

**EXPERTSELLING
MACHINE**

POWERED by
**THE SOLO
FUNNEL**

THE M.V.P. METHOD

MISSION + VALUE + PRECISION

The Expert Solopreneur's Guide To Become
The "MOST VALUED PERSON" To Your Prospects,
Clients & Family

by Trevor Turnbull

How to build a thriving B2B consulting, coaching or speaking business without having to rely on random referrals or attend time-consuming networking events even if you feel overwhelmed by technology and don't know where to start.

If you are reading this guide, it's likely that you are struggling to make your business work.

And, when I say "struggle" I mean...

- **You don't have consistency in your income**
- **You are working way too hard for the money you are earning**
- **You are attracting the wrong prospects that don't value your expertise**
- **You are sacrificing time with your loved ones to make it all work!**

**If you can relate to any of these...
please keep reading.**

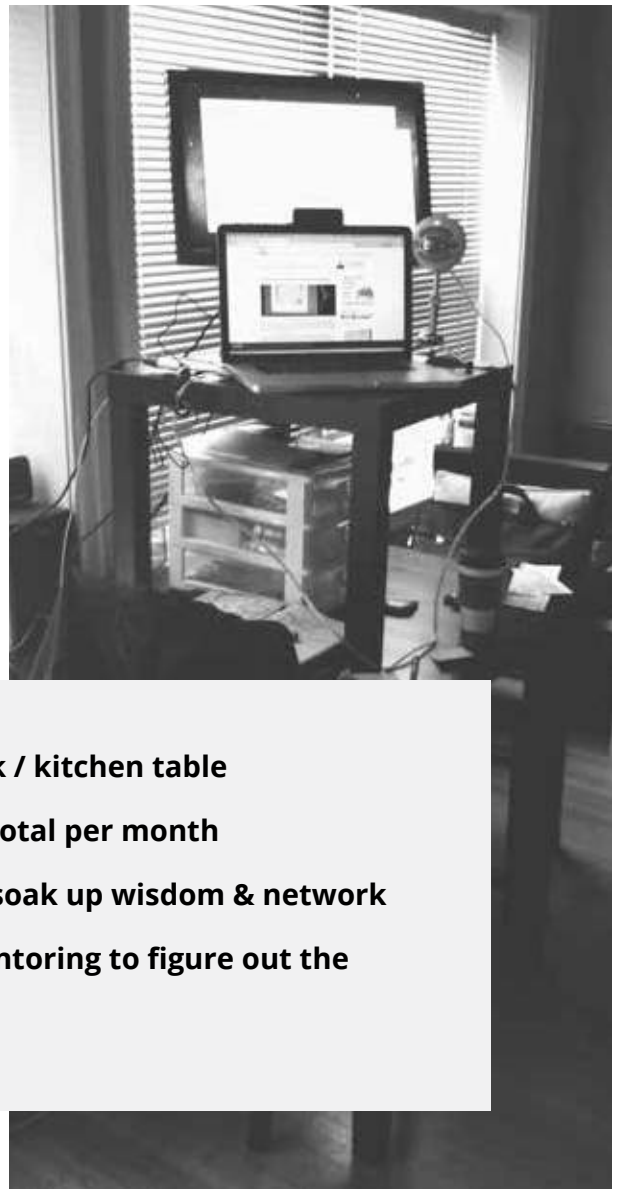
I wrote this guide to support the solopreneur (consultant, coach or speaker) because of my own experience over the past 12 years.

I have been guilty of all of these.

In an effort to solve the challenges that I faced, I "hustled" over those 12 years to "figure it out".

- **I worked 12-16 hour days at my makeshift desk / kitchen table**
- **I purchased 60+ software tools that cost \$2k+ total per month**
- **I attended numerous industry conferences to soak up wisdom & network**
- **I purchased over \$100k in online courses & mentoring to figure out the magic formula**

And, what happened?



I burnt out...

I accumulated almost \$200k in debt.

I had good months and I had bad months financially.

And, yes, the more I “hustled”, the more I learned.

But, while I was in hustle mode, my health suffered, my finances suffered and most importantly, my relationships suffered because I was stressed out, depressed and pushing the proverbial rock uphill.



THAT WAS UNTIL I FIGURED IT ALL OUT.

In order to create a business that works FOR me....I needed to step back and realize that my business needed to align with my own personal values & goals and focus on serving my clients at the highest level possible.

(Which is why I decided to blow up my business in May 2018...more about my story below)

People do business with people they know, like and trust.

The key to creating a successful solopreneur consulting, coaching or speaking business is to clearly define your mission, focus on exchanging value with your prospects and leverage technology to work FOR you (not against you!).

But...how do you do it?

Well, in my own personal experience (and in working with 1000's of solopreneurs just like you), I've found that there are 3 main areas they struggle in:

TECH


While technology has changed the game and allows for scalability in your business...it can be super frustrating trying to figure out what tools to use and how to use them. In my own experience of trying to “automate” everything in my business...there is a level of “human touch” that is needed when prospecting for new clients. The challenge is knowing which parts of your sales & marketing process to automate and which need to be handled by a human... (you or a virtual assistant).

TEAM

TEAM: As a solopreneur, you are likely wearing every hat. You are the marketing, sales, operations and support for your business. Heck, you also do all the coffee runs and sweep the floor :). The challenge is in deciding which parts of your business you should hire someone else to run and which parts are critical for you to be involved in. However, what usually dictates these decisions is not practicality, but rather budget to hire the right team for the right job. So, you end up doing the work yourself in the end.

TIME

TIME: Our greatest asset as solopreneurs is our time. Nobody has enough of it. But, it can also be argued that as a solopreneur, much of your time is likely wasted trying to figure out where your time is best spent. Ironical, isn't it?! :) The indecision that comes from making those choices on a daily basis is what's holding you back from reaching your true potential



Now...why should you listen to me and my advice?

Well, if you are not familiar with my background and story, let me get you up to speed so you know why and how I can help you.

Until recently I felt ashamed of “my story” as an entrepreneur and the struggles I’ve been through. But, I’ve decided to come clean, knowing that it could serve you on your path (or at least help you avoid the same landmines I’ve stepped on).

Flash back to 2003, I graduated with a Marketing degree and immediately went into a sales role with an advertising company.

At that time, there was no such thing as “social media” or “social selling”.

When I started my first job in sales, my manager handed me a phone book and said “good luck kid”...and I thought “alright, it’s either sink or swim time”!

