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Perhaps Matt Clark's RAINMAKER Lead Generating System Is A Bit "Too Effective" for the Suits at Linked Headquarters?

Episode #380

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Today, discover the LinkedIn method for acquiring new clients. So effective suits and upper management have taken notice and may soon shut it down, you know, when we post stuff out. And when, when I post our comments in that, and I show people exactly what I do and how I do it, and then how we take them from being a comments or a lack or a share to actually getting on a call with us.

And it's amazing when you see that journey happen. And when you see that light bulb switch, when that flips switches and the person gets it five Gates open.

No LinkedIn is filled with tens of thousands of highly qualified prospects for your business. But does your inability to convert them into paying clients frustrate you? Does the fact that while your business delivers amazing results for your clients, you've got a Bulletproof LinkedIn profile. You're posting value, packed articles, multiple times per week, sharing and commenting consistently, but failing to generate new business.

What does that make you feel like giving up? When you look at the huge amount of time you spend on LinkedIn, updating your profile, writing posts, engaging with and sharing the posts of others. Have you calculated how much money that's cost you. If there was a new method for getting high value clients from LinkedIn that let you use and benefit from it before you paid for it, would you want to take a closer look?

Everybody knows that why LinkedIn is where you'll find more of your perfect prospects congregating than any other social platform online. On the other hand, everybody knows



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that while there's no shortage of so-called LinkedIn marketing experts, figuring out how to generate new business from the platform consistently.

Is nothing short of impossible for most entrepreneurs on today's show, I'm interviewing a gentleman who for all intents and purposes has figured out how to transform this time, sucking frustration of a platform and what could be the most effective client acquisition method. If you've ever used. His methodology has been so effective.

In fact, that in out to keep the playing field level for all their users, the suits at LinkedIn headquarters have taken notice and may soon put the brakes on him and the students. Hi, I'm Ken new house. And I want to welcome you to episode number of the get clients. Now podcast. My guest today is Matt Clark, CEO of the virtual edge.

Clark has also co-creator along with an unnamed partner and former high ranking government cyber sleuth of the Rainmaker system, a system, as I mentioned, that's helping Clark and his students generate tens of millions of dollars in business from LinkedIn. Yes, you heard me right? Tens of millions of dollars in new business generated from LinkedIn.

So if you and your business are on the LinkedIn platform, and you'd absolutely love to be able to sit back and reap the financial benefits from the treasure trove of new clients coming into your business from LinkedIn. This podcast episode is for you. If Clark's methodology is really as good as everybody says, it is, imagine what that could mean for your business.

Imagine the financial benefit you'd enjoy. If you got four or five additional new clients per month, and you could do it consistently. What would that be worth to your business? And lastly, the most amazing thing about Clark and his system is that you can start using and benefiting from it before you commit to paying for it.

Listen, this is going to be the most exciting podcast you've ever heard on the typically boring subject of using LinkedIn to generate new clients for your business and make no mistake about it. You are in for the surprise of your career today. And if you're ready, let's go ahead and welcome my guest, Matt Clark, onto the show.

So, man, it's good to have you on the show today. How are you doing Greg? Ken, Greg to be here, man. Very, very cool. That what you've done there in the background, they just introducing me. You're all the way in South Africa for the person listening, who may not be familiar with you. I know you've got a huge, massive footprint in South Africa.

You've got actually a really rapidly growing footprint, really satisfied clients in the United States. But let's assume for a second. I want you to take two or three minutes. Give us your backstory. She'll tell us a little bit about yourself, your company kind of set the stage for today's call. So we have a good place to start from.

Yeah. Perfect. A hundred percent. Yeah for me. And I'll kind of go a little bit back in terms of my business journey is that, you know, I came from my background is not in online marketing. My background is not in digital marketing or anything like that. I had to learn all of these skills. You know, in fact, I come from a background of doing door to door sales when I finished school.



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I mean, I worked as a whiter first and then I went over to the UK and started knocking some doors, selling gas and electric there. And man, I'll tell you something. That is literally the best growing app, fast kicking the best skills.

And then when I came back to South Africa, I started telephone system. And then I actually started the company with two business partners and we really grew that company pretty fast and had like staff members. We're doing, you know, about a hundred million Rand in revenue, which is about \$ million in revenue, zero marketing, zero advertising, just going out and knocking doors, uh, day in and day out.

So I can still direct you. If you ever come to South Africa, I can still direct you out of my head around pretty much any town outlying the major towns. Cause that was our strategy. We had a little bit of a different strategy. And so it kind of just got to a stage in the business where as like we're making a lot of money.

But I didn't have really a life because you know, it was either work like crazy and then party like crazy. And I just started feeling like, you know, it was eating into my soul. Like I wanted something different, you know, I wanted to have that time location, freedom work from anywhere, travel the world because traveling is one of my highest values.

