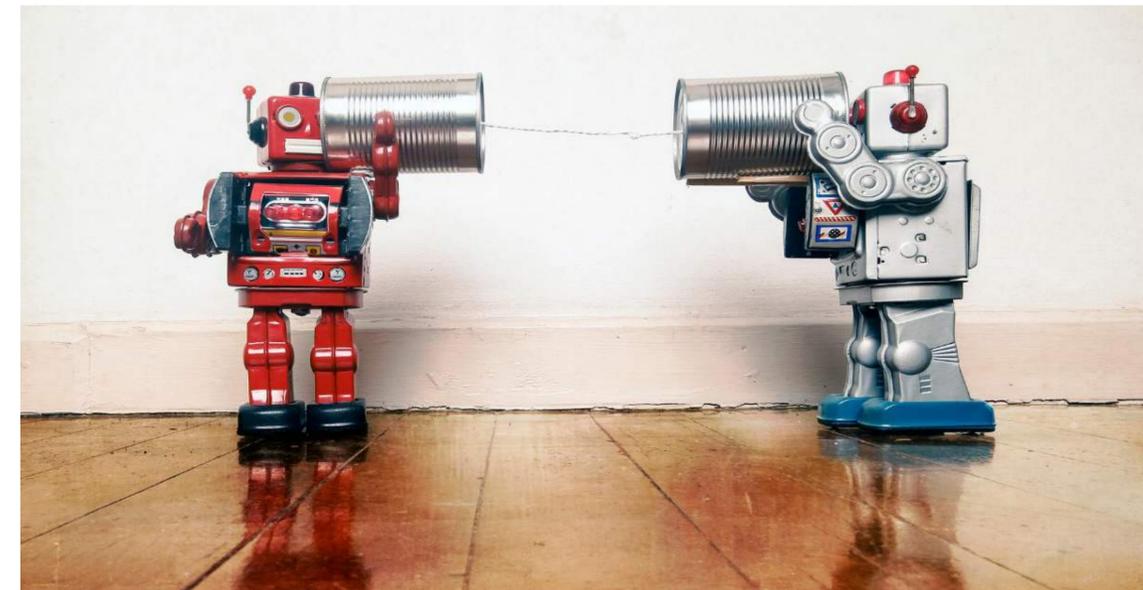
It is complicated, difficult to set up, cold and impersonal. And at the end of the day, it's really built for bigger companies.

Those kinds of marketing automation technologies really failed so many of us and they're just not working for most small business owners.

And on top of that, even if you do get it working and you get it running, the impact of it often isn't what you thought it would be.

Why? Because people are ignoring email marketing these days, and the emails are going into the promotions tab.

And they're just ignoring the content and they don't trust it. Right?



There are a few ways businesses destroy rather than create trust with their prospects.

- They are approaching prospects completely cold. With no gameplan to build more awareness with them.
- They display a lack of attention to detail and are impersonal.
- They prioritize a quick sale ahead of a relationship.

If you had a way to build more authority in your market so your prospects felt like an old friend was reaching out you can see how that would affect your results.

If you made every interaction feel unique to your prospect, it would go a long way towards making them more compelled to respond or act.

## RESULTS



“

With a goal for 4-5 new clients per year, within just his first quarter of following the Trust Equation framework, **John has closed 3 clients well beyond his projections in just a few months.**

*“This has been like a godsend - the best money I’ve ever spent for my business.”*

- John McAllister, The Beringer Group



## BACKGROUND

John works with business owners looking to create an exit plan to transition their business to the next generation. His clients run large organizations with very tightly controlled schedules. And are no strangers to being approached by vendors and salespeople.

John knew that creating trust and building relationships would be the key to breaking through with his target audience.

“With the clients that 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.”

## WHAT WORKED?

Routine personal marketing campaigns designed to share resources with his audience.

