A man with short brown hair and blue eyes, wearing a dark grey blazer over a light grey V-neck shirt and blue jeans. He is sitting with his hands clasped in his lap, looking directly at the camera. He is wearing a silver watch on his left wrist. The background is a solid purple color with a faint, stylized sunburst or starburst pattern behind the text.

The Ultimate Guide to
Gaining New Wealthy
Clients Consistently and
Predictably

WEALTHY CLIENTS ON-DEMAND

KENT LITTLEJOHN

MY LAWS OF ATTRACTION: Motivating Leads to Come to You

Why? Because I had to change my own life before it completely crashed and burned. I had to uncover a new way to attract quality leads, those who could afford to pay me what I needed to make, and it had to cost virtually nothing because I had no money at the time.



If you're looking for a boring marketer with nothing interesting to say, RUN – do not walk! – from this article!!!

Sure, Kent Littlejohn used to own an insurance company, and that's not usually the most exciting profession in the world. But Kent's business caused him to have one of the most dramatic experiences I can imagine – one that threatened to tear his world apart a few years ago.

Well, his pain is now your gain because as you'll read below, Kent had to frantically find new leads for his business or face financial ruin. The systems he uncovered as a result, literally saved his life – and they can also do wonders for your bottom line.

His first name may be the same as the last name of Superman's mild-mannered secret identity, Clark Kent – but trust me, Kent Littlejohn is the real Man of Steel when it comes to super-powered, game-changing marketing.

– RICHARD SEPPALA



LAST YEAR, A CLIENT LITERALLY said to me, "You changed my life".

Hey, you can't help but get pumped when you get feedback like that. Of course, I'm happy to hear from any satisfied client – I even have a few who've told me how I've added hundreds of thousands of dollars to their yearly revenue. But, I have to be honest. The words "You changed my life" had a special power when I heard them.

Why? Because I had to change my own life before it completely crashed and burned. I had to uncover a new way to attract quality leads, those who could afford to pay me what I needed to make, and it had to cost virtually nothing because I had no money at the time.

If I couldn't make that happen, my family's future was bleak as hell. They say great things can come out of great disasters. It's not an idea I would have subscribed to before 2012. But it's sure something I believe in now.

Let me tell you about it and share a few of the secrets I learned as a result.





THAT DAY I SUDDENLY OWED 4.7 MILLION DOLLARS

In 2011, my insurance company sold over \$8 million in insurance premiums. Life was good.

In late January of 2012, it looked like it would get even better. My wife told me a third child was on its way to join our other two. We were prosperous and happy. Ten days later, we discovered that our lives were built around a massive fraud.

One of the most popular policies I sold was marketed by a well-known, trusted insurance executive in the industry. The policy was specifically for apartment building owners and had the best coverage in the business – for a very reasonable premium.

A few of my buyers filed some small claims, \$25,000 or so, and those claims were paid promptly. There was no reason to worry. Except this executive turned

out to be the Bernie Madoff of the insurance industry.

All the premium money I paid him was actually being wired to an offshore bank account in China. That meant the policies I had sold represented no insurance coverage. Zero. They were fakes. The guy paid off a few small claims so he would be trusted long enough to amass millions in premium payments.

It wasn't until February 1st, 2012 that I discovered I was on the hook for \$4.7 million in debt to my clients for their fraudulent premiums. Nobody thought I was actually guilty of anything. The fraudster was eventually caught by the FBI and sentenced to ten years in prison; however, I was the guy who sold the policies to my clients.

Over the next 40 days, they filed roughly 40 lawsuits against me and my company. And obviously, I lost all that income. Suddenly, I didn't know how I was going to provide for my wife and kids, let alone how I would pay the rent on my office. Everything in my life was at stake and I fell to my knees and wondered how I would ever get out of this gigantic hole, which I had just got thrown into.



But I couldn't give up. I knew this kind of catastrophe could literally destroy my family – which is why one of the first things I did (after I had my first tough phone call with the Department of Justice and the FBI, when I found out about the \$4.7 million debt was hold my wife tight and tell her, “Beth, no matter what happens, no matter where we end up, we’re going to be alright.”