But I was traveling to places, but you know, pretty crappy places staying in crappy hotels and just working all the time in the industrial areas. I don't exactly classify that as traveling. And so I went searching and at one stage we had a lot of these, uh, success resources actually brought us a lot of American speakers to South Africa to come and talk about growing businesses and.

I started noticing some things, you know, I sold my business at that time and, um, you know, I was fortunate enough there to make quite a good bit of cash from it. So I, I wouldn't, it wasn't like stressful work or anything like that. And I started noticing a lot of these speakers and what they were doing.

And I realized like this is something that I want to do not necessarily to get on stage and speak, although that has happened actually as a by-product of that. But more taking a look at what they're doing in terms of traveling the world, earning lots of money or so they all said, but they've got systems in place that can keep that ticking without everything relying on them.

And that's when I noticed a lot of them were using the civil program called infusion soft, and I started diving deep into infusion soft, and I realized, I looked at this and I was like, there's a piece of software. That I can use that had, that could do things that I used to have tons of salespeople doing.

Like it's amazing. And you know, they don't get sick. They don't not show up for work or use their phones or get pregnant or give you any crappy excuses. You know, it just shows up all the time. And so I actually ended up becoming an infusion soft partner and helping businesses automate. And as we started down this pathway, what I started seeing was that, okay, it's very cool that you can go and automate your business, but now you need leads to put into this thing.



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You need to feed the beast, right? And like, I'm not technical. I mean, your handwriting is about times neater than mine. Maybe even a hundred times neater than mine. I couldn't figure out Facebook. I couldn't figure out Google, YouTube, any of that stuff. And a friend of mine told me to go and check out LinkedIn.

And, you know, I started diving into it and I made a couple of changes and it really made sense for me, because for me, the number one thing is that, like, I don't know how to build funnels or websites. Like now I've got people that do that for me, but I don't know how to do that myself and all I wanted to do.

Was being able to get in front of my ideal clients, get on a call with them, because I know is that if I'm in front of somebody and they're a good fit and I can genuinely help them, chances are they're going to become a client. Right. And that's what I was often I wasn't getting with, you know, Facebook and, and, uh, and Google.

And then, you know, everyone says, you've got to build funnels and then you go into click funnels and like, it works for people. It didn't work for me. And when I started on this LinkedIn journey, I realized like I could go out and actually virtually knock doors for, I started with doors a day, started getting some meetings and then those meetings became clients and said, well, you know, if we were facing that problem, we're pretty sure that other people were facing that problem too.

And so we started helping people. And we realized that it's actually not just about getting on LinkedIn, but there's certain steps that you need to take in a step-by-step format in order to get predictable and repeatable results. And, you know, two and a half years ago, we actually stopped doing any of the Infusionsoft work.

And it was a big like mindset shift for me because we were making good money there as well, went all in with LinkedIn and teaching people how to build and grow predictable and repeatable high ticket client acquisition systems. You know, without websites, without funnels, you know, without even paying for ads.

And even if they were afraid of tech and you know, in the last two and a half years, we've helped over , entrepreneurs in countries now, so you get results, man. It's just been a beautiful thing. Seeing people's lives change because of it. That's what gets me going. Matt. Let me ask you this question.

As I mentioned before, you've got a huge footprint in South Africa, different countries. Your market in the United States is growing rapidly, but what's something about you that, as an example, people in the places where you're more widely known would know about you, that people in the United States or Canada may not know about you, but you'd like them to know.

Yeah, I would say that. And I've kind of covered a little bit of that as well as that, you know, I'm not a typical, you know, online marketer, online guru, who's made all their money from teaching other people how to make money online. You know, my experience comes from being in the trenches from knocking doors, from selling telephone systems, copiers and CCTV.



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And whenever I think about. How to help businesses grow. I mean, we've had experience in a lot of businesses, you know, selling to those businesses as well as now helping them grow. But I'd like to take a really straight up no BS approach. It's about what works, right. And whenever we take a look at funnels and when we take a look at your activity that you're getting done on a day-to-day basis, we don't care about vanity metrics.

We care about what actually gets results. So I think the one thing that I'd like people to know is that our number one driving factor is results. That's it? That's all I care about. And I know that's all that the people who come in with us care about everything else is a bonus on top of that. Yeah. Money in the bank.

That's what really counts ultimately, because we're all in a business. Like I like to tell my coaching members and my private clients, we're in business to make a profit on purpose. So you've got this awesome system for LinkedIn. It's called the Rainmaker system. Before we dive into that, which we'll get to in just a few minutes.

What was the spark that led you to actually want to create that system? What was it that said, Hey, you know what, I've kind of figured this out. Actually, this works so well. I feel an obligation to bring this to the Mark. I was out looking for something and it's so interesting how it's progressed. Like back then, my number one goal was I want to create this lifestyle business that ran without me, that, you know, generates money while I sleep and all the rest that I didn't really have to work too hard for.