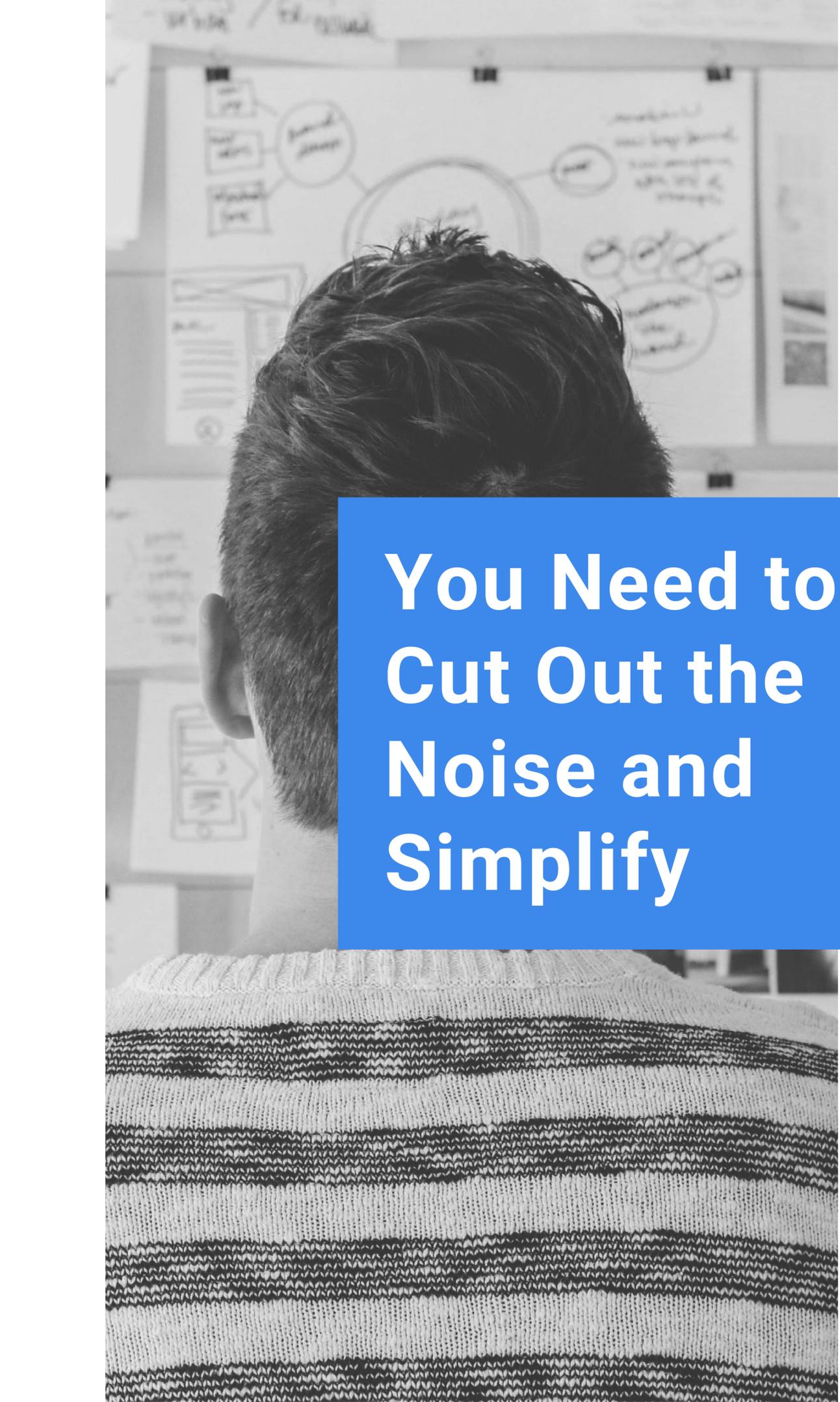
John took it a step further and would even look to build relationships with his prospect’s assistants. He took a full-scale approach to relationship-building and putting the human touch back into his marketing.

If he could create enough positive interactions with his prospects in a way that provided information in a more personal way, he felt confident he’d hit his goals.

“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.

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

If You Put an Emphasis on  
**Relationship-Building** Rather Than  
Churn-And-Burn Sales Tactics, You'd  
Have a **Path to Long-Term Growth and  
More Fruitful Short-Term Results.**

A grayscale photograph of a person's back and head in profile, looking towards a whiteboard. The whiteboard is covered with various diagrams, including flowcharts and circular diagrams with handwritten text. The person is wearing a striped sweater. A blue rectangular box is overlaid on the image, containing white text.

