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THE COURSE

INTRODUCTION

HOW TO GET THE MOST OUT OF YOUR LG90
EXPERIENCE



THE LG90 - OUTLINE

Attract Week 1-Week 2

- Module 1 - Attract - 01- Course Introduction - W1
- Module 2 - Attract - 02- Laying the Foundation - W1
- Module 3- Attract - 03- LinkedIn Profile Remodeling (LPR) - W2

Convert Week 3

- Module 4 - Convert - 04-Creating the Message - W3

Scale Week 4 12 Weeks with CA

- Module 5 - Scale - 05-Working With a CA - Campaign Assistant - W4
- Test & Improve sessions

★ ★ ★ ★ ★ YOUR ONBOARDING ACTION CHECKLIST

1. GETTING STARTED









- Join the Loading Growth TRIBE Community on Circle.so
- Make a post to introduce yourself and ask any questions you have
- Your Commitment needs to be signed and posted on TRIBE.

2. GOOGLE ACCESS

- Have you received access to your company folder
- Find the Google Doc *"NAME Message Template"*
- Find Google sheet *"NAME LG Tracker 2021"*
- Find the Google Doc *"NAME Login Details 2021"*
- Replace "NAME" with your Name
- Find the Google sheet *"Companies and Roles to Target"* (Sheet has 2 tabs in the sheet)
- You won't be able to upload into the folder, just change

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DOCUMENTS

Name	↓
	NAME Message Template.gdoc 
	NAME Login Details 2021.gdoc 
	LG90 Tracker 2021.gsheet 
	Companies and Roles to Target v1.gsheet 



YOUR ONBOARDING ACTION CHECKLIST

3. MEETINGS

- Have you bookmarked time to attend the sessions?
- Have you bookmarked time to do the homework ?
- PJ is your accountability partner

4. CELEBRATE YOUR WINS

- Please keep us up to date with all the meetings, you gain from the leads we generate
- Post your progress in the community and if needed, ask for help to guide you

OUR TRIBE COMMUNITY

The screenshot displays a Slack workspace for 'LOADING GROWTH'. The main channel is 'Lead Generator (LG 90)', which contains 10 spaces and 3 members. The left sidebar lists several channels, including '01-Course Introduction', '02-Laying the Foundation...', '03-Linkedin Profile Remo...', '04-Creating the Message...', '05-Working With a CA - ...', 'Share your wins', 'Say Hello', 'Weekly Q&A - SAS Sessi...', '# DATACHEF', and '# RedCrew'. Below these are 'Baseline Accelerator (...)', 'Links', 'How to Contact Ian', and 'Ian's Facebook'. The main content area shows a grid of space cards for 'RedCrew' (1 member), 'DATACHEF' (1 member), '05-Working With a CA - Campaign Assistant - W4' (3 members), '04-Creating the Message - W3' (3 members), 'Weekly Q&A - SAS Sessions' (3 members), and 'Say Hello' (3 members). Each card includes a 'Leave space' button.

THE LEAD GENERATION 9 MODEL

CONVERT

(Messaging, A/B Testing, qualification scripts)



MARKETING (MESSAGE)

SALES (PROCESS)

Deliver

(Results/KPI's so you can drive the company Bus)

ACTIVE

QUALIFY

PASSIVE

CONVERT

PEOPLE

PLATFORM

ATTRACT

(Who is your Target Market?
PFC = IT Service line /Products ?
What's your service offering)



SCALE

(How do we make it a
Repeatable Process,
Systemized Approach, the
Bus driver)



SYSTEMS (REPEATABLE)

★ ★ ★ ★ ★

THE TEN COMMITMENTS

TOP 10 BEHAVIOURS OF A SUCCESSFUL PEOPLE

“The standards you set are the standards for what you get”

1 They're always on time. You're commitment is to your business - be where you said you'd be **WHEN** you said you'd be there = Integrity

2 They value Coach Calls & SAS (Solve-Action-Sessions) – Be in a quiet place and ready to engage (not in cabs /planes/ trains as a time filler)

3 They take notes.

4 They appreciate a good coffee/water, but don't eat snacks on coaching calls.

5 They aren't distracted by other devices when on coaching calls (headphones > speakers)

6 They come with questions prepared and **ALL** of your numbers tracked and measured.

7 They know this isn't a secret society (show us your face on Zoom)

8 They post all questions on Circle (our community platform) they're engagement improves the experience of the whole community. Don't just lurk post all your questions no matter how silly you think they are

9 They set aside daily “LG90 time” (if it's important it goes in the calendar!)

10 They share their wins & #DTFW

Sign Here