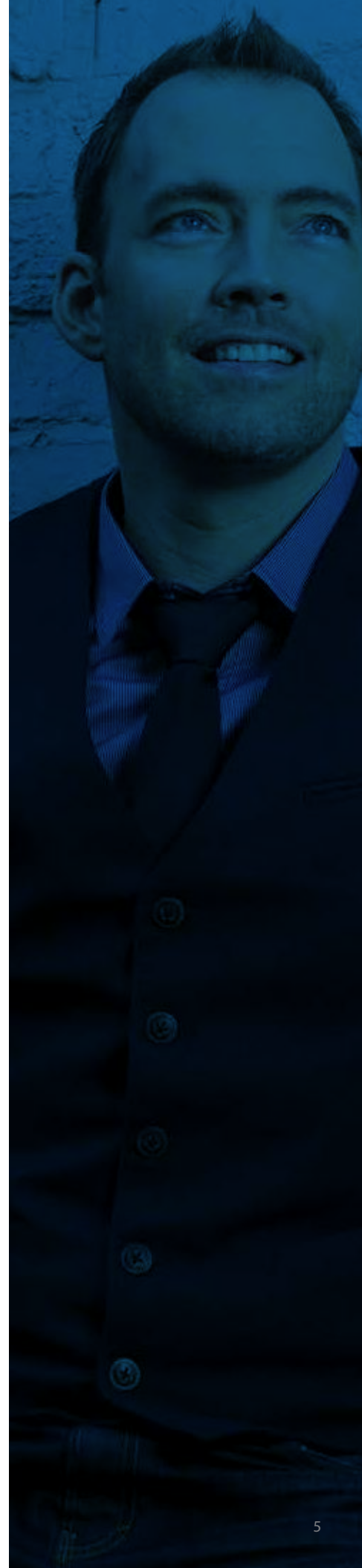
So, I learned how to cold call.

I was good at it. For 3 years I consistently exceeded my sales goals.

I would hit the phones every day and I would attend networking breakfasts, lunches and conferences to meet people that I could serve with the products and services I sold (or that could refer me to people I needed to meet).

While you can still do this in today’s world, [90% of decision makers never answer cold calls](#), and there are way better ways to spend your time than heading to time-consuming networking events to meet with strangers hoping that one of them will either become a client or know someone that could be a good referral.

So, just to be clear, I did NOT “grow up” with technology.



Quite the opposite, I was trained and still do believe in the power of a handshake and building real genuine relationships with my clients.

In 2005 I was handed 2 books by my best friend and future business partner, Mike Olaski (The 4 Hour Work Week & The Emyth Revisited) and started to learn about how I could carve my own path in business as opposed to working for other people/companies.

I dove head first into my first entrepreneurial venture and founded a website development agency in 2006.

While we had some success with that business growing it to six-figures in 12 months...we sold off the assets at a loss within a year, I accumulated around \$50k in debt (from friends & family loans), I worked long hours and my first marriage fell apart as a result.



LEARN MORE ABOUT

Entrepreneur

“What 7 Deaths Taught Me About Living”

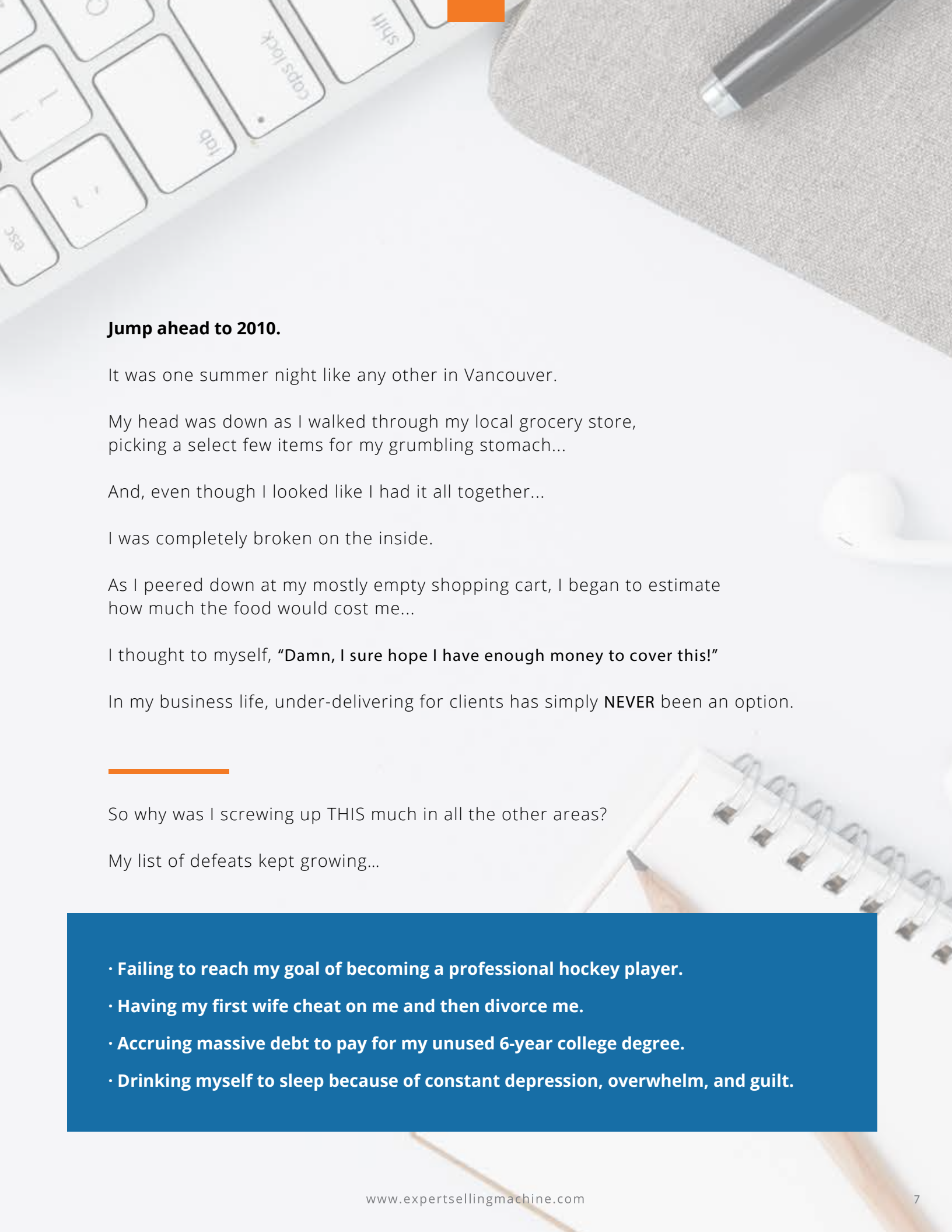
in my feature article on [Entrepreneur.com](#)

[CLICK HERE](#)

Now let me get really
vulnerable and honest with you.

I’m going to tell you what REALLY happened to me over the next 5 years that ultimately lead me to creating The MVP Method and this guide.

Not the sugar coated, prettied up version of “my story” that most marketers use to make themselves look and sound good...here’s the ugly TRUTH!



Jump ahead to 2010.

It was one summer night like any other in Vancouver.

My head was down as I walked through my local grocery store, picking a select few items for my grumbling stomach...

And, even though I looked like I had it all together...

I was completely broken on the inside.

As I peered down at my mostly empty shopping cart, I began to estimate how much the food would cost me...

I thought to myself, **"Damn, I sure hope I have enough money to cover this!"**

In my business life, under-delivering for clients has simply **NEVER** been an option.