**You Need to  
Cut Out the  
Noise and  
Simplify**

RULE #2

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“

**Simplicity is the  
ultimate sophistication.”**

LEONARDO DA VINCI

LESS IS MORE

# "Death By Funnel"

- The Simplest Path Between Point A-to-B Is A Straight Line.

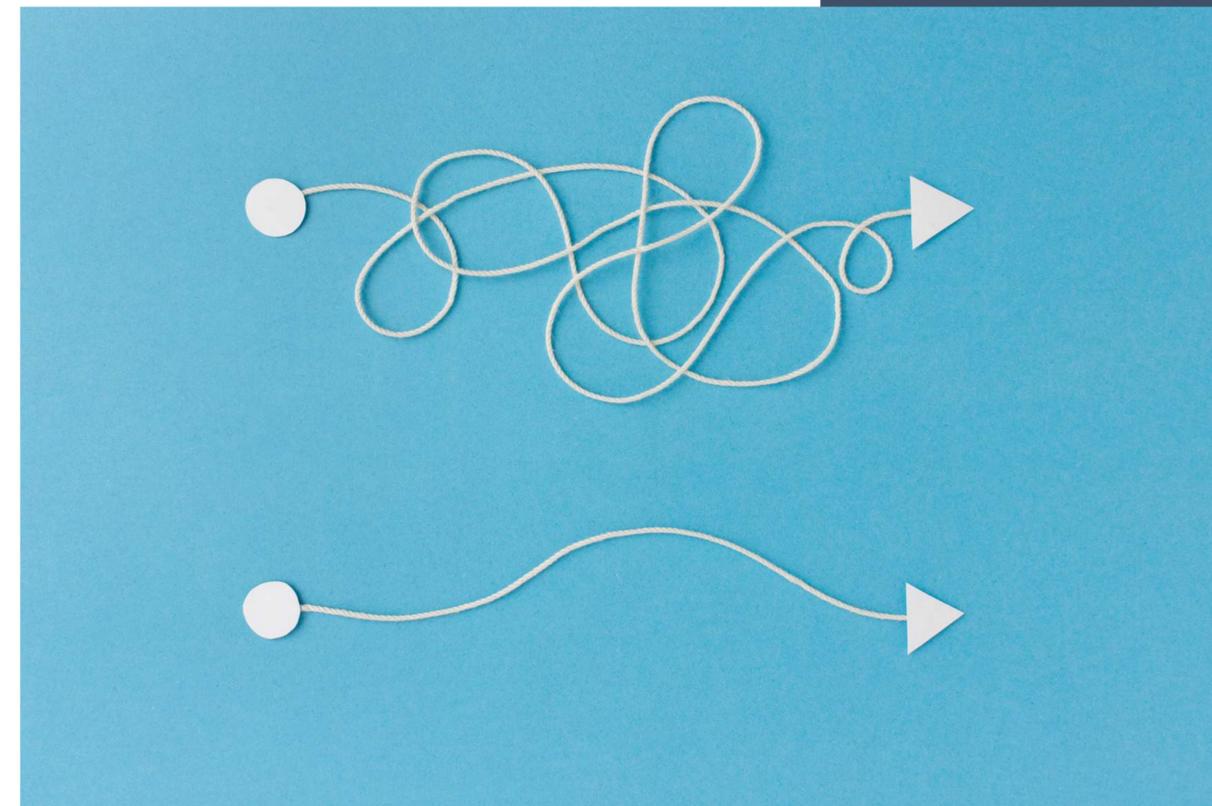
You can't get on social media, check your email, or watch a video without getting hammered with ads from "gurus" about how all you need to do is create a funnel.

And the data backs this up. A recent report from Commerce Signals found that 'Data estimates that 40% of all media spend is wasted.' If you've ever worked on a 'funnel' for what has seemed like endless hours only to discover, you actually then need a way to drive people into it, you aren't alone.

That's not to say sales funnels can't work. They certainly can. But there's a lot of time, energy, and money that goes into making them effective.