From that moment, we worked as a unit and never, ever had an argument about what was going on in front of the kids.



RISING FROM THE ASHES

After about a week of walking around in a depressed daze, I said to myself, “I have to turn this around. And I have to do it now.” That ushered in a pivotal point in my life when it came to my business; I decided to do it differently than I ever had before.

I had to because I couldn’t count on existing clients or referrals after what had happened. I needed an all-new client base, and I needed it fast. I needed leads, specifically high-end leads, that wanted to do business with me – even though they had no idea who I was at the time.

So, I ran an experiment on a very well-established website, and within a week, I had locked down four new clients. Four BIG new clients. That’s when I knew I was on the right track because I was starting to rebuild my business – and rebuild it fast.

Unbelievably, at the end of 2012, I ended up almost breaking even. That was amazing. And then the next year, we started to make money – big money.

At the end of 2013, my new lead generation systems were working so well that I turned to Beth and told her I wanted to sell the insurance business. After all we had been through, it obviously had lost a little luster for me.

Two years later, on the anniversary of the worst day of my life, I sold my insurance business for seven figures. A comeback I never expected – but one I never stopped working towards.



To put the cherry on the cake, I now had a new business that was much more satisfying and personally rewarding. It began when a buddy reached out to me after he saw my amazing results. He wanted to know how I built my business back from rock-bottom so quickly. He was in a completely different marketing niche, so I had to think, “Will this actually work for anybody else?”

Hey, there was nothing to lose for either of us. So...we tried it out. Within a few weeks, he was having massive success on his side too. It was super-inspiring to see that happen. That’s when I knew that I would have a lot more fun, and get a lot more personal satisfaction, from helping others with the systems I developed.

Suddenly, I could help thousands of business owners, salespeople and entrepreneurs all across the globe. And as crazy as it sounds...I was thankful for being left with that 4.7 million-dollar bag. After all, my insurer finally took care of most of the bill – and I now had a new and much more fulfilling business to run.



PUTTING TOGETHER MY MARKETING MIRACLE


So, how did I come up with my lead-generating systems? The obvious answer is they came out of desperation, but as a result of that desperation, I found myself unable to settle for anything that didn't deliver seemingly-miraculous results.

My horrible situation forced me to suddenly assume a mindset that demanded instant success. My new marketing plan, whatever it ended up being, had to meet three huge – and I mean huge – requirements.

REQUIREMENT #1: SPEED

Since I didn't have money coming in, I needed new clients yesterday. And most entrepreneurs would tell you it's impossible to get new clients so quickly. After all, it takes years to build a business, right?

That was a conventional way of thinking that I couldn't afford.

A man in a white shirt and bow tie is riding a rocket. The rocket is white with red and grey segments and is launching upwards, leaving a large, bright orange and yellow flame trail behind it. The man is sitting on the side of the rocket, looking up and reaching out with his right hand. The background is a dark, cloudy sky with a city skyline visible at the bottom, illuminated by lights.

I had to have the mindset that it **WAS POSSIBLE** to get new clients immediately. That meant I had to grow beyond the traditional small business marketing approach, which is based on hunting. With that traditional approach, the marketer goes out into the world, tries to get the names of some interested leads, and then goes after each lead one by one – selling over a period of time until individuals are finally ready to buy. But I didn't have time for all that. I had to do things differently.

REQUIREMENT #2: HIGH-END LEADS READY TO BUY

If you're a business owner, I'm sure you know how exhausting it can be to work a lead for several weeks (or even months! until you wear them down and they finally agree to do business with you. And that's just the moment when you find out they never could afford you in the first place! It's time and energy you can't get back – and it results in a high level of frustration to boot.

But how do you make sure a lead can realistically work with you? Ask for their tax returns and bank balance information? Of course not, but I had to find a way to identify viable leads. I couldn't afford to waste my time on people that were never going to buy from me.



