



Profit Jedis

ProfitJedis

Lead Generation Program for Consultants, Coaches, and SaaS Companies

The Most Powerful Marketing and Sales System
On The Market for Consultants and Coaches

ProfitJedis is a brand of Kelbree Consulting



kelbree consulting

The Concept

ProfitJedis is the most effective lead generation program for consultants and coaches on the market.

ProfitJedis is a marketing, sales, and lead generation program that is specifically designed for consultants and professional coaches.

Our marketing, sales, and business growth strategists execute a combination of engagement events, email programs, meeting bookings, and ad campaigns to generate leads and greatly increase your chances of turning exposure into opportunities. We also advise you on your overall sales and marketing strategies.

With high conversion rates and no long-term commitments our solution is one-of-a-kind.



Program Overview

Dedicated Marketing & Business Strategist

- Onboarding, Marketing Strategy Consultation Session
- Ongoing Marketing and Business Coaching

Ad Campaigns for Lead Gen

- Script and Message Creation
- LinkedIn Ads (Sponsored InMail Messaging and Posts)
- Google Ads
- Facebook and IG Ads (If Relevant)
- Campaign Reporting

Email Marketing Campaigns for Lead Gen

- Message Creation
- Complex Handling of Inbox
 - FAQs for our team to effectively respond to emails
- Convert conversation into meetings

Engagement Events

- Manage and produce 1 in-person or virtual event per month (up to 100 attendees for virtual events)
- Pre-event hooks: Assessments, Quizzes, Surveys, and/or Scorecards
- CTAs and Attendee event reminders
- Post-event follow-ups to debrief with you
- Sales meetings booked

Marketing Asset Review and Makeover

- LinkedIn Profile (Makeover)
- LinkedIn Company Page (Makeover)
- Website recommendations
- Content & Messaging (Review/Makeover/Development)

Additional Services

- Content Development for Blogs, Articles, Newsletters, Website**

On-Boarding: Marketing Session and Overall Strategy Creation



Customized Approach

This is not a templated approach. We know every single business and client is unique. We take the time to understand your focus and how you differ from your competitors.



On-Boarding: Deep Dive Session

You will have a 1- to 2-hour startup session with a ProfitJedis strategist to identify goals, make recommendations for the best possible program, and guide you through the entire system, step by step.



LinkedIn, Social Media, and Company Profile Makeover



Target Audience Matching

We will analyze and make over your LinkedIn and/or Facebook/IG profiles and accompanying company pages so that you are targeting the right audience and maximizing your chances of bringing on clients with our campaigns.



Lead Magnet Creation and Engagement Marketing Development



Scorecard | Assessment | Survey

We will offer the creation of engagement marketing lead magnets, such as assessments, quizzes, and/or surveys to draw in your prospects, uncover their pain points, and increase your conversion rates.



Virtual Event | 3-Part Process

Depending on your industry, we will help you with creating a free virtual workshop with our hallmark 3-part process for getting your registrants to convert to sales meetings. Different from webinars, these virtual events are specifically designed to convert participants into real leads and clients.



Lead Gen and Engagement Marketing: Event Creation & Promotion

Event Creation

We help you create one free in-person or virtual event per month. Examples include webinars, forums, roundtables, workshops, masterclasses, and summits.

Event CTA

We work with you to create a compelling Call to Action so that each event includes an invitation for your attendees to connect with you on what you offer.

Additional Lead Nurturing

We add attendees to your email list and continue nurturing them through our email campaigns.



Event Promotion

We promote each event utilizing LinkedIn, Google, Email, your current network, and other sources to get you the perfect attendees for your event.

Event Follow-Ups and Sales Meetings

We follow up on those who attended the event to get your sales meetings.