At the end of the day, you end up spending countless days and nights working on something that is never going to work for your business.

We call this 'Death by Funnel' and it sinks thousands of small businesses every year.



## RESULTS



“

**“Within just 24 hours, I had 30 people join my LinkedIn group (which was my offer) and an additional 23 prospects signed up for phone calls with me to find out what was going on in my business and how I could help them. I recommend this highly, and I'm not one to put my name behind stuff like this too easily.”**

All of this by *simplifying* the process she used to create more direct and personal touchpoints with her prospects.

Janine Boline | The 8 Gates

Janine  
Bolon

THE 8 GATES



## BACKGROUND

Janine is an entrepreneur. She's an author, speaker and consultant and was struggling to find the time to stay in touch with her prospects. Or to find an effective strategy that would turn her prospects into actual opportunities.

The time required to manually keep up with every prospect was becoming too much. Before long she had a list of a few hundred opportunities that she hadn't been in contact with in the past 6 months.

That's when she turned to the system we're sharing today.

## WHAT WORKED?

The plan for Janine was to simply re-engage prospects and leads that she hadn't been in touch with for a while.

She knew these prospects fit her criteria...but the relationship had lagged. Her plan was to reintroduce herself and her business while extending an invitation to join her private LinkedIn group.

“This list had not heard from me in about six months to a year. Some of them told me five years since I had reached out to them! But I knew they were the right kinds of prospects, so I put my head down, followed the process, and I reached out to these folks.”

If You Need Results Now, You Need A  
Simple Route To Generate  
Appointments and Sales  
Opportunities.

A System That Is Proactive,  
Sustainable, & Get's Results (Without  
All of The Late Nights)

*It's a Beautiful Day In The  
Neighborhood*

**I feel so strongly that  
deep and simple is far  
more essential than  
shallow and complex. [In  
the end] it's about the  
relationships you have  
with one another and  
yourself**

Mr. Rodgers



**You Need A  
Clear Path To  
Consistency**

RULE #3

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# The Marketing Law of Attraction

A major component of success in your marketing and sales outreach is familiarity. Call it 'Top of Mind Status.' Or 'Awareness.' Or 'Influence.' But being a consistent and relevant presence leads to better results long-term.

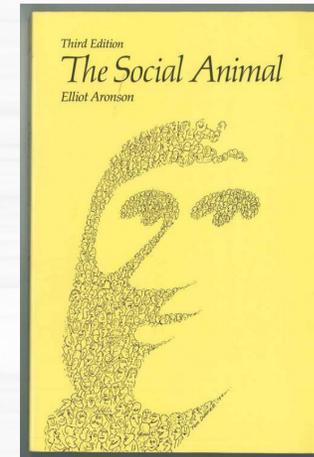
When done right, it leads to more engagement. More people seeing your messaging. More leads. More appointments. More new clients. But in the past...it's been difficult.

Too expensive. Too annoying. Too time-consuming.

You might have tried some direct outreach to your prospects before. Whether that was through email, or cold calling, or direct mail, or LinkedIn.

You found a great prospect. Someone who would make an ideal client. And you sent them a message and only heard crickets back

Everyone's been there. But the truth is there are tried-and-true approaches to increasing response and booking more appointments. You need a plan to stand out and be different



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

## RESULTS



**"It helps us to really focus on the personal relationship side of things. So that we can speak with the people who are interested in our product, instead of spending a bunch of time and energy trying to find out who's out there."**

When the team started getting replies from their prospects referencing that they appreciated the personal approach of their message the opportunities were rolling in. Rather than having to spend their time manually emailing each prospect to gauge interest, the Apps Canada team found they were able to have much deeper conversations with their most interested prospects.

"I've had great feedback from our prospects. I owe a lot of that to everything being quite personal and casual. My prospects do feel as though they are talking to me individually the whole time and they notice the difference from the mass mailer approach most vendors take. And it was when I started hearing this from prospects I thought to myself, 'Oh my God, this is really working.'"

Mary Ann Colishaw | Apps Canada



Mary Ann  
Collishaw

APPS CANADA

## BACKGROUND

Apps Canada helps companies create engaging custom applications to more easily connect brands with their customers.