And. It's so interesting how it's changed. And while that is stall, I mean, it's become more and more of a reality every single day. And while I've gotten so much close to that, it's completely changed for us. And, you know, I think one of the big things that I remember working with this one client who actually, you know, they decided to take a chance on me and go with this guy who didn't have any digital marketing experience, but they could see that actually kit and that I was going to give it my all.

And they landed up sticking with me for quite a while. And, you know, in the beginning we kind of got results and sometimes did sometimes didn't, but I was always there with them. And I remember when I cracked this nut for myself and then we then implemented that in their business and all of a sudden everything just blew up.

I was like, that's it? This is, this is the thing. And I know exactly who to help and how to help them do it. And what kind of people need. And that was the thing that kind of sparked us. And now the mission has evolved from, you know, just building that lifestyle business to, you know, my business partner.

And I have actually, we want to create a platform for people to achieve their dreams. That includes staff. That includes clients. That includes anybody that comes in. This is a platform that they can do it. You mentioned earlier, you know, you talked about Google and Facebook and funnels and websites and things like that for the person listening.

They're thinking in their mind, why not Facebook? Why not these other social platforms? Why did you choose LinkedIn? Yeah. So for me coming back to the thing of, of, of not being technical, but I'm also not somebody who likes to go and put my entire



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life out on, on Facebook. And, you know, I've been learning some strategies and, you know, learning from some of the guys who are doing really well and doing more organic stuff as well.

And I'm just like, Even now, like it's still not easy for me to go and do that, even though I know generates me clients, I know that it picks up and it helps people still not easy for me to do that, but what is easy for me? And it's just, it's like a straight line fosters point from a to B as a straight line.

I know is that if I can get, if I can position myself correctly and I can reach out and talk directly to the right people and just get that in front of the right people. Number one, people are going to reach out to me, but number two, people are going to be a lot more receptive when I reach out to them as well.

But also LinkedIn is not. I look at it very differently. Like Facebook is a social platform. When you go on there, like on my Facebook, you're going to see pictures of my wedding, of travel of me, with friends and having a good time. Whereas on LinkedIn it's business, it's a professional network and that was the key distinction for me.

So. Number one, it's a professional network. And as it stands today, I think there's over million, right. million professionals on the network. People's mindsets of their to do business. Have you ever had somebody reach out to you on Facebook, send you a friend request and then try to sell you stuff?

Yeah, they do that on LinkedIn as well. All the time. A hundred percent. Differences on LinkedIn. That's a professional network it's designed for business. It's designed for networking Facebook. You kind of feel like it's not that great LinkedIn, you'll entertain it a little bit more, but when you get it right, and I see this all the time, cause you brought up a really good point there as well.

We see this all the time and we're seeing obviously more and more on LinkedIn as more people are getting on and seeing it as a platform that can do that, which creates a huge opportunity. Most people are just doing the drama, right. They are trying to spam people that taking a shotgun approach, they don't really care about the person that they're doing, you know, for them, if they reach out to, you know, a thousand people in a month, then if one person says, yes, they'll call that a success for us.

I want to make sure that you you're laser targeted. You're focused. You're dealing with the right people solving the right problems, which means you can have less conversations, close more clients, or enroll more clients into your business and actually work less with less stress. You know, because for me, it's not just about building wealth and building a big business, but also that creating that lifestyle as well.

And you know, one of my clients experienced that too. All right. So I've got a question and this question kind of came up in talking with a couple of my private clients. When I told them I was going to be interviewing you. The question is if this guy's system is so effective for getting him clients on LinkedIn and helping his clients get new clients, maybe customers, even patients on LinkedIn.



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Yeah. Why does he want to be on your podcast? Can't get exposure to all these other people. He's got this automated system and it's working so well for him. Why would he even need to be on a podcast? I think that's a fair question. What do you have to say about that? Yeah. And I think it comes down to one word.

Um, and exactly you said it already is exposure. Not for me. I'm a believer in, so I like the wealthy people have got multiple streams of income. Right. We put multiple streams of income for me. I build multiple streams of leads and that brings me multiple streams of income. So here's the thing, right? We've got a rainmaking system process that we run on LinkedIn, which is all organic.

Okay. So it's direct outreach. We've got some automation running, there's some, some direct outreach and I've got my sales team that goes and does that. And they qualify people and they get them on calls to me. So we've built a whole system in the backend, not just getting leads. But how do you predictably convert them into paying customers?

Right. But we also run LinkedIn paid ads. Okay. Which is doing amazing. Since Saturday we've generated leads since Saturday through LinkedIn paid ads. We also running Facebook ads. We finally started to get onto the Facebook thing and starting to run some Facebook ads and podcasts are a big part of our strategy as well.

