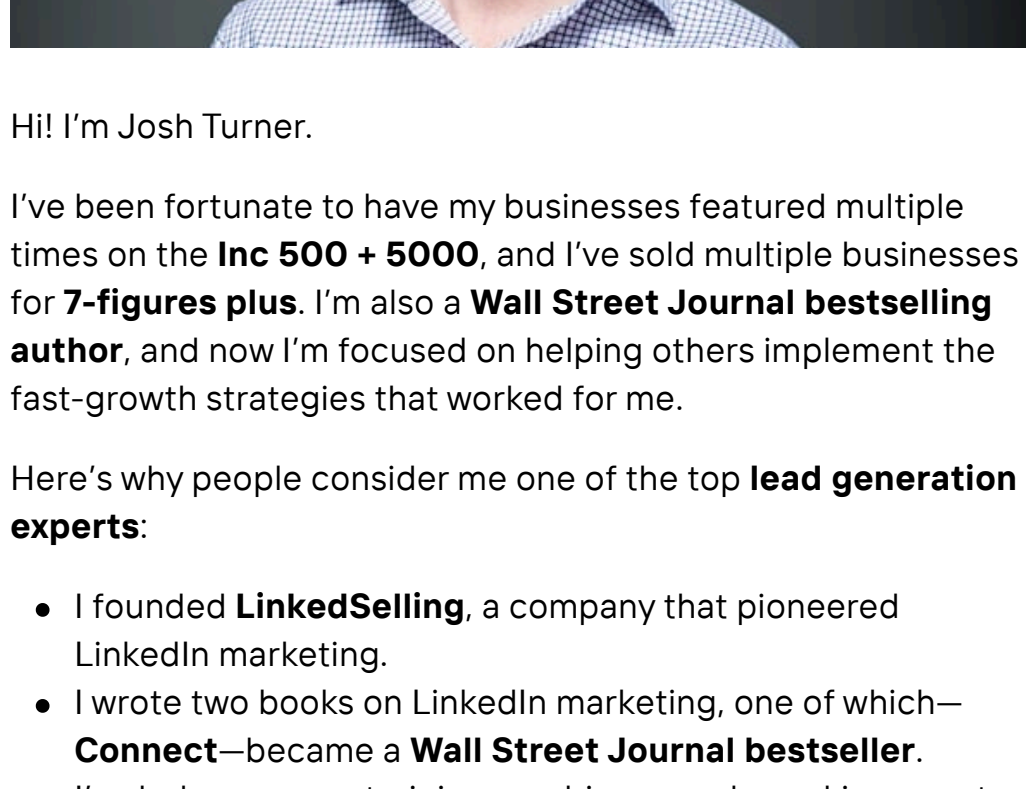


# The Influence Engine Lead Generation Blueprint

Prepared by Josh Turner

## About



Hi! I'm Josh Turner.

I've been fortunate to have my businesses featured multiple times on the **Inc 500 + 5000**, and I've sold multiple businesses for **7-figures plus**. I'm also a **Wall Street Journal bestselling author**, and now I'm focused on helping others implement the fast-growth strategies that worked for me.

Here's why people consider me one of the top **lead generation experts**:

- I founded **LinkedSelling**, a company that pioneered LinkedIn marketing.
- I wrote two books on LinkedIn marketing, one of which—**Connect**—became a **Wall Street Journal bestseller**.
- I've led numerous trainings, webinars, and speaking events, teaching over **500,000 marketers and business owners** how to generate more leads and grow their businesses.
- I run a LinkedIn group with nearly **2.5 million members** and have a **LinkedIn newsletter** with almost **200,000 subscribers**.
- On LinkedIn, I have **29,000+ connections** and many more followers.

You get the idea! :)

People turn to me when they're ready to ramp up their lead generation and grow their client base using proven, scalable strategies.

## Here's What the Data Shows



When it comes to getting more leads and clients, it's important to look at what's working for others and model your systems with these findings in mind.

With "The Influence Engine" we've built this system around EXACTLY what's really working today. And the latest trends and findings all point to this as the leading solution for getting more clients.

Getting leads is the biggest priority for most businesses.

Here's the data to prove it:

**According to HubSpot's "State of Marketing Report 2023", 61% of marketers state that generating traffic and leads is their biggest challenge**, similar to what was stated in the guide.