So why was I screwing up THIS much in all the other areas?

My list of defeats kept growing...

- **Failing to reach my goal of becoming a professional hockey player.**
- **Having my first wife cheat on me and then divorce me.**
- **Accruing massive debt to pay for my unused 6-year college degree.**
- **Drinking myself to sleep because of constant depression, overwhelm, and guilt.**

Stacking one loan on top of another from banks and family, just to pretend that my digital marketing consulting business wasn't on the verge of going under...

I was stressed out, exhausted and just inches from giving up after WAY too many 12 or 14 hour days!

And for what?

I was the guy that had to carry all the load in my consulting business... and somehow the harder I worked, the less I made...

The icing on the cake?

I was sleeping on a blow up mattress at my mom's house at the age of thirty-freaking-four!

Sheeeeeesh!

In the public eye I was still a huge success...

My "wins" on paper could easily be listed off...


From receiving a great marketing degree, to making it up to the college ranks in hockey, to exceeding sales targets in my first advertising sales job, to "following my dreams" as an entrepreneur...

But I always felt beaten up on the inside... and my bank account NEVER reflected my hard work...

It was only after that painful moment at the grocery store, on that sweaty Vancouver night, when I was considering just giving up on it all... that I made a choice...

I was going to give in and just get a J.O.B (uggggg)!





That decision pushed me to apply for a number of jobs... which led me to miraculously meet someone who changed my life, my reality, forever...

They say that behind every great man is an even greater woman...

That was Sharmila.

She was a sales recruiter and I was this new guy in Vancouver, on the brink of giving up.

She saw something in me that I didn't... That I had the power to lead... that I could overcome any obstacle life sent my way...

She slapped a lifetime of victim mentality right out of me... replacing it with a true self confidence that I **could** achieve anything I set my mind to.

As embarrassing as it sounds, she even gave me another loan to throw me out of the financial pit I dug for myself, instilling a newfound responsibility to succeed.

It was honestly one of many "rebirths" I've had as an entrepreneur.

And good timing too! I was given the courage to TRULY see the next BIG opportunity standing right before my eyes... **and seize it.**

A place you may be standing at this very moment.



| The First Link To Success

While stumbling through different client projects as a digital marketing consultant to pull myself out of debt, there was one super power I discovered that I never even knew I had.

Call me old fashioned, but I always valued REAL connections.

Right before meeting Sharmila, I had the opportunity to work with a professional sports team to leverage their social media presence.

As a former hockey player, I was always a “sports fan” and saw it as a dream opportunity to work in the sports industry.

I was a bit skeptical of Facebook, Youtube, Twitter and LinkedIn then... feeling like it could never replace a phone call or an actual conversation.

But, I had a feeling that this could be something I could sink my teeth into and see where it would take me.

One day while surfing the internet looking for experts in sports media... I stumbled upon the name “Kathleen Hessert”.

Turns out, she was responsible for blowing up the first million follower celebrity on Twitter...

Shaquille O’Neal!

I made up my mind then and there that I wanted to co-host a webinar with her... even though I had never done one before. She was the perfect topic expert for my own sports networking education... but I had no way of contacting her, other than through her social media accounts, in particular **LinkedIn...**

I figured it was a long shot but sent her a message anyway.

To my surprise, she responded... in just 20 minutes!

I couldn't believe it. In minutes, I had access to one of the most sought after sports media influencers!

Nuts!

It just so happened that this "technological thing" I was at first intimidated by ACTUALLY allowed me to connect with the people I wanted to connect with (including thousands of potential mentors, prospects and clients)... whenever I wanted.

I realized that as long as I had an internet connection, I could connect with anyone in the world in an authentic way.

I became obsessed... and worked hard to create a business around this obsession.



Trevor with Kathleen Hessert (Founder - Sports Media Challenge) & Tom Jolly (Sports Editor - NY Times) at NY Sports Business Networking Event



| The Second Link To Success

It was obvious that with the right strategies, this platform could open doors that I never thought possible before.

One of those contacts made along the way was [Lewis Howes](#) (School of Greatness). We were both running in the same circles in the “sports social media” world...and while we didn’t know each other, we both had the same idea to create a training program teaching other people how to leverage LinkedIn.

While brainstorming for the perfect name, I came up with “LinkedInfluence”... and quickly registered the domain.

Well...it turned out Lewis had the same idea and reached out to me to purchase the domain.

I quickly said “no way”...but I’ll give it to you for free if we can work together. :)

We made a deal, and for the next four years (2010 - 2014) I channeled my “online networking” knowledge and passion for sports into supporting business professionals level up their careers in the sports industry by operating Lewis’s SportsNetworker.com business.

I leveraged this opportunity to interview numerous high-level executives in sports, hosted 100's of webinars teaching aspiring sport business students how to land their dream job in sports and together we built the largest networking group for sports professionals on LinkedIn with over 160,000 members.

This experience allowed me to build out my own speaking business under the brand "[Legacy After The Game](#)" where I support student/amateur athletes, coaches & executives in preparing for "life after sport".



Speaking to current and aspiring Canadian Olympic athletes

In doing so, I've had the privilege of being a keynote speaker and workshop facilitator for numerous events hosted by the Canadian Olympic Committee.

To say it's been a thrilling ride would be a massive understatement!

During that time, Lewis (along with a business partner) launched a very impactful LinkedIn training program under the [LinkedInfluence.com](#) brand which saw 18,000 job seekers and marketers join the program.

And, in 2014, it came full circle when I stepped in as the lead trainer for [LinkedInfluence.com](#).

Over the next 2 years, we had an additional 6000 people sign up for LinkedInfluence and launched a new training program (30 Day Sales Machine) in 2015 with the goal of empowering entrepreneurs and business leaders with LinkedIn lead generation & sales strategies.

We had over 1000 people join that program over 2 years and have 100's of member testimonials that speak to the impact we created with this training...some with multi-millions in sales generated!.

Over that time, I got used to people calling me "The LinkedIn Guy"... I didn't love the name... but it sure didn't hurt business either... :)



Working out with Lewis Howes & friends



| My Biggest Shift

Again, on the surface...my business over the past 4 years has been very successful.

...but I felt there was more I could give to support our clients to get even better results.

Our training was the best on the market... yet, no matter how good the training was...we couldn't force people to watch it or...to do the work!

As a result...despite the massive success that many of our members experienced... the majority of people that joined our online training programs did 1 of 3 things:

- **They purchased the training but never even logged in**
- **They watch the first new modules, had some wins and then forgot about it as they got busy with other things in their business**
- **They dove head first into the training, got overwhelmed by the technology and realized they didn't have time to do all the outreach required to get results, so they left it behind**

Perhaps you can relate to one of these scenarios?

Lo and behold, I was finally in a cash flow positive zone after creating multiple successful courses and programs on LinkedIn.



But something was still missing.

See, even though I was fortunate enough to eventually serve over 24,000 paid clients, only a handful actually applied their newly gained knowledge.

The “**information**”, (the success strategies I was sharing), wasn’t being fully used after it was purchased...