That's about having multiple streams of leads and getting laser targeted with who you connect with. So for the person who's on LinkedIn, let's say they're super qualified professional business owner, entrepreneur, whatever they are, they're doing everything right. But they're struggling. What's the biggest challenge you see for those individuals to actually be able to utilize LinkedIn, to attract new clients into their business.

Yeah. So the biggest thing that we see where people get rate stack is there's a couple of things. Generally, what we find is that people are really good at what they do, but they're trying to solve all the problems at the same time. Right? Instead of using the power of one and focusing on solving one big problem for one ideal client, because here's the reality, right?

You can build a hundred thousand dollar a month business with a handful of clients, handful of clients, if you play it right. If you've got that right offer. But if you're going on LinkedIn and you're coming to expect to run it like a funnel like Facebook, where you want to run Facebook ads, get them into click funnels, take them through a process and having split our clients at the other end.

Forget it. It is a professional network. You want to get laser focused on one ideal client and learn, understand them deeply, right? Do your market research, know what their pains don't just think of them as a client, but go deep into their pains and frustrations, fears, the things, keeping them up at night, their goals and desires and dreams and aspirations.

Once you've got that, you can use that to create your top % positioning or what we call your pickup line. And this is going to allow you to tell people how to work with you before they even talk to you. Now, imagine this, imagine somebody comes to your page and



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they see your pickup line, which shows them, who you target, what measurable results you can get them.

And I fixed timeframe and you've got a proven system or methodology. Now someone is connecting with you and starting a conversation. It changes the whole game. Then you've got to turn your profile into something that is not an egocentric profile that focuses everything on you, because that's the big thing I see for most people.

They're so focused on them. Your clients do not care about you. They don't care about your business. You've got to put everything on them and that's why getting that ideal client rights and choosing one is so critical. Because you're not going to be able to create a compelling message to get to them if you don't do that work.

And that doesn't matter, by the way, if you use Facebook or LinkedIn or YouTube or Google, it doesn't really matter. If you haven't got that ideal client clearly defined. You're not going to be able to create a compelling market to get to them August st to say, as you've mastered LinkedIn, obviously there are things it's an evolving platform yesterday.

I was reading about how LinkedIn is going through. It's called human focused design, otherwise known as gamification. But they're challenged. One of the challenges on LinkedIn is how to incorporate gamification or game-like strategies and operations and functions into the platform. And I think they've got some really cool stuff on the forefront that's coming up.

But what would you say is the most important lesson? Just one. And I'm going to limit you to to seconds. What is the most important single lesson you've ever learned about acquiring new clients from LinkedIn? Get targeted and focus on building the relationship. Why one focus on building the relationship instead of closing the sale and marketing is not about closing sales is about opening conversations.

That's what I'd say. Okay. And so for opening conversations, how do we manage? And maybe this goes to the Rainmaker system, which again, I'm going to give you ample time to discuss how does a person manage? I could not imagine my podcast brings me like more people than I can deal with. But how does a person on LinkedIn, if they're reaching out, how do they manage all these leads, these prospects that they're trying to touch and reach out and things like that, that is that what your system does in a very short answer.

I'm just kind of curious, is that what the Rainmaker system does? No. You know, depending on what you use, like sales navigator kind of does it, it is a bit of a challenge with LinkedIn. I'm not going to lie to you, right? So. Our goal, whenever we do this is how do we get people from LinkedIn and move them into something that we can actually track is very difficult to track inside LinkedIn.

All right. So I've got this scenario in this scenario. You've got two ladies that own businesses they're in the same industry. Their businesses are both awesome. You know, if you ask their clients about the experience of working with these ladies, their clients absolutely love them.

And the clients of these ladies are getting fabulous results.



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Here's the caveat to that little story. One of those ladies is on LinkedIn and she's knocking it out of the park. She's getting tons of new clients from LinkedIn. The other lady who's is equally as successful. Her business is awesome. Personality, everything about them as equal, except her experience on LinkedIn.

It's considerably different. She's struggling. Maybe she's picking up one or two here and there. Maybe through like a referral of a one person to another. But what would you say is, you know, one or two primary differences between the approach these two ladies are using, whether they're using your system or not?

What are the two differences between the one that's really doing well? And the one that's really struggling. Great question by the way. So it's your positioning. Okay. So number one, how are you positioned? What does your profile look like? Are you telling a story? Walking people down a journey? Step-by-step the second thing is make sure that you're targeted in your positioning.

So you're targeting one ideal client, right. And solving a big problem for them. The second thing is your strategy on outreach. So what activity are you doing? So we always kind of look at this there's two kinds of indicators. You've got your lagging indicators, which will tell you the results of what has happened and the activity that you've done.

