



ProfitJedis

ProfitJedis

Lead Generation Program for Consultants and Business Owners

The Most Powerful Marketing and Sales System
On The Market for Small Business Owners

ProfitJedis is a brand of Kelbree Consulting





The Problem



Problem #1: Lack of Exposure



Problem #2: Too Much Competition



Problem #3: Social Media Noise



Problem #4: Inconsistent Sales

Program Objectives





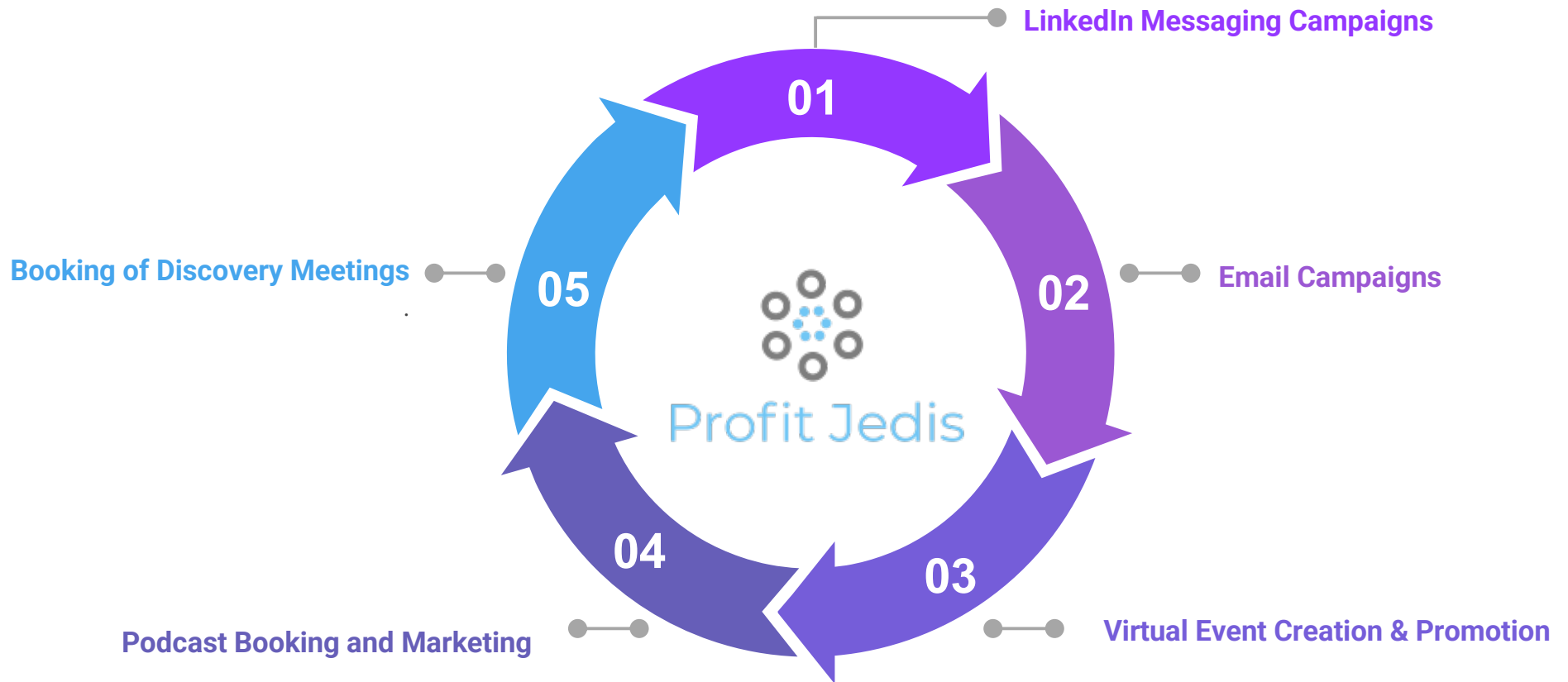
Profit Jedis



Program Overview

Multipronged Approach

We utilize various channels to uncover prospects.



Program Overview



Profit Jedis

Dedicated Marketing & Business Strategist

- Onboarding
- Bi-weekly 30-minute strategy consultations
- Ongoing marketing and business coaching

Lead Generation: Email and LinkedIn Messaging

- Message creation (LI, EM)
- Complex handling of Inbox
- FAQs for team to effectively respond to LI messages
- Convert LI messages into meetings

Marketing Asset Review and Branding

- LinkedIn profile makeover
- LinkedIn company page makeover
- Websites: Kajabi, GoDaddy, Wix, Lead Pages

Lead Generation: Podcast Booking and Marketing

- Interviews secured and marketed
- Only shows that backlink to your website
- Only shows with 30+ episodes
- Additional requirements listed below and within the contract

Lead Generation and Marketing: Events (Optional)

- Manage ideation and marketing for 1 virtual event per month
- Promote pre-event hooks: Quizzes, Surveys, and/or Scorecards
- Develop CTAs and attendee event reminders
- Execute post-event follow-up messaging

Additional Services

- Content development for blogs, articles, newsletters, and website



Profit Jedis



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.



Onboarding

You will have an onboarding 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.



Ongoing Check-Ins

You will have bi-weekly sessions with your account manager.

