



BUILDING RELIABLE CONVERSATIONS INTO YOUR BUSINESS WITH MY UPSIDE DOWN METHOD

UPSIDE DOWN ROAD MAP

It's 2020 and Business Coaches and Consultants are catching on that LinkedIn is the best place to find new coaching clients.

I've been shouting this for many years now...so it's great.

And, I've developed a simple road map to show you the way to turn cold connections into new clients.

At a very high level, you want to connect with your target market and provide value upfront. Not mass quantities of free content, but such consistent value that you become the only coach they want to work with.

What I promise to show you in this PDF is how to build the ROAD that your new clients will follow.

You see this is not a map that you are following to get to the clients. It's a road you are building so that clients will come to you. (see the Upside Down?)

Some of this road building material you have already created. It's solid...it's ready to go. Some of it will need to be updated or you'll have to create it.

Let's jump in...here are the building blocks you need:

1) Clear Niche

You're a business coach or consultant and most likely, you've helped a wide array of clients with a wide array of problems. You bring your life and business experiences together with your acquired wisdom to bear on other people's problems. You can probably help anyone. But, when you try to attract ANY clients, you end up attracting NO clients. Your language...your messaging is just too broad to attract high paying clients.

So, the first step is to narrow down your niche to a specific group of people. Pick an industry and specific problem that you can focus on. Keep narrowing this down until you have a clear niche that is less than 100,000 people. So, it's not CEO's of mid-sized companies or financial advisors or owners of startups. Work on narrowing your niche down.

This is a good spot to mention that you should find someone to kick this stuff around with. Get some feedback. Perhaps from a coach of your own. If you want my help, be sure to schedule a no cost **Strategy Session**. Details below.

2) Professional Logo

Simple is best. Check out [fiverr.com](https://www.fiverr.com) for low-cost designers if you need to freshen things up.

3) Branded Email

Speaking of professional, you must have a branded email. Something like `firstname@yourdomain.com`. I can't tell you how many coaches I see that have a gmail account or something worse. You need to get "G Suite Basic" which is \$6/month.



4) Minimalist Website

A minimalist 4-page website is all you need. Home, Services, About and Contact in the main navigation. You'll also want the ability to add hidden pages where you can post lead magnets and videos. You want to control this and not be tied up waiting on a web designer. Weebly.com is an easy, professional, drag and drop web builder that lets you take control.

5) Google Analytics

This is a free stat package and it will be important to know how many people are visiting your lead magnet page so you can adjust your organic outreach on LinkedIn. It's easy to add a couple of lines of code into Weebly.

6) LinkedIn Profile Optimization

Completely fill out your LinkedIn profile. Professional head shot. Professional header image. Headline and summary that speaks to the conversation going on in the head of your new smaller niche.

7) Calendar Scheduling Software

You need a way for prospects and clients to schedule time with you without the back and forth emails. Calendly.com is the best.

8) Growing Email List

This is the gold you need to begin to harvest. You harvest it by offering a free lead magnet in exchange for their email address. (Warning: Don't just grab their email address from LinkedIn and throw it into your email autoresponder. They won't read anything you send.)

9) Email Autoresponder

I like Drip.com. There are some other good ones like MailChimp or ActiveCampaign. You can start sending valuable nuggets of content each week via email. Teaching is ok, but it's more important to share yourself with your audience. So...who you are, what you stand for, your unique take on solving your niche's problems. Being entertaining is good too. Still, no worries on having it all figured out. Just start emailing your list regularly and you will improve.

10) High-Value Lead Magnet

This can be a PDF like this Upside Down Road Map. It can be a free video or some other asset you can deliver digitally. It should give a lot of value and have a name that invokes some curiosity. They are exchanging their email address and these days, that's a protected and valuable place. So, use Google Analytics to watch your numbers and test different things. Can you get your conversion rate to 20%? Then 30%?

11) LinkedIn Sales Navigator

The free version of LinkedIn just won't cut it once you start sending 50+ connection requests per day. In the free version, when you start to send lots of connection requests, LinkedIn will require that you know the prospect's email address, effectively stopping your connection efforts. LinkedIn Sales Navigator removes those restrictions and gives you more ways to drill down to search for your niche. It's \$79.99 per month and just one of those necessary expenses.