And then you've got your leading indicators, which is the activity that you are doing to get a certain result. And I would say that one person is doing a lot more of those leading indicator activities than just waiting and hoping for the results. Now, some of the things, some of those will be engaging in conversation.

Right posting regularly commenting on other people's posts and articles, engaging with insights. So actually going and targeting the specific people and engaging with them directly, you know, maybe they're on premium and they're actually doing direct outreach and having conversations with people and they're FoST on the response.

Right. So many times I see when I go in and take a look at some of our clients, even on LinkedIn, and I've kind of got to give them a bit of a kick in the butt as well, to, you know, share with them, to, you know, go and do this. When I start taking a look at their posts, never, I don't want to interrupt it.

You know, that never happens with my clients. I never have to kick these people in the butt. My coaches never have to kick me in the butt. So I'm not sure Matt what's going on with the people you're working with. I don't know. But you might need some new clients. If these people require a kick in the butt, go figure.

Go ahead. Yep. Thank you. I, sometimes it's more a case of showing them the things and you know, it's not a kick in the back to go and get it done. It's more a case of showing them the things that they may be missing. So, you know, one of the things is that when people are posting our content and I see this all the time, they post that content and then people actually like comment and share and they do nothing with it.



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And they respond back, Oh, y'all thanks for this. And, you know, glad you enjoyed it instead of actually engaging in a conversation and starting to walk them down a journey you don't, I mean, we post stuff out. And when, when I post our comments in that, and I show people exactly what I do and how I do it, and then how we take them from being a comments or a lack or a share to actually getting on a call with us.

And it's amazing when you see that journey happen. And when you see that light bulb switch, when that flips switches and the person gets it five Gates open something that really grabbed my attention. Matt, you talked about the person who's on LinkedIn and they're posting content. It's really good content, super high quality content.

They're curating content. So they're sharing other people's content. They're engaging with maybe their target prospects, content and commenting on it and sharing it. Things like that. What would you say to that person? And you may have just kind of given an answer to that, but I want to make sure that the person who's listening right now really gets a hold of this.

What do you say to that guy or that gal who is doing all of those things and they're still not getting results. What are they missing? What's not happening here. You know, why is LinkedIn not working for them? Well, if it's the ideal clients and if we're comparing those, you know, apples to apples and one, person's killing it on LinkedIn, the other person isn't.

I would have to take a look at the strategy, but I would really come down to the positioning, you know, and if they're positioned exactly the same and if you know, they're doing the same sort of stuff, you know, then it comes down to, you know, sometimes it's, it's, you know, it can be something a little bit outside of it.

And what are you actually attracting into your life and what is your mind and what are you actually working on? That's bringing people in, but, you know, I would always go to the positioning as the first thing. You know, so often we get someone coming and it's, it's like, kind of right. They use the right kind of formula.

And when you start taking a look at it and you get them to go and do the market research, and then you actually get the words that the clients use and you put those words in there, we've seen people literally take like change three words in their headline. And that's a difference between a % or to % connection rate and a % connection rate.

That's a huge difference. So this is two part question. Take about two minutes to answer it, and I promise you, we're going to get into the Rainmaker system. I'm going to give you ample time before we wrap up today, I've got several more questions. What do you like most about LinkedIn as a tool or platform for acquiring new clients and what do you like least.

So the thing I liked the most is just the directness. Um, you can just be super direct talk directly to the person if you set it up, right? Not only can you be super direct, but more importantly, people will reach out to you. Right. They're getting more and more active on it. And also, I think one of the things I like is when you post something, man, it gets reached.



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Right. We posted it, we did a test and we posted one thing on our Facebook group that is very active. And then we posted something on my LinkedIn page. I think on the Facebook group hardly got any traction. The thing on the LinkedIn page had something like , views, comments, like it went nuts, exact same thing.

Right? So I love that side of things. The thing I liked the least about it. And I mentioned this before is the tracking man. It's just difficult to keep track of conversations and put them in the right buckets. And you can use the leads and tag them and everything in sales navigator, but it's just not clean.

It's very difficult in this space. You know, when you used to working, like, I mean, we've got CRMs in our business and we've got a lot of processes and systems in place. And when you used to working with that kind of stuff, and then you've got the second antiquated, it's like throwing business cards into a draw in front of them to remember who the hell you spoke to and what you spoke to them about.

So that's a little bit frustrating. Yeah, it is for me as well. So it's just, I don't have the time. I don't want to invest the time when I don't have to actually, but I don't want to invest the time trying to manage all that stuff. And then the data input and everything else. And quite honestly, I don't want anybody to do that for me because it's not me.

You know, I want to be the person communicating with my target prospect. So I still use LinkedIn. It's been fabulous. No, I love the platform, but I think for the average person, without an organized system, to help them through this, that's why I agreed to have you on the show. That's why I actually wanted you on the show because of your system.