Without real accountability, patience, and support from a living, breathing mentor... most entrepreneurs don’t have the self belief, patience, or focus to go through everything properly.

Seriously, what good is having even the BEST plan in the world, if you never actually **IMPLEMENT** it?

In early 2018 I attended a mastermind event in San Diego that would completely flip my business on its head.

After 8 years selling information, 24,000+ paid members and over \$3M in revenue... I made the decision that I would [no longer sell “information”...](#)

...rather, I would focus on creating “transformation” for the entrepreneurs and business leaders that we serve.

With that in mind, our mentoring program was born... [The Expert Selling Machine.](#)

Through this program, I am finally able to **GUARANTEE** transformation for every student.

We don't just mentor on this topic, we are also students of constant growth in personal and professional development. After all, how could I ask our students to do "the work" if I'm not willing to do it myself!


In order to grow, you need to step into the uncomfortable moments and become a better version of yourself on the other side.

My team and I put blood, sweat, tears (and above all, TIME) into the success of each person who enrolls... ensuring that every expert solopreneur consultant, coach or speaker comes out as the MVP (Most Valued Person) to their prospects, clients and family.

Powerfully attracting leads and closing sales with ease... Banishing once and for all the stresses, the limiting beliefs, the roller coaster ride of ups and downs that may have littered most of their life (just like it had mine).

The journey I've shared with you to get to this place has made me a stronger leader, a better husband, and a wiser entrepreneur.

I'm living proof that there's a better way out, and I'm here, standing for you to keep growing and transforming with me.



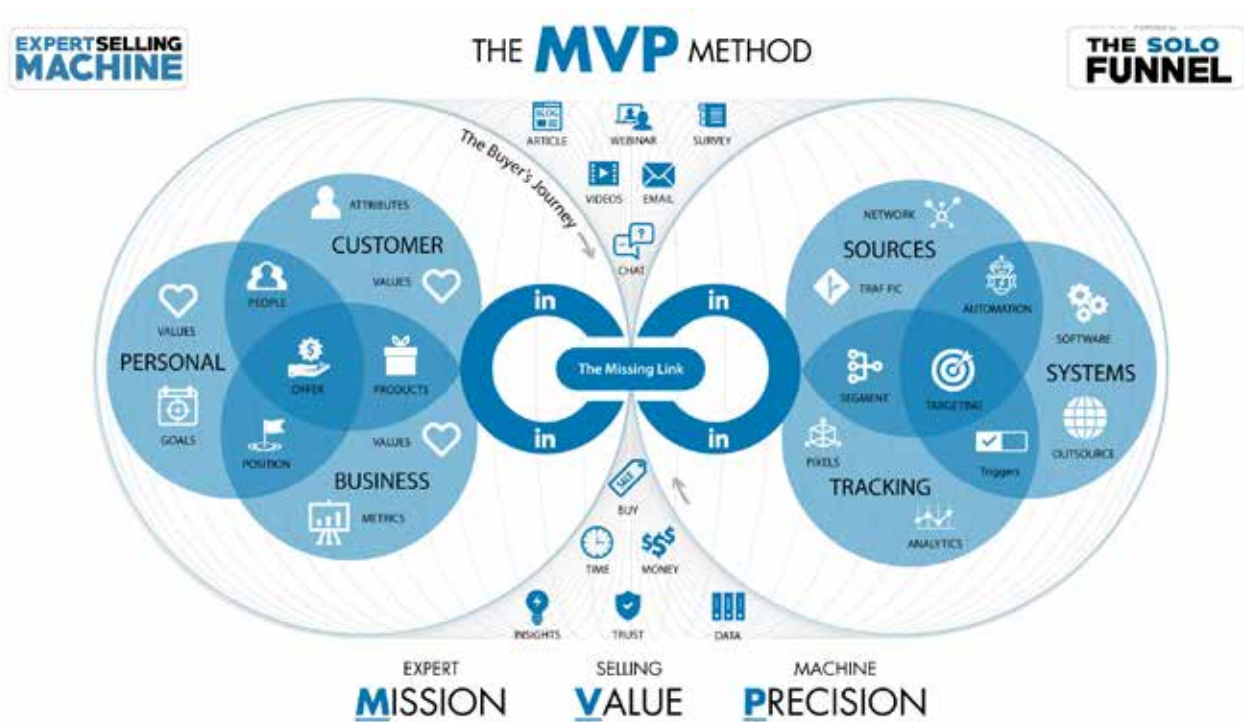
"One of the things I most appreciate about Trevor and the coaches he assembled is they're all continuing to learn. They're all also on their entrepreneurial journeys. I get the benefit of their learning and the community is super valuable too."

CHAD
Product Manager Trainer & Podcast Host

FEATURED IN

Forbes

What is the M.V.P. Method



I created The MVP Method to support the expert solopreneur consultant, coach or speaker build the business and life of their dreams without having to rely on random referrals or attend time-consuming networking events. Even if you feel overwhelmed by technology and don't know where to start. This method will help you become the "Most Valued Person" to your prospects, clients and family.

Customer values & attributes:

A common mistake I see solopreneurs make is trying to be everything to everyone. In order to create a thriving business, you need to pick one ideal target customer and focus on serving them fully. You need to define what they care about and understand their pain points so you can provide a clear solution to their challenges. Get specific with their demographics, including job titles, industries, and location.

Business values & metrics:

Far too many consultants, coaches and speakers undervalue the expertise they have to offer the world. One of the first things I tell these people is to research their “competition” to determine a fair market value for their services, and then make sure they are on the high end of that pricing spectrum. Not only does it make their business instantly more profitable, it allows them to more fully serve their clients knowing they are being paid what they are worth and can then focus on over delivering on value instead of stressing about where their next client will come from.

Once you’ve defined these 3 areas, you can then craft your offer which should consider:

Position:


There is going to be competition in your space. What makes you stand out? Your personal story and the passion you bring to your business combined with the clarity you bring to solving your ideal clients pains/problems will be what separates you from the crowd. As a solopreneur, the success of your business will be dependant on your ability to connect with your audience and position yourself as the go-to expert in your field.

People:

Remember that people enjoy doing business with people they know, like and trust. Of course, they need to have this kind of connection with you. But if you are also able to connect your prospects and clients with like-minded people, you have the ability to create a community where everyone benefits from knowing each other. There are a number of ways to create a community including a Facebook group or using a tool like Slack to create custom channels where clients can discuss industry challenges and celebrate their wins.