Lead Magnet Creation & Virtual Event Marketing

SCORECARD | SURVEY | QUIZ

We will offer the creation of engagement marketing lead magnets.

Examples include scorecards, surveys, and quizzes =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.

Podcast Booking and Marketing



Shows w/Target Audience

We only book shows within your areas of expertise and/or with your target audience type.



30+ Episodes

We only book shows with 30+ episodes that are producing good quality content/interviews.



Backlinks to Website and Marketing

We only book shows that backlink your website for valuable SEO benefits.



MOST have at Least 1 of the Following

- 1000+ estimated downloads per episode
- 10,000+ social media followers
- 50+ ratings/reviews
- Top 10 iTunes ranking

Event Creation and Promotion

Event Creation

We help you create one virtual event per month. Examples include webinars, forums, roundtables, workshops, and masterclasses.

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 messaging to non-connections, email campaigns, your current LinkedIn 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.

Hybrid Program Building

We help you use your events to create your own on-demand or hybrid courses for you to later sell to your clients as a bundle or use as part of a group coaching offer.

Email Marketing Campaigns & Contact Expansion



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, if relevant. We develop an outreach strategy based on your product/service offerings and goals.



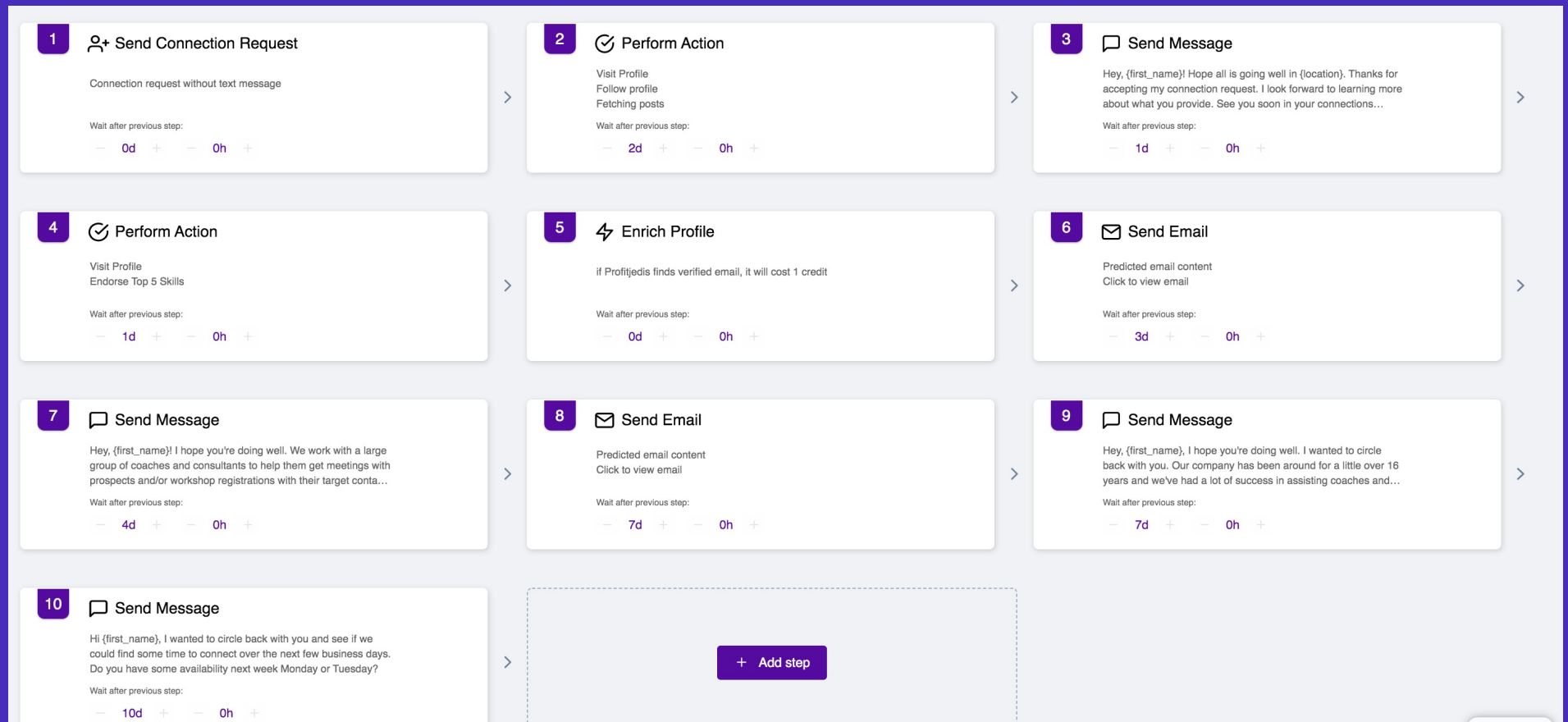
List Expansion Strategy

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



Proprietary Platform Screenshot

We use our proprietary platform to conduct messaging via LinkedIn. Our team then follows up on responses and books meetings!





» Lead Follow Up | Meetings Bookings

If you'd like, for no additional cost through our agency dashboard, we will personally follow up with LinkedIn 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!

Behind the Scenes Marketing and Sales Specialists

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**



**Communications
w/Prospects**



**Setting of Sales
Meetings**



CTA Creation



****Content
Development**

Dedicated Account Management

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.





Thank You