We're going to get to that here in just about two or three minutes. You don't have to answer this if you don't want to, but I want you to answer, I appreciate it. From the standpoint of using LinkedIn to acquire new clients, what has been your biggest failure and what'd you learn from it? Yeah. So, um, biggest failure has been, you know, going in with the mindset of, we need to connect with, you know, hundreds of people a day, you know, drive the numbers, it's a numbers game, you know, just like really spray and pray method and using multiple systems and, you know, just trying everything, uh, I'd say that's the biggest failure, but instead of doing a spray and pray method, being a lot more intentional about who we're reaching out to.

Being a lot more specific about the message that we send out to them and a lot more personal as well. And what we're seeing, because my, I actually have one of my, one of my sales team running my profile for me, and she runs her profile and each of them generate their own leads from LinkedIn to bring in.

Those leads when they come in, once we've done the, you know, once we've reached out and personally connected with them, they just, the best leads. They're the best quality leads. They convert the fastest. They spend the most money. They stay clients for longer. And also it's just so much easier to convert them because I just showed them, Hey, look, this is the process that we took you through.



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This is what we're going to teach you to do. And they love it. All right. So Matt let's do this. I know the person listening right now is chomping at the bit and they're like, all right, enough questions. Let's talk about the Rainmaker system. So what I'd like you to do first is what are the three most important, amazing attributes that my listeners are going to be able to say, wow, I got to get this.

I want the Rainmaker system. What are the three most amazing things, as far as attracting new clients and getting them into your business quickly, that the Rainmaker system provides. Well, the best part about it. And the thing that I love is that it's literally a step-by-step system that you can plug into where we've done all the hard work.

We've done, all the trying and testing and failing and figuring out for you that you can just get the benefit of that. And when you get it set up, this is going to deliver high quality leads that will actually turn into clients on a daily basis. And the thing I love so much about it is when we figured this out and we really got this thing, right, was that they convert at a much higher rate as well.

So what ends up happening is you actually need to have less conversations to get more clients. The second thing that's going to do. And I think this is the one that we see. People really have the biggest aha moments they love the most is getting your positioning, right. No. So often when I talk to people and ask them, what did they do?

They give me this, you know, five minute long explanation at the end, you just all clueless. And we look at it and it's like, the elevator pitch is dead. So what it's forced us to do is figure out how can we get that message in characters? It's like a tweet. So some of the people that come to us, I mean, they've been struggling with their message and their positioning for years.

And we've literally had people say to us, you know, it's taken us years to get to the stage and you've helped us get it right in minutes. So those are some of those are the two most exciting things. And then the third thing is how to take those leads and put it in a predictable and repeatable sales process that can convert them into paying customers because generating the leads is only one piece of the puzzle.

One of the biggest challenges that we've seen is that most people don't have the sales experience that I've gotten. They haven't knocked doors for eight years. Most of them are even afraid of sales. They're really good at what they do, but they don't want to get on a phone and pressure people and be salesy and say, buy now or die.

So we actually created the next piece of the puzzle, which is how to walk people down a journey that feels non salesy. That's like selling without selling. Like, I really had to rack my brains on this, you know, going from door to door, like bio die. How do we do this? That anybody can do this right. And, you know, I'm quite happy to say, I mean, one of our clients, she is years old.

She is a clinical psychologist, no marketing or sales expertise at all. And she's generating eight clients a month through this. Yeah. So I look at that and you know, most of the



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people that we talk with on not , she's a bit of an anomaly that there's no excuse. And the best part is you don't need to build funnels.

You don't even need to have a website. You don't need to have fancy tech, none of that stuff. Right. It's simple. It's straightforward. It's direct. Those are my three things. All right. So I'm going to ask one last question, and then we're going to ask about how people can find out more about you, how they can get in touch with you.

Remember every guest I have on the get clients now podcast, whether they're an author of a book where they have a coaching program, a combination, whatever it is. I guarantee that your investment of not only your money, but your time will come back to you and multiples of multiples. And so with Matt's Rainmaker system, the coaching program, I'm going to guarantee it.

You're going to invest a little different with the coaching programs. When I guarantee those Matt's going to hold your feet to the fire. So you can't just invest in this program and not do any of the work. You can't not like not show up. Right. And so based on his feedback, if you do everything he tells you to do in the system, and it doesn't pay out for you in spades, like beyond your wildest expectations, email me@kenkennewhouse.com.

And I will reimburse you for the program. Now, Matt, I've got one more question then I'm going to ask you for contact info, how people can find out more about you. Here's my question. What's the one question today about LinkedIn and acquiring new clients from LinkedIn that I didn't ask, but I should have asked you.