Product:

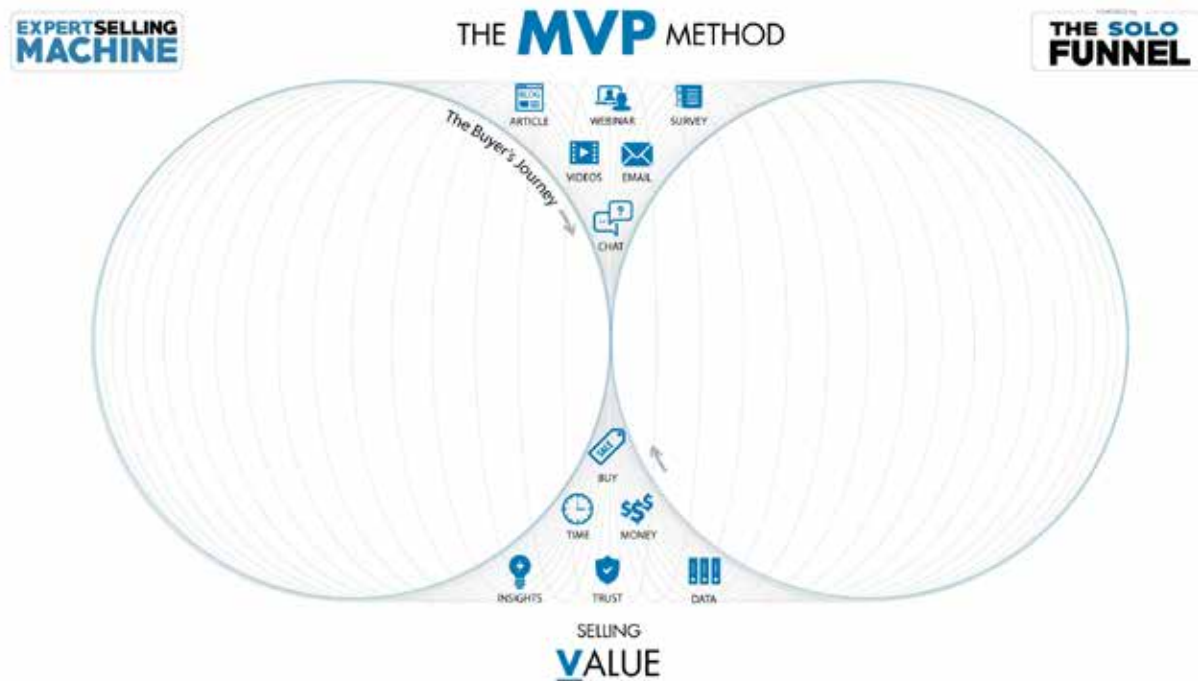
After determining your customer attributes and defining your business metrics, you then need to decide how to best package and deliver the services you have to offer. These could be workshops, online courses, one-on-one trainings — you name it. Again, if you are looking to create a lifestyle business where you can spend more time with your family, then a one-on-one model might not be a good fit for you...unless of course you are able to command top dollar for the personal attention you deliver.



"They really helped me to define my niche and my offer. That's always been really challenging for me. They have a really good tech support team that can help with setting up a lot of the backend systems that we need."

CHRIS
Lead Generation Specialist

Selling **VALUE**




Next, in the path to landing a client there are two separate journeys. The Buyer's journey and the Seller's journey. When the needs of both parties are fulfilled, it creates a magical experience where the sales process does not require a hard close. Rather, it becomes a perfect fit.

Here are the two journeys broken down so you can understand the role each person plays in creating the perfect business relationship:

The Buyer's Journey:

There are a number of phases your potential clients go through in choosing who to work with. It starts with Awareness, then to Consideration of your offer, then to Evaluation of you against your competition.



Your job as a service provider is to provide value in the form of content (articles, videos, webinars, surveys, emails, etc.) to educate your potential buyer of the pain points they may not even know exist until you make them aware of them. Then, as you build a relationship and educate your prospects further, they learn to trust you and see you as a catalyst to solving their challenges. The goal of every consultant, coach or speaker looking to sell their services should be to book a meeting (phone, virtual, in-person). From there, your sales process can take over.

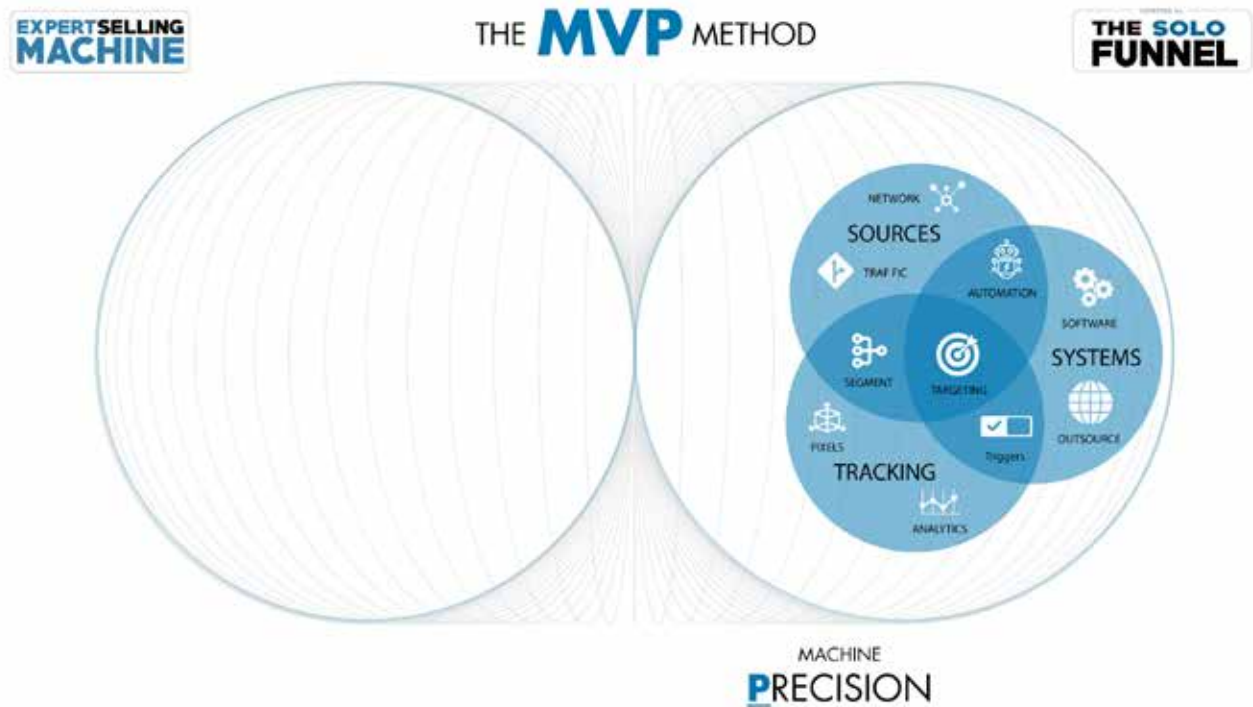
The Seller's Journey:

In order to best serve your prospects and provide them with an ideal solution to their business challenges, you need a potential buyer to come to the table with information that will help you articulate how your offer will benefit them. This information takes the shape of insights, data and time they give you to help you better understand their challenges. In doing so, trust is then built and money is exchanged because you are able to dig into their specific challenges and provide a solution.

