

YOUR ULTIMATE 2023 MARKETING STRATEGY



Easy Step-By Step Guide
(Without buying a pink hoodie)

Today I'm going to show you how to:



**Set up a GREAT
landing page**



**Drive FREE traffic
to your landing page**



**Convert your traffic
into EASY leads**

**Yup...we're going
all out on this one**



**Save Your \$\$\$
I'm giving away everything...**

Step 1

Create A GREAT Landing Page

Like these we've done for clients...

logolp.com

How I Save Solopreneurs 2+ Hours Every Day

Stop drowning in never-ending marketing tasks.

Take control over your time with 7 unique exercises (for example) — delivered straight to your inbox.

Enter your email address [Save My 2+ Hours >](#)

Benefits/Feature Benefits/Feature Benefits/Feature

Sick of Your Never-Ending To-do List?

Stop drowning in overwhelming tasks — let me take care of it for you.

- Write that ridiculously long blog post
- "Whisper!" to brainstorm social media content
- Build a landing page (without breaking a computer)
- Create (and/or fix!) Weekly Email Newsletter
- Drop Lunch to 60s Photos
- Update Website (Without Putting Feet off Hair-Out)

Save More Time & Money With

The Ultimate Marketing Assistant

[Apply to Work With Us](#) [Working](#)

- Blogging & Copywriting**
Stop drowning in overwhelming tasks — let me take care of it for you.
- Social Media Content**
Completely done for you social media content.
- Simple Photo-Edding**
Same-day photo editing, touchups, and more.

10 REASONS why your prospecting fails and what to do about it

Most salesmen are like washing machines. Spinning hard and going nowhere.

[ACCESS THE TRAINING NOW](#)

Sales Professionals achieve MORE by doing LESS but BETTER ON PURPOSE

HOW I DO IT

- Bootcamps**
Live and on-demand training to transform your thinking. [LEARN MORE](#)
- Coaching Club**
For the truly committed who've already taken a bootcamp. (over 10 panels). [LEARN MORE](#)
- In-house training**
Turn your team from order takers to sales fish. [LEARN MORE](#)
- 60-minute coaching**
You decide what you want to learn. [LEARN MORE](#)

Marc Weisberger
Commodities Partner at Cunniff & LLP

"I highly recommend Benjamin for anyone who has to sell a product or themselves (i.e. everyone). ... His training is definitely value for money given the future business it could generate with a little application. I recommend him, regardless of your individual market or particularities."

UNCOACHED

YOU'VE SET YOUR GOALS — BUT YOU...

YOU'RE BURNING OUT

YOU KNOW YOU HAVE TO MAKE A CHANGE, BUT YOU DON'T KNOW HOW TO GET THERE WITHOUT BURNING OUT.

Try My Free 30-Day Productivity Challenge & How:

- How to Stop Wasting Your Time
- The Decision-Making to Energy Link
- How to Manage Your Personal Life
- Can You Be Too Busy Doing Too Many Things?

Enter your email [GET MY ACCESSIBLE FREE](#)

- Free 30-Day Productivity Challenge**
- 30 Exclusive Videos (1-Hour Each)**
- Instantly Sent to Your Email**

(It's not a magic bullet — but it's enough to start making real, practical changes.)

Avoid Burnout & Earn More

STOP WISHING THERE WAS MORE TIME IN THE DAY.

It helps you make strategic, forward, practical changes that free up 2-3 hours of your time, everyday. Giving you more time to focus on what you not only care about.

[MORE INFO](#)

- 1:1 Coaching**
Redesign your (internal) workflow with my 1:1 coaching. [MORE INFO](#)
- Intensive Bootcamp**
Redesign your (internal) workflow with my 1:1 coaching bootcamp. [MORE INFO](#)
- Yearly Summit**
Join the industry's top experts with my 1:1 coaching. [MORE INFO](#)

Tired of Putting Out

**HOW? By following
my wireframe of
course...**



Your lead magnet

pain 1

pain 2

pain 3

outcome 1

outcome 2

outcome 3

**video
testimonial**

pricing

about you

cta

**Let me walk you
through it...**



Section 1

Create A Lead Magnet

A guide, series of videos, 30-day challenge. Something you give away for free, that fixes a problem for your client.