12) LinkedIn Messaging Plan

You don't need InMail. Instead, you will send a short personalized message with your Connection Request. Once connected, you'll send a personalized Welcome message with an offer to actually talk (via your Calendly link) and a link to your Free Lead Magnet. These should be friendly and never salesy. From there, follow-up every 4 to 6 weeks with a short value video. At the end of all your videos, your call to action should be a Free Strategy Session with your Calendly link.

13) LinkedIn Daily Routine

You need to send 50 to 75 new connection requests every weekday. For every newly accepted connection, record their first name, last name, and date the Welcome message was sent on a spreadsheet. Work daily to get to 2,000 new connections. Every 4 to 6 weeks send a new value video or link to valuable content you've created. (The goal of 2,000 connections means that you can send 75 follow-up messages by hand per day and hit them all every 6 weeks.) This consistent follow-up is the key to victory because almost no one does it. You'll have no competition when you show up regularly.

Don't get overwhelmed with the work. Set a timer for 30 minutes or an hour and just get in the zone. As you start to get results, you can offload the heavy lifting to me and my team. My Done-For-You LinkedIn service is called **Reliable Conversations.**

We send 1,500+ messages every month for you.

14) Recurring Payments Upfront

No more waiting on checks or sending payment reminders. Everyone pays in advance with a credit or debit card and is set up to charge their card automatically each month. They can cancel at any time, but no refunds. Use Payfunnels.com along with Stripe.com to make this happen.

15) Clear 1-on-1 Offer

Your 1-on-1 coaching offer needs to be explained in 1 sentence. Anything else is over complicating things. Somebody says..."How do I work with you?". You say..."We'll work on reaching your agreed upon goals with scheduled 45-minute calls each week." They say..."How much?" You say..." \$1,000 per month"

You can design your 1-on-1 offer however you want, but \$1,000 per month must be your minimum price. No more hourly rates or per meeting price. The bigger the problems you solve, the higher you can push this 1-on-1 price. You are worth the investment!

16) No Brainer Group Offer

You are limited on how many 1-on-1 clients you can handle. Don't ask me why, but that max is usually around 10 clients. To scale, you'll need a group coaching program. If you get this right, you'll have more time freedom because you can deliver results through 2 video calls per month. In the beginning, this will be the backup offer when prospects want to work with you, but can't afford your 1-on-1 fees. When you start to scale, this can become your front end offer.

17) 1st Video

Short value videos are working really well on LinkedIn. You'll send the links out to your connections through the LinkedIn messaging system. At the end of the video, offer a free Strategy Session as the call to action. This can be as simple as teaching something while videoing yourself from your laptop or mobile phone. If being on camera freaks you out or makes you feel like you need to do lots of prep work, recording your voice over PowerPoint slides works great. That can be exported as a video using just PowerPoint. There are also easy to use online video options like Loom.com.

18) Organic First

Organic outreach via LinkedIn is the best place to have real conversations with your niche without spending money on ads. Start here and get all the parts of your sales machine refined and working properly. When you get more than 3 clients with your approach and offer, you'll know you have a viable solution that your niche market wants.

19) Paid Ads To Scale

Don't be afraid to spend money on ads. If you want to scale, you will have to buy the opportunity to get in front of more people. You'll drive traffic to your free Lead Magnet and make irresistible offers to your group program. Get your numbers right and you can cover your daily ad spend while substantially increasing your email list and recurring revenue.

20) Upside Down Rules

The Upside Down Rules are that there are no rules. This is your business and you can create the lifestyle that you want. Gain knowledge from what I'm showing you, but never stop creating and pushing against the way things have been in your niche. Be fully yourself and bring that immense value to the market place. I'm cheering for you!

Next Step

This Upside Down Road Map has shown you the building blocks needed to build a successful coaching practice.

While I've tried to be thorough, I'm sure some holes remain in how to apply this to your unique business.

So, I'm happy to offer you a free 30-minute strategy session to help you gain even more clarity on how to apply this to your situation quickly and profitably. No pitching, just brainstorming.

You have so much business waiting for you!

Schedule here: <https://calendly.com/joshlangford/strategy>

To your success!

Josh

Marketing Coach

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