

# Josh Q&A #2 Notes

(due to a technical error the recording was not captured on this call, so notes are available)

## **A Note from Josh:**

*He'd love to be able to prepare for your questions ahead of time, which will give him more time to pull together a thoughtful response and pull resources, etc. So, don't hesitate to put your questions up on the Facebook post next month ahead of the next Q&A call.*

## Question from John Moore

- [From A Post on Facebook](#): would like you to look over the email scripts that are attached. They include a cold email to some neglected clients, a welcome email to new leads that enter our nurture funnel and a followup email to TAG phone call clients to introduce our services.

Original Email: [https://drive.google.com/file/d/0B\\_HMs5VUv2SbUmdGcjdVaUdQWmM/view?ref=gc](https://drive.google.com/file/d/0B_HMs5VUv2SbUmdGcjdVaUdQWmM/view?ref=gc)

- These emails are a great example of how to get people from your LI list into your permission based email list. You tell them what you are giving away in the email "I have a 5 part series on ..." and then you add them to the list unless they tell you not to...
- Josh added a subject line - "Reaching Out" - he finds that subject line gets a good response. He also edited the messages to be a bit more casual and less formal in general. (you can [see Josh's edits and thoughts here](#).)

## Question from Crystal:

To launch a high end coaching and consulting where prospective clients don't know me yet, best to start with the 3 week email campaign like the one you cover in LSM List Building video, or a campaign that uses webinars? Will use both eventually. But, best place to start?

- The reality is that webinars pay off, but they are hard, time consuming and a labor of trial and error.  
So, it is a good idea to start with the email campaign - that that was easier than starting off from the webinar. You'll be able to get to the email campaign faster, get it moving and then come back to getting a webinar nailed down.

## Question from Mike:

Where is the best place to go in LS Mastery to see training for webinar designs?

- <http://members.linkedselling.com/linkeds-selling-mastery-members/webinar-marketing/>

## Question from Howard Mandel:

Do you have any ideas of how to assess a sales person's performance other than the standard stuff like # of quotes submitted and amount of sales generated

- Josh talked about model that one of our members, Tom Schaff shared late last year, of giving salespeople a draw when they are first starting (we haven't tried this at LinkedSelling). He also talked about having performance metrics - i.e. appointments booked, etc.

## Question from Keith Dyer:

I am still trying to identify a niche in the digital/traditional marketing world. Do you have any suggestions? We have been leaning towards marketing for IT firms. what are your thoughts on this idea? Any other niches you see that might be under served?

- Josh couldn't speak to underserved niches as these take some research. However, he did say that sometimes you just have to try out a niche and see if it works. The fact that Keith's partner has experience in

the IT industry will obviously help in terms of messaging to that niche. But ultimately you are never going to know for certain until you try.

#### Question from Catrina Craft:

I am interested in training video scripting for 1st and 2nd TAG call flow as you just mentioned

- We don't have "Scripts" per se, but we have the "How to turn a networking call into a sales call" 9s training which has examples of languaging she can use in her scripts.

#### Question from Steve Garchow:

I did a Kickstarter campaign and I got 1 person to pay for a webinar series. so I need to deliver this. Would you suggest that I use an email campaign to try to get many of my contacts and LinkedIn contacts to attend the free one and then make a pitch for them to pay for the rest of the webinar series?

- Absolutely, since you're already creating the webinar running the first. Also, try to sell the product straight from emails to sales page as well, in addition to the free webinar.

But that's assuming he can get people to show up to the webinar. Short of having a good sense that you'll have a good crowd on the free webinar, it won't be worth doing it. In which case emails and maybe a couple videos might be a better, more productive approach.

Reconsider selling it as a "webinar series". "Workshop series" or "bootcamp"... will get you better momentum.

#### Question from Brady Roberts

Hi Josh. Would you recommend that I set up the TAG system for my new outbound sales reps? Is this something you and your team have tried?

- Absolutely. We do this internally and we do this for our clients. Josh wanted to point out that as businesses, we shouldn't be wary of having sales people active on LinkedIn. (Note, if your team is big and you're worried about proprietary customer information/lists, you can consider LinkedIn's team platform for Sales Navigator. We don't use this internally, but it is an option).

Josh, my primary market is not a business owner / CEO, but rather Director of Marketing... would I be best of having TAG setup from my Marketing VP?

- Yes, it should be the Marketing VP. When the agency does the LI work - the work from a senior manager's account and make the connections (peer to peer) and then do an obvious handoff to the sales team - it is clear that this is a sales call.

#### Resources mentioned by Josh:

Converting LinkedIn Contacts to MailChimp (Email List) training:

<http://members.linkedselling.com/linkedselling-mastery-members/lsm-tech-tools/linkedin-contacts-mailchimp/>

How We Turn 'Networking' Calls into Qualified Sales Leads

<http://members.linkedselling.com/linkedselling-mastery-members/sales-training/networking-calls/>

Webinar Training is Here:

<http://members.linkedselling.com/linkedselling-mastery-members/webinar-marketing/creation/>  
(for Mike)