The exchange of value between a buyer and seller is critical to the success of any engagement. For example, if you specialize in data recovery, explaining the consequences of losing your data and how to ensure that doesn't happen is how you can provide value as a seller (More on content later). From the buyers perspective, if they are willing to provide the seller with critical information about their current data protection strategy, the seller is able to provide a solution that will best meet their needs.

You don't want to work with just anyone; both parties need to bring value to the table. Consider what you need from the right customer. Perhaps it's insights or data. You definitely need their time and money. And if you offer a premium service, you need clients willing to pay that premium.

Machine **P R E C I S I O N**



Most of the students in our mentoring program are expert entrepreneurs with 10-30 years experience in their chosen field. As a result, many of them did not enter the business world when social media and digital marketing existed. They did things the “old fashioned” way, like picking up the phone and attending networking events to prospect for new business.

Even though technology exists to make our lives easier, it can be quite intimidating to those lacking the skills to execute. Especially if you don’t know where to start and don’t want to waste your time implementing the wrong tools or finding a vendor that may or may not be a good investment.

These are the areas every consultant, coach & speaker needs to consider to successfully integrate technology into their strategy:

Sources:

If you have been in business for any amount of time, you've likely built a network of colleagues, partners and clients. We all know that referrals are the best way to generate new business, so this should be the first place you turn to find new opportunities. However, once that well is dry, it's time to expand out beyond your 1st degree network and identify new sources of traffic both online and offline.

Systems:

The SOLO Funnel process we're about to discuss below is straightforward, but you shouldn't worry about every detail. Consider hiring a virtual assistant to manage it. An email marketing tool, calendar system, landing page tool, a CRM and other software can help you streamline the process and automate much of the outreach, lead capture and follow up.

Tracking:

Remember you can't improve what you don't measure. Consider what you need to measure, from your acceptance rates to replies to page visits. This data is critical to your success in putting the right message in front of the right person at the right time.

Once you've defined these 3 areas, you can then narrow your targeting by considering:

Segment:

After identifying and choosing the lead sources you need to reach your target audience and track their actions (connections, replies, clicks, visits), you are able to segment that

audience into buckets based on engagement. Those that engage with your value content and provide you with insightful data are clearly interested in what you have to offer. So, give them more information based on their actions.

Automation:

The intersection between your lead sources and the systems you can implement to reach them is where automation comes into play. While there are many software tools at your disposal, it's important to consider how to authentically build genuine relationships with your target audience by also implementing outsourcing options to maintain a human element as you scale your outreach.

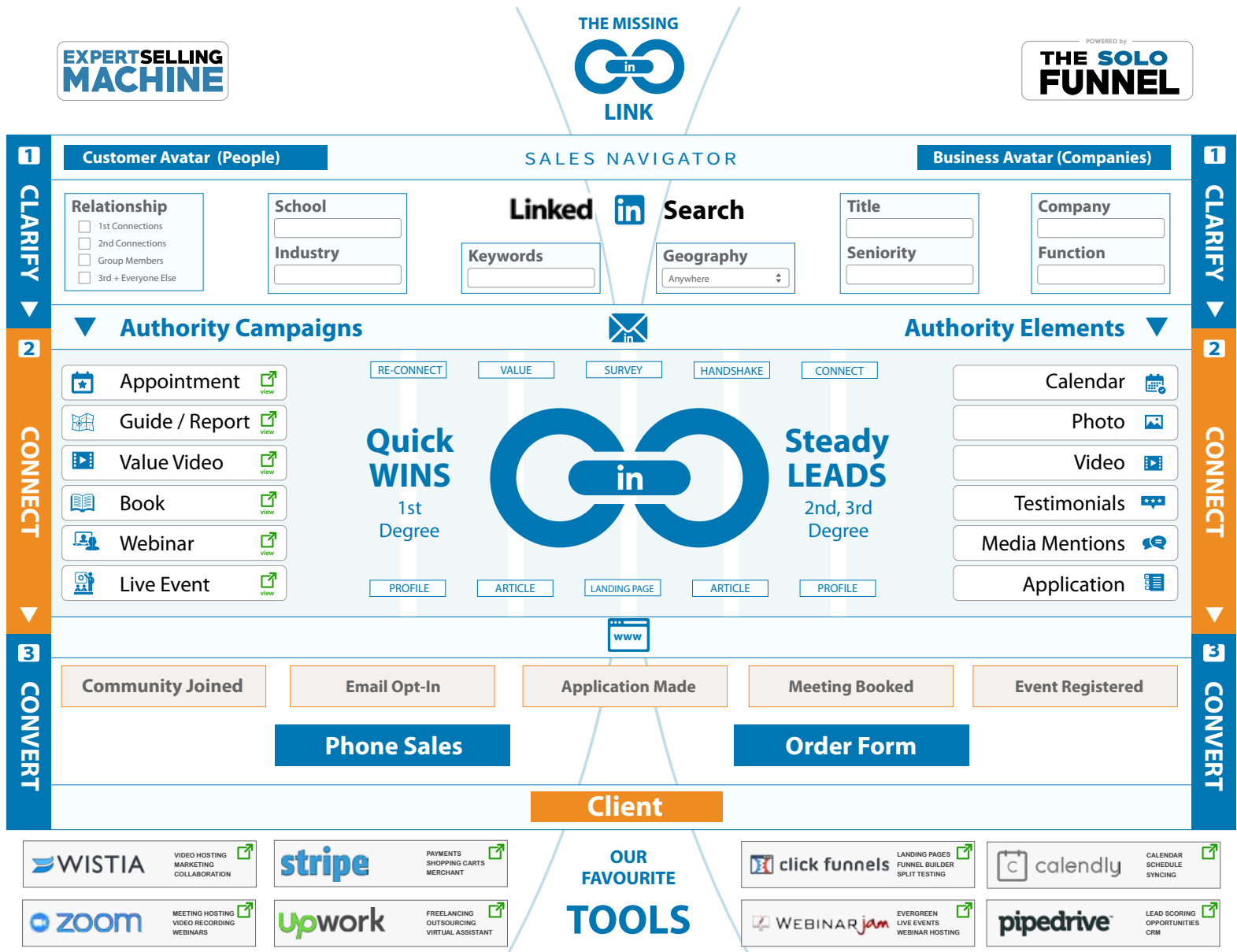
Triggers:

One of the beautiful things about technology is our ability to measure prospect engagement so we know when to re-engage our target audience without coming across as sleazy, salesy or spammy. In fact, [64% of buyers report](#) they appreciate hearing from a sales person who provides knowledge and insight. So, don't hesitate to stay in touch as your next client needs what you have to offer!

Remember, this method isn't only about generating "leads". There are real people on the other end of your messages and your success as a solopreneur will be in your ability to build genuine relationships with them focused on exchanging value.



Introducing THE SOLO FUNNEL



Which leads me to the core of how to make The MVP Method work in your business.

Today, [50 percent of B2B buyers use LinkedIn when making purchase decisions](#). It is a massive database of prospects whom you can connect with for free. The best part is, people are on LinkedIn to grow their network, careers, and skills. And, if you approach them using our Expert LinkedIn Funnel process, you will be serving their desires and opportunities will open up.