The Apps Canada team was spending too much time performing the nitty-gritty tasks to follow-up with their prospect list.

Manually calling or emailing people from a stack of business cards on the owner's desk was eating up precious time and was becoming a struggle to keep up with regularly.

## WHAT WORKED?

Not having to manually contact each prospect led to more consistency!

Because of this the Apps Canada team was able to develop stronger relationships by using their energy to focus on the content of their outreach email and not the activity of actually sending out personal messages.

*"This system takes all of that out of the way so that when we do get an answer, I can respond personally and I can put a lot more thought into it because I'm not freaking out about the other people that I'm trying to reach out to."*



**You Need A  
Plan To Stand  
Out & Get  
Noticed**

RULE 4

---

**“Why fit in when  
you were born to  
stand out!”**

Dr. Seuss



## HOW BIG COMPANIES THINK

---

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



## HOW YOU SHOULD THINK

---

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

The average cost per lead can vary from \$31-\$811 on average depending on your channel.

The costs continue to rise.

If you're playing a game of "Ad Budget Chicken," the larger your competitors the higher the likelihood of them winning.

That's not meant to discourage you. But instead to change your way of thinking about your growth.



**Play To Your  
Strengths With  
Your Marketing &  
Sales Strategy**

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# If You Can't Beat Them At Their Game... Play A Different Game

- As a smaller business, you have distinct advantages. Look for opportunities to maximize your advantages over your competitors and you'll win more.

Look for strategies that you don't see your gurus recommending. That your competitors aren't able to compete with you on.

You might have tried some direct outreach to your prospects before. Whether that was through email, or cold calling, or direct mail, or LinkedIn. You found a great prospect. Someone who would make an ideal client. And you sent them a message and only heard crickets back

Everyone's been there. But the truth is there are tried-and-true approaches to increasing response and booking more appointments.

You just need a plan to stand out and be different.

*"This is a simple route. Other lead generation strategies or tools can be tough or complex and typically lead to having to bring on an employee to handle.*

*This is user friendly. I navigate it pretty well. And just landed one client quickly from the strategies recently following some of the recommendations from your team and overall I just like it, and will continue to use it."*

*~ Richard Johnson, 21st Century Marketing*

## RESULTS



“

"No one else in our market is doing this. Instead of calling and just asking to help with orders, *we have a process now that allows people to get to know us electronically first, so when it does come to the time for them to buy – we have a much better overall process.*

Because of that, we've found our conversations with leads are more consultative and less us pushing services down their throats. *Which has resulted in 4 new clients since implementing this in just the past quarter.."*

- Carla Corley, Corner Office Consultants



## WHAT WORKED?

The Corner Office Consultants team found that if they emphasized making first contact with their prospects in a non-obtrusive way on LinkedIn.

And if they systematically built up goodwill with their prospects through sharing relevant content that would help their prospects, their personal outreach through email and phone would be much more effective.

## BACKGROUND

The Corner Office Consultant team works with large HR teams and corporate leaders to provide top-level candidates to fill open positions. Their audience is busy, and with their management positions in large corporations, they are no stranger to being approached by vendors.

With a competitive niche and a target audience that was burnt out by impersonal sales outreach, Carla and her team knew they needed a different approach. Something that prioritized personal relationships over silver-bullet strategies. They were done with cold calling. And overly salesy one-off messages.

**‘If you do what  
you’ve always done,  
you’ll get what  
you’ve always got.’**

Tony Robbins





# IT'S TIME FOR SMALL BUSINESSES TO WIN

This system we've developed, to give small business owners more control over their lead generation and sales development process, has revolutionized the way our clients compete in their market.

The Trust Equation levels the playing field and creates a unique set of advantages that your bigger competitors wish they were nimble enough to implement.

But this system has been designed specifically to help people like you and me build outsized advantages by capitalizing on what the big guys are doing wrong.



# READY TO CREATE YOUR COMPETITIVE ADVANTAGE?

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- A simple process to unlock the cheat codes to engage your prospects by **IGNORING** the conventional marketing wisdom

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