A DemandGen report found that **companies that nurture leads generate 50% more sales-ready leads** and do so at **33% lower cost**, confirming the claim about nurturing effectiveness.

According to Forrester Research, **companies that implement well-developed lead generation strategies experience 2x more revenue** compared to those that do not have robust systems in place.

And yet, you can't just "get leads."

In today's environment, demonstrating your expertise is imperative to converting the highest percentage of prospects into bonafide sales meetings.

A LinkedIn and Edelman report on B2B thought leadership shows that **82% of decision-makers say thought leadership builds trust**, and **47% link it directly to purchasing decisions**.

**55% of buyers** reported that thought leadership had **significantly improved** their perception of the organization's competence and experience (Edelman Trust Barometer, 2022).

Research from the Content Marketing Institute reveals that **65% of B2B buyers indicate that thought leadership content has helped them understand which companies can deliver the best solution** to their problems.

But look... if you're going to just run one-off campaigns, it won't be as effective.

Consistency is a huge key to gobbling up the biggest share of your market that you can.

The Content Marketing Institute's 2023 report notes that **60% of B2B marketers say consistent content marketing improves buyer engagement**.

A study by Lucidpress indicates that **consistent branding increases revenue by up to 23%**, showing that regularity in messaging fosters familiarity and trust.

Research from Demand Metric found that companies with consistent marketing programs are **12.5x more profitable** in the long term, supporting claims about **short- and long-term growth**.

Along with consistency, it's important that you present a variety of thought leadership pieces to your prospects, over time.

Research from the DemandGen Report shows that **46% of B2B buyers consume three to five pieces of content** before engaging with a salesperson, validating the importance of varied content.

A study by the Content Marketing Institute found that **91% of B2B buyers prefer different content formats** depending on the stage of their buyer journey.

Research by HubSpot suggests that **companies using diverse content types, such as blogs, videos, and webinars, see up to 4x higher engagement rates**.

But most people don't have the resources to actually do all of this!

According to SEMrush, **63% of companies report that their biggest content marketing challenge is the resources required** to consistently produce high-quality content.

A survey by Gartner found that **55% of marketers list limited budgets as a top barrier** to scaling their content marketing efforts.

A MarketingProfs study reveals that **59% of marketers find keeping up with new marketing trends and technologies exhausting**, confirming that energy is a challenge for consistent content creation.

But now we are truly at a turning point, where small businesses can level the playing field using technology. **Allowing YOU to have the most robust marketing strategy on a shoestring budget.**

A Salesforce report states that **AI-powered lead generation can increase conversion rates by 20%**, showing how technology significantly enhances efficiency.