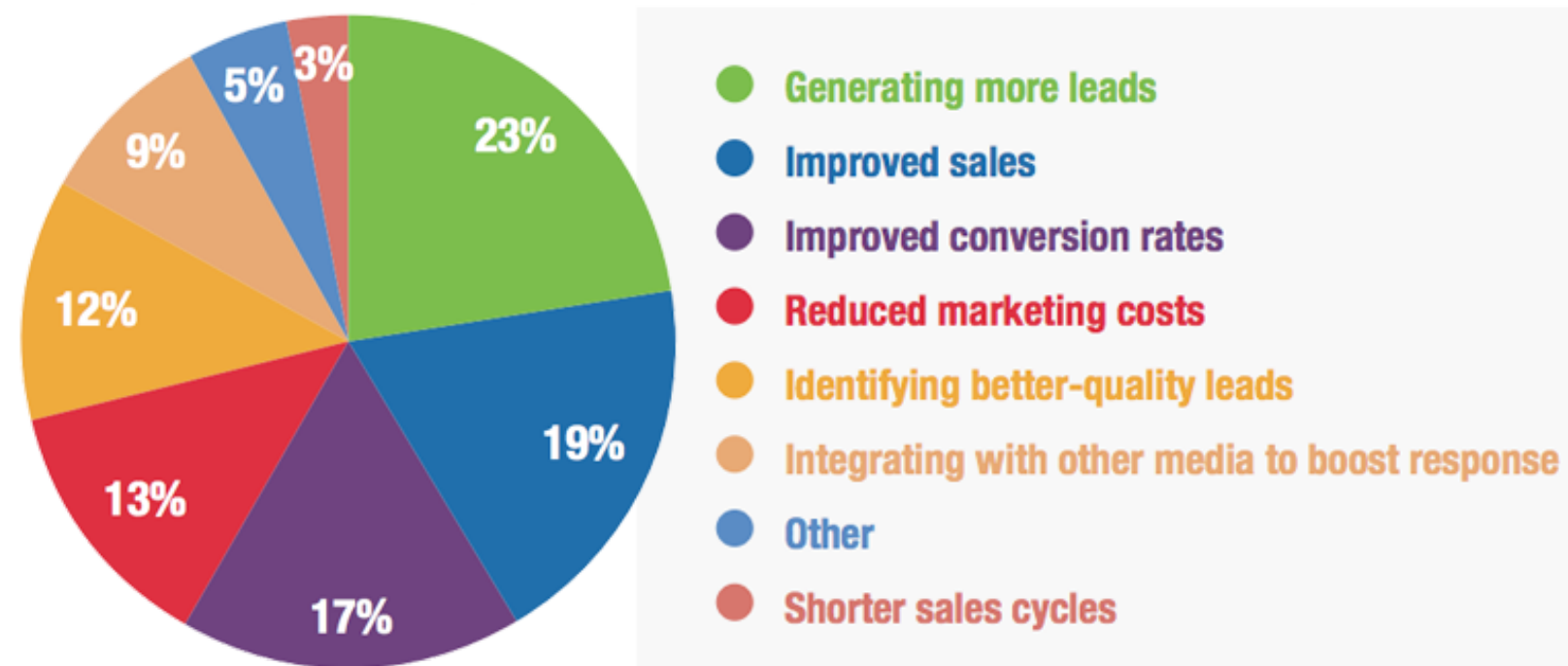
Gradual Campaign Expansion

We usually start with 2 initial campaigns and gradually include up to 8 campaigns to ensure that you have several different lead generation streams.



Email Marketing Campaigns and Contact Expansion Strategy

Marketer ratings of the top benefit of email marketing



LinkedIn Targets | Current List

To improve your chances of getting leads, we conduct regular (monthly or bi-weekly) email campaigns to B2B targets found on LinkedIn and your current subscribers. We develop an outreach strategy based on your product/service offerings and goals.



List Expansion & CTA Strategy

Your account manager will work with you to develop an overall list-building and call-to-action (CTA) strategy to attract clients.



