

“SO MUCH MORE THAN WHAT TO POST ON LINKEDIN”

LEAD MACHINE — A PLUG-AND-PLAY LINKEDIN LEAD GENERATING SYSTEM BUILT JUST FOR YOU.

OUTBOUND MESSAGES THAT SOUND LIKE YOU, INBOUND RESPONSES THAT SOUND LIKE SALES.

Get the benefit of marketing agency tactics without the investment.

Work LinkedIn for leads like the pros! Get everything you need to start finding dream clients on LinkedIn **NOW**.



BUILD MY LEAD MACHINE



WHAT WOULD A TYPICAL WORK DAY BE LIKE IF YOU FOUND DREAM CLIENTS MORE EFFICIENTLY THAN YOU'VE BEEN FINDING JUST-OK ONES?

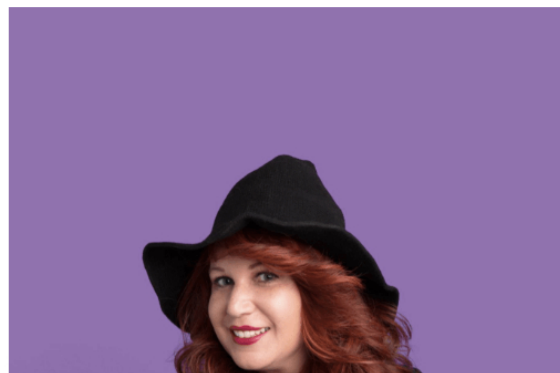
YOU DECIDE SO MUCH ALREADY. EVER WISH SOMEONE WOULD JUST SWEEP IN AND SHOW YOU WHAT TO POST IN AND SHOW YOU WHAT TO POST WHERE?



SO. YOU'VE SEEN PEOPLE A LOT LIKE YOU GET MAJOR TRACTION ON LINKEDIN. YOU KNOW YOU BELONG ON THAT LEVEL. BUT WHAT DO YOU PUT OUT THERE? HOW DO YOU START?



GET GREAT MESSAGES TO POST AND



**SEND NOW AND WATCH YOUR
CALENDAR FILL UP WITH MEETINGS.**



YOU'VE GOT A BRAND, YOU'VE GOT CHANNELS. NOW WHAT?

ATTRACT CORPORATE BUYERS WITH THE RIGHT ALIGNMENT



1. CREATE A TARGET LIST WITH LINKEDIN SALES NAVIGATOR

This tool is built for users like you to find new contacts by location, company type, group affiliation and more. We provide a walk-through to help you get your list built faster and start messaging sooner.



2. MESSAGING STRATEGY — TAKE ALL THE CREDIT & BE THE STAR IN YOUR FIELD



We do the setup, you get all the glory. We will write to match your style and show the best version of you. Your Lead Machine will set you up for success from day 1.

- ✦ The exact steps for finding the right people to message on LinkedIn
- ✦ What to say including one crucial user tip for successful cold messaging.
- ✦ "Trojan Horse" ideas to raise the stakes of your conversations

3. IN B2B, "LOVE BOMBS" AREN'T TOXIC, THEY'RE LUCRATIVE

- ✦ Explain the strategy
- ✦ How to implement





4. DAILY ACTION PLAN — POSTS & PODS..

“How much do I post?” “Am I doing enough?” “How can I get enough traffic to make this worthwhile?”

Get answers to these questions in real figures that apply to YOU.

- ✦ Follow an agency-tested posting system
- ✦ Manage the moving parts from a daily, monthly, and yearly standpoint.
- ✦ Build a stronger network and beat the algorithm with pods.

5. INTEGRATIONS — MAKE REACHING OUT IRRESISTIBLE

This is another moment where online tutorials can't help you like we can. Lead Machine includes how to move conversations from LinkedIn right into your day's meetings. Scheduling a one-on-one goes smoothly for your new contact and requires no effort on your part.

Building the funnels to connect LinkedIn traffic to your actual meeting setup is a critical point. You will have **customized step by step instructions** for this phase.



6. ONE CONCISE RESOURCE THAT GROWS WITH YOU

Your Lead Machine comes as a printable PDF reference with all the sections. Plus you get the original file as an editable Google Doc you can update as you add your own personality to messages and update your talking points.

7. BONUS: MEDIA MACHINE

Ready to expand your influence beyond LinkedIn? Now that you're a natural, why not get some chats on tape to share? Lead Machine includes podcast-pitching tools: messaging and strategy specific to introducing yourself to podcast hosts and talking yourself up as a potential guest.



FAQ

^ IS LEAD MACHINE FOR PLATFORMS OTHER THAN LINKEDIN?