What do, what do I determine? Everyone talks about leads. Okay. And I would say the one question is how do you qualify what a lead is? And so this is the one thing, because there's so many people out there and there's, I think there's new LinkedIn people coming up every single day. I see new guys popping up every day.

There's automation platforms popping up every day that I get two to five appointments booked in your diary every single day through automation. And I look at this and I'm like, look, realistically, here's what happens. Most people are classifying connections as leads, just because somebody has connected with you doesn't mean that they're really.

So what I consider as a lead is you've gone and you've specifically targeted these people. You've set up your profile in a way that is going to attract them. That shows them how they can work with you before they talk to you and walks them down a step-by-step journey. That actually makes sense, showing them how you can solve their problem.

They've read that. Maybe they've read a couple of testimonials. They've read your box section. They've checked you out. You've been connected with a personalized message. They've enjoyed that they've responded back. You then send a welcome message, which essentially says something along the lines of this.

This is who we work with. These are the results we help our ideal clients get. If you're looking for results like this, let's get on a call and see if there's a good fit. Then we get the email address and the contact number. That's what I consider a lead. A big



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difference context, mean nothing. There are people who are open networkers, who connect with anyone.

Connections meaning things. I want to get someone that has gone through multiple stages, multiple contact points to get there because here's the thing, right? Most salespeople or entrepreneurs or people who are selling % of them give up after one contact, % of sales are made after five or more contacts.

And those contexts are not only just getting a phone call that's, you know, texts, WhatsApp, reading your blogs, articles, posts, videos, audios, podcasts, you know, touching base with them directly phoning them, you know, multiple points of contact before someone buys. And we see this all the time in our business.

A lot of the people that come through have been following us for a while. And I love it because it's so much easier to when you're putting those contact points out there. It's so much easier to walk them across the line because they've already been checking your stuff. Yeah. Especially in light of COVID.

And the fact that a lot of, you know, some people have gone out of business. Other people are struggling to get clients. The money they're going to invest in marketing is tighter, but the fact is now's the best time to invest in marketing and new client acquisition strategies. And I think this is an awesome system.

So Matt, give us the low down on how we can find out more about you. Get in touch with you find out about the Rainmaker system. What's your URL for your website? What do we need to know? Perfect. So the URL is www.thevirtualedge.com. Go onto the website, the virtual edge.com go and download the minute profile makeover.

It's a hundred percent free. This is going to take you through some of the processes of getting your ideal client, right. You'll pick a blind, right? And the start of your profile. Just those things that we teach you in that is going to help you get up to times. It will messages and times more views already exposure.

Remember that word that we spoke about earlier then there's a training that comes off to that, which we'll dive deeper into some of these things. And then at the end of it, if you want to talk to us further, you can simply book a call there and we'll talk to you now. Here's the thing. We don't just jump on a call with anybody and we don't just bring anybody into the program because.

Your offer was absolutely incredible. Can, I mean, wow. I've never had that happen on a podcast before, so that is absolutely amazing. I mean the guarantee, yeah, the guarantee a hundred percent. That's awesome. I have people on my show that I can actually guarantee, and I had this whim about a year ago and my show just literally just exploded as a result of doing that.

But some people actually believe that I get money from my guests. I get I'm an affiliate with no one. That is one of the things that I am upfront about is that I don't make a dime from anything that I recommend on this show, but I'm willing to put my neck on the line



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because I believe in the book, the product, the coaching program, the service, whatever it is, as a result, the quality of my shows have radically improved.

And so is my audience and the response to the shows. I mean, that's, that's what drew me away is because we didn't even discuss any of that. So I was thinking, are we going to have that conversation at the end? The no, it's beautiful. And so what we do as well is that we also just don't take on anybody because not everybody's a good fit.

It's that simple. Okay. So what we do is we take people through a process. If you want to have another conversation with us, and you're sitting there thinking, man, I want to know more about this ride maker system. I want to talk to Matt and his team, like go and do that, but I'm also going to do something because I'm in LinkedIn jail at the moment, you can check me out, Matt Clark SAC, if you'll connect.

I don't think it's going to allow that at the moment. Because of that, I'm going to do something that I haven't done before in a podcast. I'm going to give you an email address that you can reach me on. Right. And this is specifically for you. I haven't done this before as well. Like I haven't received a, you know, a guarantee like that.

So you can reach out to me@connectatthevirtualedge.com. Let me know that you heard me on Ken's podcast and I will respond to you personally. And we can set up a time to talk either with me or with one of my top strategists. And we can see if this is a good fit for you. And if it's not, we'll give you some advice and help you on your way and tell you where to go.

If it is, we've got a couple of options and we can show you what that actually looks. So with respect to that free minute profile makeover. Is that on the homepage of the virtual edge.com or is there okay. I just wanted to make sure, because I don't want people to have to search around. I want them to be able to get right to it.