10 REASONS
why your prospecting fails
and what to do about it

Most salesmen are like washing machines.
Spinning hard and going nowhere.

[ACCESS THE TRAINING NOW](#)

Launch your LinkedIn Growth with 13 Hooks for any niche...

Your guide to writing irresistible LinkedIn hooks. It worked for me. It's working for my clients. It can work for you, too.

[Get My Free Hooks Guide](#)



Write a powerful post every day on LinkedIn

Sign up now for 30 days of training and templates

- 30+ proven templates
- Write with pace
- First 7 days free

[SIGN UP](#)

Section 2

Talk About What You Fix

Using pain points. Here's an example
from a recent client

Hiring The Wrong Candidate is Expensive

Hiring the wrong person can waste time, money,
and damage your teams morale. We help you get
it right the first time.



Low-Performers

Candidates that simply
can't do what's needed for
the job.



Bad Culture Fits

Candidates who are a bad
fit for your team/culture.



New-Hire Quitters

Candidates who end up
leaving right after they join.

Section 3

Show & Tell

Paint a picture of what working with you looks like. Here's one we did for a client...

Save 3-4 Hours of Time **Every Single Day**

I'LL WORK WITH YOU TO ESTABLISH PROVEN PRODUCTIVITY STRATEGIES THAT HELP YOU SAVE HOURS OF YOUR TIME EACH DAY.

- Reduce stress & overwhelm
- Eliminate needless distractions
- Focus on what matters

[MORE INFO](#)



Make Your Personality **Your Competitive Edge**

I'LL HELP YOU USE YOUR AUTHENTIC PERSONALITY AS A BUSINESS ADVANTAGE. EARNING YOU MORE BY LEANING INTO WHAT MAKES YOU UNIQUE.

- Lean into your personality
- Stop masking your true self
- Monetize what makes you unique

[MORE INFO](#)



Do More of What You Love, **Less of What You Hate**

OVERWHELMED WITH TASKS YOU HATE DOING? I'LL HELP YOU FOCUS ON WHAT YOU LOVE AND CUT OUT WHAT YOU DREAD. MAKING WORK MORE ENJOYABLE AND REWARDING.

- Stop dreading work
- Rediscover your drive
- Earn more by doing less

[MORE INFO](#)



Section 4

Get A Video Testimonial

Written reviews don't carry the same weight anymore.

REAL RESULTS For Ambitious Trainers



Zack at Rebel Websites has a brilliantly creative mind and an acute understanding of how to design sites that attract consumers. If you need a website or a strategy then I can't recommend him enough. He is worth his premium fees.



Benjamin D
The UKs Most Hated Sales Trainer

Section 5

Show Your Prices

make sure you're attracting the right clients by showing your price

3 POSTS PER WEEK

(12/15 PER MONTH)

£2,450

- Profile audit
- 1 hour monthly consultation
- Engagement strategy month
- LinkedIn strategy
- Slack channel
- SHIELD analytics
- Taplio account
- Monthly analytics report
- Transcription of calls

APPLY NOW

5 POSTS PER WEEK

(20/25 PER MONTH)

£2,950

- Profile audit
- 1 hour monthly consultation
- Engagement strategy month
- LinkedIn strategy
- Slack channel
- SHIELD analytics
- Taplio account
- Monthly analytics report
- Transcription of calls

APPLY NOW

**Post Not SPONSORED
BY Matt Barker**



Section 6

Show Your Personality

Talk about your story, your journey, who you are. Like this...

I quit my job to grow my LinkedIn

In October 2021 I gave up my 10 year career in marketing. Three months later I began writing on LinkedIn.

In 6 months I gained 2.5 millions views, 11k followers and over 130 inbound leads. I've developed a content framework that delivers consistent high quality engagement.

APPLY TO WORK WITH ME



**Post Not SPONSORED
BY Matt Barker**



Section 7

Show Your CTA

Be upfront about your style and who you work with in your last call to action.

DON'T HIRE ME !

I'm the nuclear option for improving sales performance.

For a brief, blunt conversation about who's really in control of your sales process (spoiler: it's probably the prospect), get in touch.