You can apply the posting and DM principles anywhere they fit. The technical sections walk you through Sales Navigator on LinkedIn and the steps for your chosen lead-capture process.

✓ DOES LEAD MACHINE COME WITH SUPPORT?

✓ DO PEOPLE REALLY TAKE LINKEDIN THAT SERIOUSLY?



- ✓ WILL PEOPLE KNOW IT ISN'T ME?
- ✓ COULD YOU DO ALL THIS FOR ME?

LEAD MACHINE IS A COST-EFFECTIVE ALTERNATIVE TO BOUTIQUE MARKETING AGENCY SERVICES. WE DO THE PLANNING AND YOU DO THE REST.



Who Needs Lead Machine

WE DEVELOPED LEAD MACHINE FOR A CERTAIN BREED OF MARKETING CLIENT. THIS SYSTEM WORKS BEST FOR RESOURCEFUL, MOTIVATED BUSINESS LEADERS WHO JUST NEED HELP GETTING STARTED IN THE RIGHT DIRECTION.

DO YOU . . .



WANT TO HACK YOUR WAY INTO A LARGER MARKET SHARE?



NEED A POWERFUL BUT AFFORDABLE MARKETING STRATEGY?



HAVE AMPLE EXPERTISE AND KNOWLEDGE TO SHARE?





NEED TO FIND GOOD FITS FOR YOUR NICHE SPECIALTY?



HAVE A VISION OF CRUSHING IT ON LINKED IN BUT DON'T KNOW HOW.



ALL THAT ADVICE APPLIES TO YOU?

How Lead Machine Works

AFTER SO MANY CLIENTS ASKED IF WE WOULD ASSESS THE BIG PICTURE, COME UP WITH TACTICS, THEN STEP ASIDE FOR THE EXCITING PART, WE DECIDED TO MAKE IT AN OFFERING. THAT'S HOW NOT THE MARKETING GIRL CAME TO EXIST!

NOW NOT THE MARKETING GIRL'S APPROACH IS AVAILABLE SPECIFICALLY FOR LEAD GENERATION ON LINKEDIN.



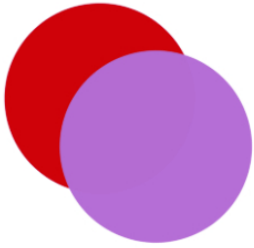
STEP 1: APPLY FOR A LEAD MACHINE PACKAGE FROM NOT THE MARKETING GIRL

If it's a fit, we'll follow up with a questionnaire and a quick chat. You'll have your shiny new Lead Machine two weeks after we receive all your input. In that time, experienced marketing agency pros study your situation, perfect your pitches, and strategize your strategies.

STEP 2: CHECK IT OUT AND ASK QUESTIONS!

You get a set of original, custom message pillars to PLUS specific guides of how/where to position them. This is not a generic checklist customized to your industry. Message templates and who-to-follow lists are SPECIFIC TO YOU and clear to follow step by step.





STEP 3: FOLLOW YOUR PROGRAM & START CLOSING MORE PERFECT-FIT LEADS.

Make thought-provoking LinkedIn posts, manage your pods, and DMs routine and revel in the spoils of being highly visible in your field. Or entrust someone to take it on for you. Check in if you need a little guidance.

YOU COULD BE **LANDING DEALS** IN YOUR DMS RIGHT NOW

MARKETING BLOGS AND VIDEOS CAN TEACH YOU HOW TO DEVELOP A TRUSTWORTHY, LIKEABLE B2B WRITING STYLE THAT WILL KEEP YOUR INBOX PINGING. WITH SOME EFFORT AND PATIENCE YOU COULD BUILD UP A BANK OF BLURBS FOR ALMOST EVERY SITUATION. HOPEFULLY SOME OF THOSE CONVERSATIONS EVOLVE INTO BUSINESS RELATIONSHIPS.

OR, YOU CAN GET AGENCY-QUALITY LEAD-GENERATING RESULTS ON SOCIAL MEDIA WITHOUT TAKING ON A NEW EXPENSE OR GIVING OVER CONTROL OF YOUR PROFILE.

LEAD MACHINE IS LIKE YOU HIRED AN AGENCY TO DO THE HEAVY LIFTING THEN STEPPED IN FOR THE EXCITING PART. IT'S EXACTLY THAT, ACTUALLY.

YOU'RE MISSING LEADS

EVERY WEEK YOU NEGLECT TO SHARE WHAT'S ON YOUR MIND, YOU MISS OPPORTUNITIES TO REACH PEOPLE WHO WOULD BENEFIT FROM WHAT YOU'VE GOT TO SAY.



SOMEBODY IN YOUR FIELD IS OUT THERE FILLING THE AIRWAVES.

WHY NOT YOU?



Industry News
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Team



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