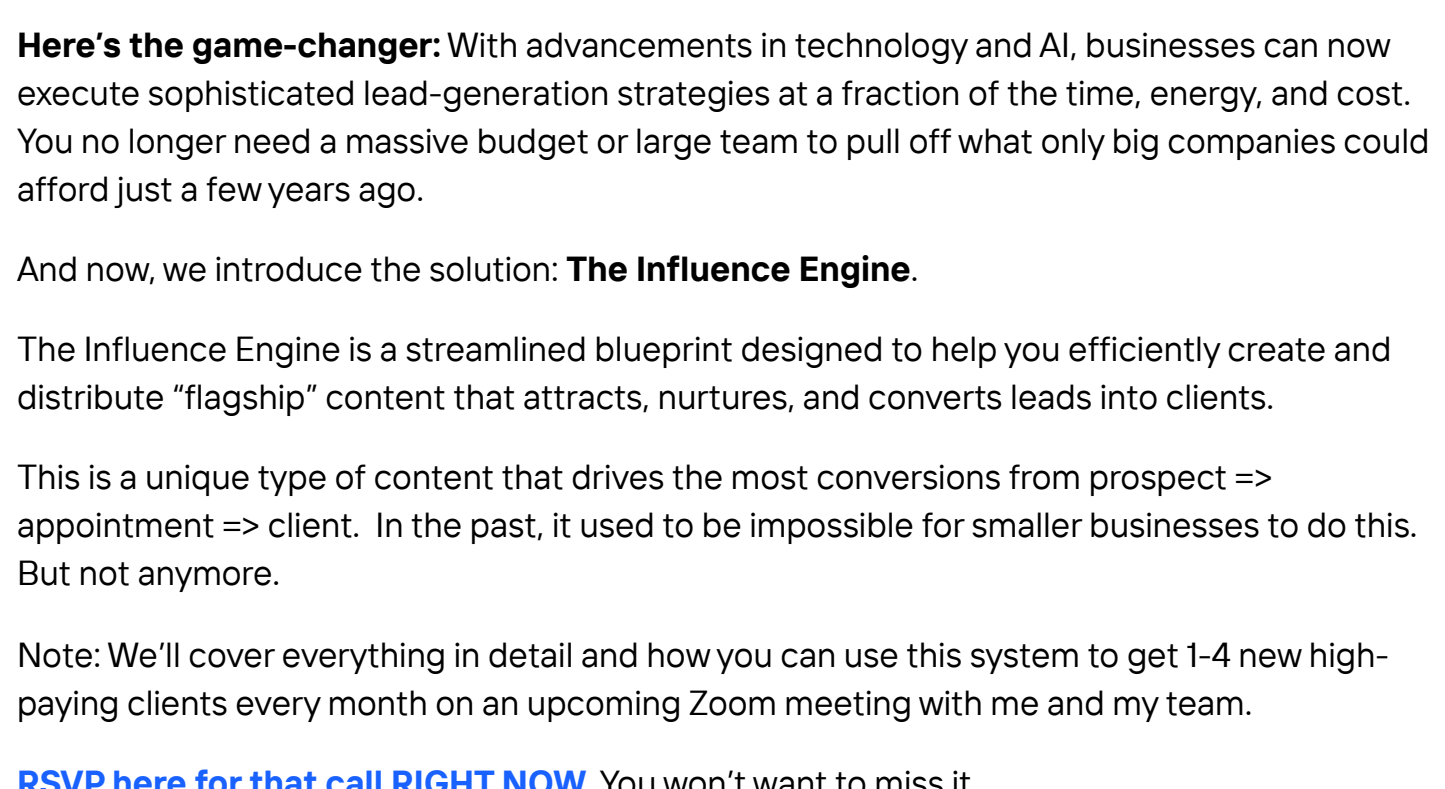
McKinsey reports that businesses using AI-driven marketing tools experience a **30% reduction in costs** associated with lead generation and nurturing.

According to HubSpot, **companies that automate lead nurturing see a 10% or greater increase in revenue within six to nine months** of implementation.

I know that's a lot of stats. But it was important to set the stage. Now you know what works. And "The Influence Engine" is designed to deliver on every one of the **above points**.

Solving the biggest marketing problems that have faced you in the past, and making them irrelevant.

So that you finally have a powerhouse marketing campaign, delivering consistent leads and clients, without having to spend much at all.



## Welcome

In today's competitive business landscape, having a system to attract, nurture, and convert leads into clients is non-negotiable.

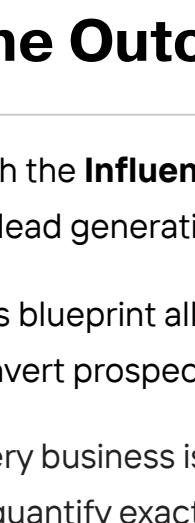
Many companies struggle to build a consistent pipeline, which impacts their ability to scale.

Without a clear, repeatable process, businesses risk losing momentum and missing out on valuable sales opportunities.

→ **61% of marketers say generating traffic and leads is their biggest challenge, yet companies that nurture leads generate 50% more sales-ready leads at 33% lower cost.**

**The data is clear:** A well-executed, comprehensive lead generation system is essential to consistent growth.

## The Most Important Elements of Lead Generation



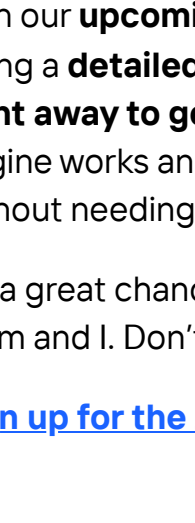
### Thought Leadership

In B2B marketing, credibility and expertise are everything. Thought leadership isn't just a buzzword—it's an indispensable strategy for building trust and authority. When you're seen as a thought leader, your brand becomes the go-to solution for industry challenges.

- **Builds Authority:** Establishes your brand as an expert.
- **Differentiates Your Brand:** Distinguishes you from competitors.

**Creates Connection:** Engages prospects by providing solutions to their most pressing problems

→ 82% of decision-makers say thought leadership builds trust, with 47% linking it to direct purchasing decisions.