So, how do you use LinkedIn effectively to find, connect, qualify new prospects?

There are 3 key components you need to address:


1. **CLARIFY** your target audience.

Your success in prospecting on LinkedIn starts with identifying your ideal target prospect. Getting laser focused...even if you have a service or product that can serve everyone...everywhere...is critical to success in using LinkedIn to prospect. We work with our clients to pick “one niche”...while remembering, there’s a difference between limiting what you do and limiting what you talk about.

Knowing that [74% of B2B buyers use LinkedIn to research purchasing decisions](#) and the limited attention span of people in general today in a digital world, your first impression needs to clearly outline who you serve, how you serve them, why they should trust you and how they can find out more about the products/services you offer.

Further clarify your target audience by creating a contact list using the LinkedIn Sales Navigator advanced search. While this is a premium tool, it’s worth the minimal investment.

Start by identifying prospects who are second and third-degree connections. Using the advanced search function, you can filter by job title, company, industry, zip code, and more.



"Trevor and his team have put together a fantastic process. They took me from "I have no clue what I'm doing" to "oh my gosh, I'm on my way to achieving the results I want". They've given me clarity on my vision & offer and provided the steps I need to take to promote my business."

SELINA
NLP Mentor, Speaker & Author

2. **CONNECT** with your prospects.

You can generate referrals and clients by simply reaching out to your first-degree connections. Start there, sending a brief message to anyone you haven't connected with recently. Don't ask for anything; instead, comment on their recent activity or offer to introduce them to someone you know.

WATCH OUR TRAINING

Get the exact "Quick Wins" LinkedIn messaging script our students use to tap into their current 1st degree network on LinkedIn without being sleazy, spammy or salesy

[**CLICK HERE**](#)

After a few weeks send another message, which can be as simple as, "I'm writing an article about solving the challenges you are facing in your role. Would you mind telling me about yours?" Then you can offer solutions to those problems.

Next, focus on second- and third-degree connections. Request to connect with them directly rather than pay to send spammy InMail messages. Once they accept, you can contact them for free. You can easily send connect requests to 1,000 connections per month (50 per day x 20 weekdays per month), so even if only 30 percent respond (which is typically on the low end), that's 300 new leads!

Include a message with your request such as, "I see that we're both in the Vancouver marketing industry. Would you be open to connecting?" If they accept, follow up with a thank-you message within 48 hours.

When you follow up a week (to a month) later, you can include a call to action. Ask about their pain points, offer valuable content, or even request a phone call if it's appropriate.

If you don't get immediate responses, don't worry. Remember, [90% of a buyer's journey may be complete](#) before they ever reach out and talk to you. So even if they aren't ready to talk, they're listening and researching.

The power of LinkedIn is amplified by growing your targeted 1st degree network. In order to leverage the full power of LinkedIn, it is critical that you grow your 1st degree network consistently with targeted prospects.

By doing so, you are building a "list" and have the ability to message those prospects with value-added messaging. We work with our clients to reach out to their desired clients and "get connected". From there, we put together a focused messaging strategy to turn those prospects into "Marketing Qualified Leads". [74% of prospects chose the company](#) that was first to help them along their buyer's journey. So, our goal is to proactively connect you with prospective buyers using an outbound strategy without any ad spend required.



3. **CONVERT** your authority to leads.

The only conversion funnels you need as a consultant, coach or speaker are an Authority and Appointment funnel.

The goal of an Authority funnel is to provide value to your prospects to turn them from marketing qualified leads to sales qualified leads. You can do this by creating value-focused content in the form of LinkedIn articles, blog posts, guides/white papers, videos, webinars or live events. Start small; you don't have to jump straight into webinars. Send the content you create directly to your connections and use it in advertising.

COMMON MISTAKE! You DO NOT need a webinar or published book to build a thriving solopreneur business. Start simple, add value and get your prospects on the phone!

The key to our students/clients success is in how we track the data (replies) and strategically customize messaging that is authentic and focused on solving the challenges of their target audience. The secret sauce is in scaling these outbound messaging efforts using virtual assistants.

Next comes the Appointment funnel, and the goal is just what it sounds like: securing a meeting. Setup a way to schedule an appointment (I recommend using [Calendly](#)) easily for your prospect.

And, you need to create a landing page (I recommend [Clickfunnels](#)) to personalize your message and explain the value each party can exchange on that call.

I often recommend including an application/questionnaire to gather information about who they are and their challenges before the call. This way, you can make the best use of their time and yours during the appointment.

Once you have a process in place, you can automate the majority of it with software and outsourcing. Remember, this method isn't only about generating leads — you're also sharing useful content with your clients. When you don't have to worry about prospecting, you can focus more on serving your clients and becoming the MVP to those you enjoy spending time with.

How can you implement The M.V.P. Method and SOLO Funnel into your business?

Firstly, if you've made it this far into the guide, let me acknowledge you for your commitment to transforming your life and business?

I hope by consuming this information, you become inspired to take action and create what you deserve (and what your clients need!)



And, let me tell you that one of the biggest shifts I've had on my own personal journey really came to me during my family's journey to parenthood. Sharmila and I survived two painful miscarriages before being blessed with two beautiful boys, Bodhi and his brother, Logan. I'm so grateful to finally be in a place where I can support my family financially, emotionally, and physically. I wish you the same!

Now let me be clear...do I have it all figured out? HELL NO!

But...I am committed to transformation and have realized that **"my mess is my message"**. I will always vulnerably and honestly share my experiences and even mistakes to support others wanting a quicker learning path.

On this journey, I've realized that in order to GROW we must keep pushing ourselves and that when you play a big game, you will run into MASSIVE resistance and breakdowns. Where the magic lies is when you're able to look WITHIN when challenging times arise (which they will time and time again in the future) and realize that YOU are in control.

And, whatever happens along the way...it's PERFECT and exactly what needed to happen to create YOUR heroes journey...so don't fight it...embrace it! :)



[WATCH THE TRAINING](#)

If you'd like to learn more about how to implement The MVP Method and The SOLO Funnel into your SoloPreneur consulting, coaching or speaking business, I'd like to invite you to check out the free training I've put together where I will explain "The Proven 3 Step System To Land High-Value Clients With The SOLO Funnel."

HERE'S WHAT YOU'LL LEARN:



How to build an offer that aligns perfectly with your desired lifestyle and attracts the right clients that value the expertise you have to offer.



How to consistently find, attract, connect & land new clients without pushy sales tactics or wasting time on strategies that won't get results.



How to easily setup the tools and systems required to consistently build a qualified sales pipeline that doesn't require high software or outsourcing costs.



**EXPERTSELLING
MACHINE**

If after reading this guide, you know that you are ready to hop on a call and discuss whether our Expert Selling Machine mentoring program is right for you, let's do that, and discover how we can support you to build a business that aligns with your personal values, serves your clients at the highest level and gets you paid what you are worth.

Let's have a chat to discuss how we can implement our proven framework into your business!