Advertising Campaigns

LinkedIn Ads - Message and Content Creation

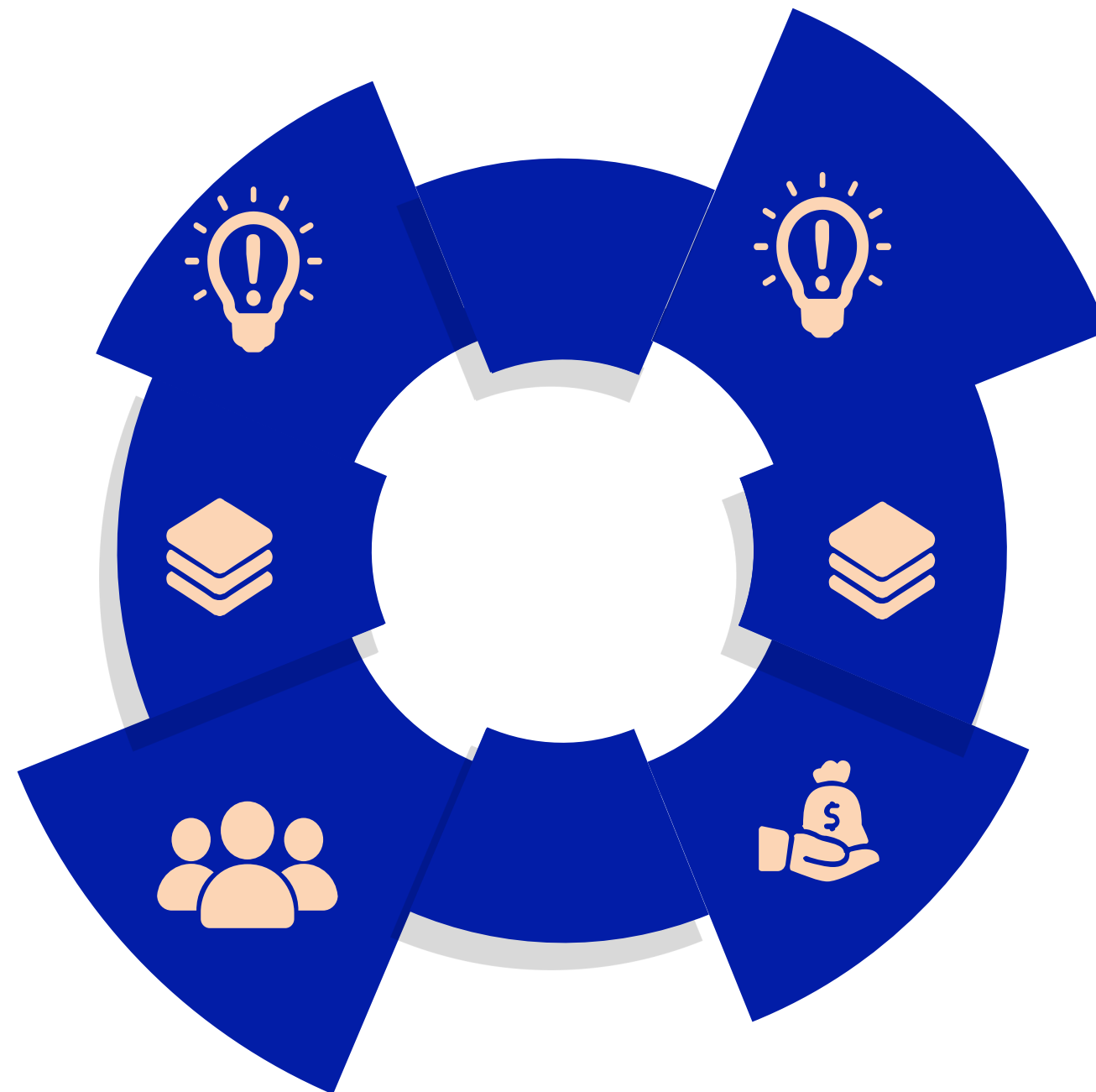
We create several paid messaging campaigns that are delivered to your prospects' LinkedIn Inboxes.

List Scrubbing

Before setting up the messaging, our strategists painstakingly go through the list so that every person on it meets your criteria.

Campaign Strategy and Updating

We regularly tweak and change the campaigns every two weeks to ensure that you get the best results.



Facebook and IG

We develop a full campaign strategy. We will add Facebook and Instagram if it makes sense to do so based on your target audience.

Google Ads

We will carefully create and execute a Google ad campaign to get you leads with contacts who are specifically interested in what you provide.

Gradual Campaign Expansion

We usually start with 2 initial campaigns and gradually include up to 8 campaigns to ensure that you have several different lead generation streams.



Connecting You and Your Team to Clients - Booking of Sales Meetings



Lead Follow Up | Meeting Bookings

If you'd like, for no additional cost through our agency dashboard, we will personally follow up with LinkedIn, Facebook, or Instagram responses to turn leads into booked meetings. We work with you to develop an ever-expanding solution FAQ. We then have our strategists leverage their 15+ years of sales and marketing experience to turn "maybe's" into "yes's" and get your sales meetings booked.

Our process not only **saves you valuable time**, it also **increases your lead to booked meeting conversion rate**. On your end, you'll just benefit from seeing booked sales meetings show up on your calendar!



Dedicated Account Management: Business and Marketing Coach

You will have a dedicated business advisor with at least 15 years of marketing and business strategy experience, who you can access at any time via email or a scheduled call. Your advisor will oversee the strategy of your lead generation program and make recommendations for how to best convert your leads into sales.



Behind The Scenes Marketing and Sales Specialist

Optional at no additional cost: You will have a behind-the-scenes marketing specialist who will be trained to respond to the LinkedIn campaign messages and schedule your sales meetings.



**FAQ List
Development**



**Communication
w/Prospects**



**Setting of
Sales
Meetings**



**Content
Development**



Content Development and Writing**

Benefits of **PROFESSIONAL CONTENT WRITING services:**

- Quality content generation becomes easy
- Helps internal teams to save time
- Best way to meet Google's requirements
- Professionals follow white-hat SEO practices
- Great way to cut regular costs



Blogs | Newsletter | Website | Articles

For an additional fee, we will provide content for your blog posts, newsletters, articles, and websites. Our content writers are professionals with over 15 years of professional writing and content development experience.

4 blog posts or articles per month

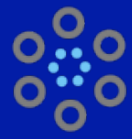
- Up to 500 words per article
- Up to 2 revisions per article
- Up to 3 Focus Words
- Topic Research
- References & Citations

1 marketing piece per month

- Workshop banner
- Event overview brochure
- ebook design

Please inquire about our pricing for this service.





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Thank You



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