### Consistency

Consistency is the cornerstone of successful B2B marketing. Regular, reliable messaging builds trust and keeps your audience engaged.

- **Builds Trust & Familiarity:** Consistency creates long-term brand recall.
- **Increases Engagement:** Frequent touchpoints lead to higher engagement.
- **Supports Both Short and Long-Term Growth:** Continuous outreach ensures your brand stays top of mind for both immediate needs and future opportunities.

→ 60% of B2B marketers say consistent content marketing improves buyer engagement.



### Variety

Audiences have diverse preferences, and your content must reflect that. Offering a variety of formats keeps prospects engaged and helps you meet them where they are.

- **Keeps Audiences Engaged:** New, fresh content prevents stagnation.
- **Addresses Different Learning Preferences:** Some prospects prefer videos, others prefer blogs or reports.
- **Provides New Reasons to Reach Out:** Regular updates give you ongoing opportunities to connect with prospects.

→ 46% of B2B buyers consume content from multiple sources before making a decision.



## Why Haven't Most Companies Been Able to Pull This Off?

Although it's clear that a strong, consistent content marketing plan is essential for generating leads and clients, most businesses struggle to implement it.

The challenge often comes down to three things:

- **Time:** Crafting high-quality content consistently is labor-intensive.
- **Energy:** Keeping up with the latest trends, platforms, and strategies drains internal resources.
- **Budget:** Hiring experts to handle all facets of a robust marketing plan can be costly.

→ 63% of companies say their top marketing challenge is the resources required to produce consistent, high-quality content.

## Enter the "Influence Engine"



**Here's the game-changer:** With advancements in technology and AI, businesses can now execute sophisticated lead-generation strategies at a fraction of the time, energy, and cost. You no longer need a massive budget or large team to pull off what only big companies could afford just a few years ago.

And now, we introduce the solution: **The Influence Engine**.

The Influence Engine is a streamlined blueprint designed to help you efficiently create and distribute "flagship" content that attracts, nurtures, and converts leads into clients.

This is a unique type of content that drives the most conversions from prospect => appointment => client. In the past, it used to be impossible for smaller businesses to do this. But not anymore.

Note: We'll cover everything in detail and how you can use this system to get 1-4 new high-potential clients every month on an upcoming Zoom meeting with me and my team.

[RSVP here for that call RIGHT NOW.](#) You won't want to miss it.

## How Does it Work? The Influence Engine Blueprint

Think of the Influence Engine as a step-by-step system that takes the burden out of lead generation and turns your expertise into an automated client-attraction machine.

Below is a visual breakdown of how each module feeds into the next, leading to one ultimate output: More Leads and Clients.



**Seem Like a Lot of Work?** It used to be. But not anymore!

Technology has advanced to the point where you can achieve all of this without much effort or budget. We'll show you exactly how in our upcoming meeting with my team and I on Zoom.

Now, businesses of any size can leverage powerful marketing strategies that were once only accessible to large corporations. Ready to learn how you can do the same?

[RSVP here: Join us for a deep dive into the tools and systems that make this process seamless and effective!](#)

## The Outcome: More Leads and Clients

With the **Influence Engine** in place, your business will have a repeatable, scalable system for lead generation.

This blueprint allows you to continuously engage your audience, nurture relationships, and convert prospects into paying clients—all while maximizing efficiency and minimizing costs.

Every business is different. But join us [on the upcoming meeting](#), and we'll show you how to quantify exactly how many clients you can expect to get. Most clients are aiming for 1-4 new clients a month!

## Why This Is Important?

The landscape of lead generation is shifting, and businesses that fail to adapt risk falling behind.

The Influence Engine offers a streamlined approach, allowing companies of all sizes to compete with larger enterprises without needing a massive budget or team.

## Next Steps?

Ready to start getting more clients for your business?

Join our **upcoming Zoom meeting** with me and my team for a group session where I'll be doing a **detailed but quick overview of the Influence Engine Method and how to use it right away to get 1-4 new clients each month**. I'll be breaking down how the Influence Engine works and give you practical tips on how to start generating consistent leads without needing a big budget or team.

It's a great chance to get quick insights, ask questions, and get advice directly from my team and I. Don't miss it!

[Sign up for the Zoom call here!](#)

**Quick Overview of the "Influence Engine" Method for Getting 1-4 New Clients Each Month**

Zoom Meeting With Josh Turner

Click or Tap This Graphic To RSVP