SOME OF OUR STUDENTS



Backup & Data
Recovery Professional



NLP Mentor, Speaker,
Author



Healthcare Recruitment
Professional



Software & IT
Consultant



Change & Disruption
Speaker, Author



Employee Engagement
& Happiness Professional



Product Manager
Trainer & Podcast Host



Learning Specialist
& Innovator



Corporate Event
Host & Emcee



Leadership Development
Trainer & Speaker



Technology &
Motivational Speaker



SaaS Company
Founder



Capital Lending
Professional



Business Growth
Strategist



Legal Estate
Planner



Market Research
Professional



Tax Incentive
Consultant



Energy Consultant

BOOK A CALL

See if the Expert Selling Machine
is a fit to grow your business.

LET'S CONNECT

Testimonials



I didn't know much about sales and marketing and was always a bit afraid of approaching people to sell my services. The support I've received from Trevor and his team has resulted in so many meetings and I closed my first 5 figure contract within a few weeks of implementing the strategies he's taught me!

MANUJ

Technology Consultant

I'm a novice when it comes to technology. I knew that I needed to create a simple funnel for my business, but I had no clue how to do it. His team walked me through the process and I was booking appointments within the first few weeks!



SELINA

NLP Mentor, Speaker & Author



I am getting great value from the Expert Selling Machine. The process of the program between tutorials and direct one on one support is what makes them different. It's actually tons more support than I found in any other program.

KERRI

Business Growth Strategist



The Expert Selling Machine has been a tremendous resource for me. As a trainer, coach & consultant I was struggling to sell my expertise. I didn't know what I needed to create a marketing funnel and they not only helped me understand all the pieces I needed, they even set it up for me.

S U S A N

Leadership Professional

As a solopreneur, it's nice to know I can lean on a team of experts and community committed to transformation while riding the highs and lows of entrepreneurship. This mentoring program is very different from anything I've ever been a part of.



P A M

Change & Disruption Speaker



Trevor is a straight shooter that is sincerely concerned about his client's success. He's done for himself what he says he can do for others, which separates him from others offering similar services for solopreneurs in the marketplace.

A L F R E D

Technology & Motivational Speaker

About Trevor Turnbull

Trevor has been an Entrepreneur for over 12 years. In the past 8 years, he has educated thousands of Business Owners, Entrepreneurs and Professionals on how to get REAL results from LinkedIn. As the CEO of Linked Into Leads, Founder of the Expert Selling Machine mentoring program and instructor for the popular LinkedIn training programs LinkedInfluence (over 24,000 members) and 30 Day Sales Machine (over 1000 members), he has a solid history of providing results based training, mentoring & coaching. His “non-techie” teaching style and extensive background in traditional and online sales & marketing has provided him with the real world knowledge of how to apply LinkedIn strategies that are easy to implement and provide maximum return on time invested.

As a topic expert on LinkedIn best practices, Trevor has been hired by numerous Fortune 500 companies including General Motors, Raymond James and Bank of Montreal. He has also empowered amateur athletes in both the NCAA & Canadian Olympic Program to prepare for “life after sport” and has been quoted in many major publications including Forbes, Entrepreneur and others for all things LinkedIn Business!

To learn more about his story from a “hard-headed” ex-hockey player to an impact driven entrepreneur, visit <http://www.trevorturnbull.com/about/>.



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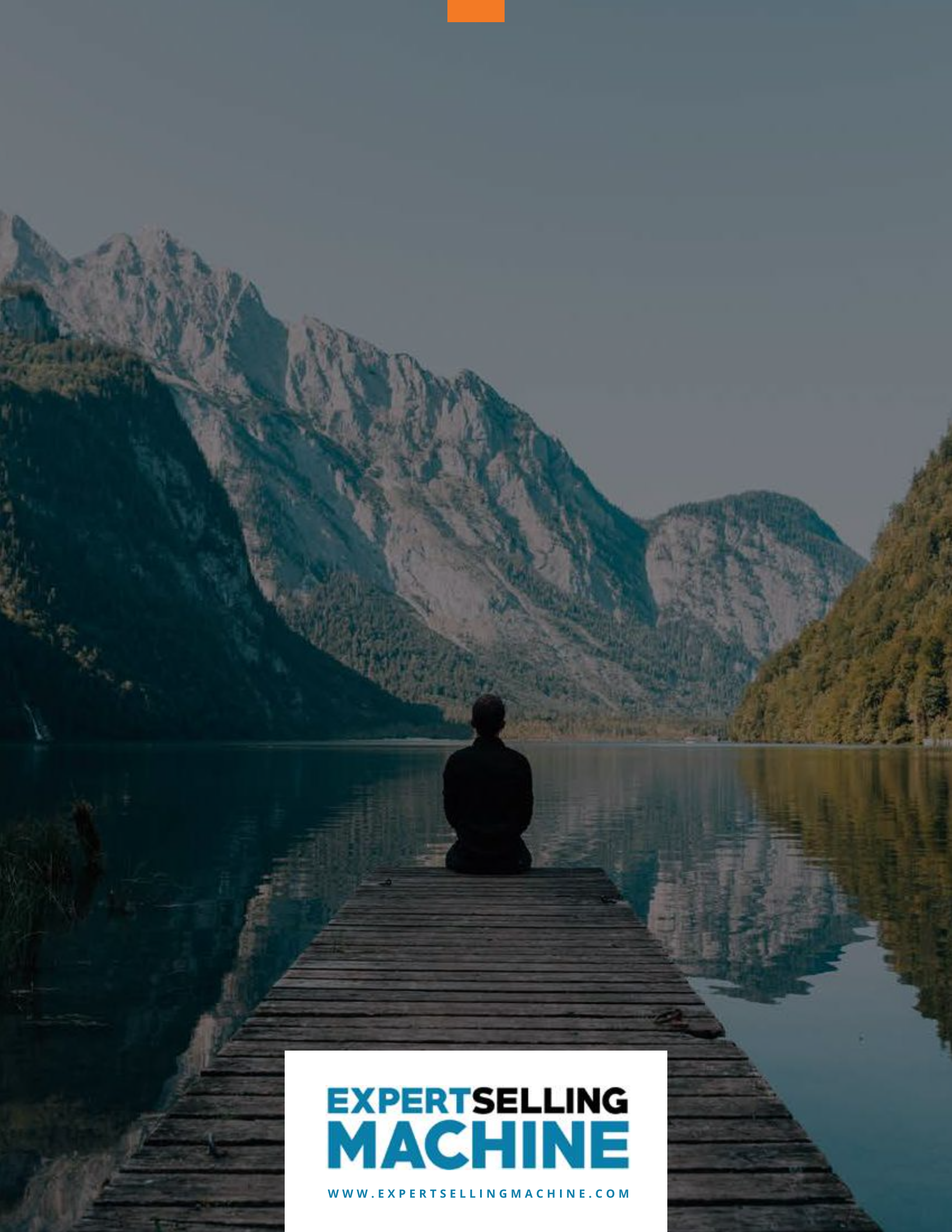
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