BOOK A CONSULT CALL

**STEAL this
structure for a
landing page that
will sell**

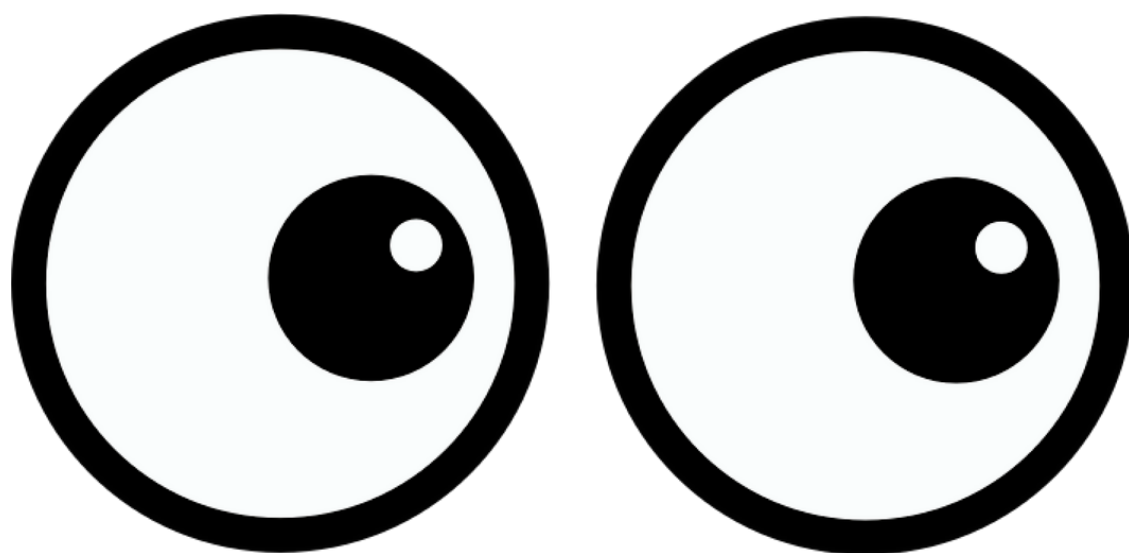


NOW...Let's get some traffic

Step 2

Get FREE Traffic To Your Landing Page

**Now you've got a great landing
page you need more eyeballs
on it...**



DON'T



Invest \$\$\$ in Ads or PPC



Make cringe TikTok dance vids



Waste time at "networking events"



Boost that Facebook post

INSTEAD

**I'm going to show
you 3 ways You
can drive FREE
TRAFFIC**









(With a cheat-sheet)

Option 1

LinkedIn


Follow my daily routine here:


-  Post every day at the same time
-  Comment on 20+ posts (30min before my post)
-  Send 30+ connection requests to my ideal clients
-  Comment on 20+ posts (30min after my post)
-  Reply to all my comments
-  Add hashtags to post 24 hours later


Option 2


Write Blog/Guides

Follow my weekly routine here:

-  Ask my clients what problems they are having.

-  Make a list of questions. Like this...
 - How do I create a good landing page
 - Why am I getting lots of traffic but no sales
 - What is the best website builder





-  Write detailed step-by-step guides and post them on my landing page.

-  Get found on the web for people searching these questions.

Option 3

Get on YouTube

Follow my Monthly routine here:

-  Search questions people are asking about websites and landing pages
-  Make a list of questions. Like this...
 - What is a lead magnet
 - Wordpress Vs Webflow
 - Best Ecommerce website builder
-  Record long-form video content answering these questions
-  Get found on the web for people searching these questions.

Step 3

Convert Your Traffic

**Follow my Rules to convert your
traffic**



RULE 1

Only Have 1 CTA

**Only have 1 CTA on your landing page.
Here are some examples:**

- Apply to work with us
- Book a call
- See pricing



BONUS TIP: NEVER USE THE WORD FREE

RULE 2

Write Email Shoots

**Your lead magnet is getting subscribers
so write every week solving a new
problem for your audience.**



RULE 3

Keep Going...

It took me 6 months to convert my first client. The biggest mistake you'll make is stopping...



Special thanks to all my clients featured in this PDF carousel



REBEL WEBSITES

Want More Tips Like These?

Follow for tips on how to build a selling machine and other random bullsh*t.

Or don't. I'm just a crazy emo boy with a pink hoodie...