So it's on the homepage of the virtual edge.com. It's a, it's a very nicely laid out website guys, tons of testimonials on there, like crazily happy clients that he's got on there. And some of the results they've gotten are just absolutely astonishing, man. I want to thank you for being on the show today.

It's been a ton of fun, really, man, Ken. Yeah. Thanks so much. And yeah, I loved your questions by the way. It was just absolutely awesome to be here. Thank you. If after listening to my conversation with Matt Clark today, I hope you recognize the amazing opportunity to generate substantial amounts of new business from LinkedIn.

And that you can understand and appreciate the importance of using an approach different from the one that virtually everyone else is using to connect, engage, and attract high value prospects from the LinkedIn platform. And if you will decide to do that, you'll soon discover how Clark's methodology can totally transform your ability to generate new business from this oftentimes frustrating platform, knowing and understanding how to navigate LinkedIn in a way that allows you to attract and convert high value prospects into paying clients consistently is now more important than ever knowing how to cut through the clutter and noise that permeates the LinkedIn platform with messaging that is magnetic and irresistible to your ideal prospects.



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Is a skillset that will serve you for years and years to come. If today's episode, has you excited and eager to deploy Clark's methods on LinkedIn? Thinking about all the new clients you can start bringing into your business. Let me quickly mention several past episodes that are a great compliment to today's conversation.

The first one you'll find especially helpful is episode three words that sell how a former school teacher became a bestselling author. And one of the leading communication and presentation experts in the world. Discover how to use metaphors to attract clients and drive sales with Ann Miller best-selling author of the tall lady with the iceberg attracting and connecting with your perfect prospects on LinkedIn has become more challenging than ever.

And if you want to use the LinkedIn platform as an additional and reliable source of new clients, you're going to need a specific set of communication and sales skills and Miller reveals her most effective methods for making the sales process easy, effective, and profitable. You find that much of what I talked about on episode three , dovetails perfectly with the strategies you heard in my conversation today with Matt Clark, which makes episode three , the perfect compliment to today's conversation.

I'd also recommend episode number with social media marketing genius. David Meerman Scott author of fan ocracy. On this episode, Scott reveals the secret for creating raving customer fans and unveils his blueprint for creating a profitable business and the freedom to live. The ultimate lifestyle.

Scott discussed that the secret for creating a tribe of loyal followers and reveals the step-by-step method you can use to become an influencer, which makes you more desirable to prospects on LinkedIn, not less episode number three for that. And then finally, I couldn't talk about a proven formula for getting high value clients from LinkedIn without mentioning my friend Bob Burg's Go-Giver framework for selling on LinkedIn on episode three .

On the episode, Berg revealed strategies you can use to get more clients from social platforms like LinkedIn, the show included his most effective methods for improving brand recognition and increasing your credibility and trust on social platforms specifically, LinkedIn. So improving your LinkedIn marketing strategies, effectiveness is going to be vital to the success of your business in the foreseeable future.

As I talked about in today's conversation, episode three , a great compliment to this as well. All those past episodes you can find on our website@wwwdotkennewhouse.com. Before wrapping up. I want to quickly mention that we're in the process of creating a free membership for you, where you'll be able to access it.

The entire library of conversations searchable by topic since . When you become a member on Ken new house.com, you'll have instant access to my personal library, the book notes and the PDF transcripts from today's conversation with Matt Clark, you'll also have access to the notes from other books that I featured on the show for the last few years.

Plus access to a weekly strategy guide that will come into your inbox. Every Wednesday, the guide will feature all the links we mentioned on every show that links to books, resources, also other podcast episodes, as well as the most effective strategy we



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covered on that week's episode. Additionally, the guide will contain other articles online that I found that I think will be useful for you.

So it'd be sure to listen for the announcement when we launched the new free membership portal, we're creating for you on www.kennewhouse.com. And in addition to all that I've mentioned, remember the first subscribers will get a free digital copy of the updated version of my book profitable again, as well as a copy of my newest book, profitable podcast blueprint.

And speaking of world-class marketing strategists, Andrea waltz is my guest next week. Waltz is co author of the runaway bestselling book go for no, yes. Is the destination and no is how you get there. Walt is also co-founder of courage, crafters, inc, where waltz teaches people in virtually every business and industry, how to reframe the way they think about failure, rejection and the word no go for no has become a well-known methodology in the world of sales and marketing and is widely recognized as the singular best program on the planet of its kind.

The book go for no reached Amazon's number one bestselling list and has remained in the top sales books of all time on the platform. So if you'd like to learn how to push past your fears and the obstacles that keep you from reaching the pinnacle of success, be sure to join me for a conversation with Andrea waltz next week.

Have a great weekend, and I'll see you next Monday. And remember these words from the late Jim Elliott, Christian missionary in South America. He is no fool who gives what he cannot keep to gain what he cannot lose.



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