REQUIREMENT #3: FINDING A SIMPLE, POWERFUL & FREE NETWORKING SYSTEM

I needed to identify a powerful and already-existing platform that I could use to easily identify high-end leads. I didn't have time to find the right "mix" that would create the perfect online strategy – Google PPC ads, Facebook ads, Twitter posts, etc.

I wanted to focus on one platform, the right platform, and make my mark quickly. The platform I decided on was a platform that many marketers overlook – LinkedIn.

Most people view LinkedIn as a series of glorified business cards, and not much else; however, I discovered it was perfect for me to market to high-end contacts.

There's a basic difference between LinkedIn and other social media sites. If someone's on LinkedIn, they're serious about doing business. When somebody hops on Facebook, they're posting pictures of their family, their cat or maybe a recent vacation.

LinkedIn users? They're there to do business, and many of them are capable of doing a lot of it. The average person on LinkedIn is earning six figures, \$110,931. In other words, it's where people with money are hanging out.



You've got 4 million plus people on LinkedIn who are CEOs of companies – and that doesn't even include CFOs, CMOs, COOs and all those other O's. Those O's might resemble zeroes, but they can also add up to a lot of capital.

That's why I decided on LinkedIn as my dream marketing platform. And I'm happy to report that I was absolutely right. With LinkedIn, I was able to act quickly to identify high-end leads and reach them with very little effort.

Along the way, I discovered 99% of the LinkedIn users didn't really understand how to use the site effectively – the way I was using it – which gave me a clear advantage.



MY “LAWS OF ATTRACTION”

My LinkedIn networking system has three “pillars” to it – Authority Positioning, Lead Targeting, and Client Attraction.

With the remainder of this article, I’d like to talk about the third, Client Attraction. I’m going to share some of the powerful strategies I have used (and continue to use) to attract high-end clients.

As I mentioned, the whole point was to not have to hunt for leads, but instead find ways to have people approach me.

Here are a few of my “Laws of Attraction” that have helped me – and continue to help my clients – realize awesome results.



LAW #1: KEEP IT REAL

If you want to attract people, you first must make yourself attractive. Makes sense, right? Well, that process begins by being transparent about yourself and how you do business.

What do I mean by being transparent? Simple – just let people know who you are as an individual. If you like to travel, post information about your last few trips. If family is as important to you as it is to me, work that into your profile and writing.

These everyday things link you to people on a very human level. People buy people, of course, so it's about getting them to like you, not your company – and then build an authentic relationship based on who you are as a person. And that extends to the way you sell.



In the past, you would see a lot of photos of online marketers posing by a Lamborghini in front of a giant mansion, while promising you unlimited riches if you only followed their advice – and, in most cases, they revealed themselves as posers.

That kind of flaunting causes people to distrust you before you've even contacted them. Worse yet, this kind of overblown marketing usually doesn't attract quality leads; instead, you get people who want to get rich quick – but are definitely not rich now!

So, present yourself as credible and trustworthy, but be yourself because that kind of authenticity lowers resistance and makes you feel more at ease in your business dealings. You don't have to try as hard – and when you don't try too hard, it makes you even more attractive to prospects.

LAW #2: MIRROR YOUR IDEAL CLIENT

Let's say I want to hire a coach, and that coach has a price of \$5,000 a month. I want to lowball him – so I offer the guy half of that, \$2,500.

Well, wait a minute... Would I want my clients doing that to me? No, of course not! So, why am I doing that to this coach? If that's how I put myself out into the world, then aren't those the kinds of people I'm going to attract in return?



What if I get known as being the guy who does deals? Will everyone just assume they can do that same half-price deal with me? I don't need that kind of reputation – I'd rather spend most of my time trying to justify my fees!

That's why, out in the world, I try to represent the perfect client that I would want to work with – because it will naturally attract that same kind of person back into my life. It can be exhausting to work with people who you don't really match up with – you don't get them and they don't get you.

It's nobody's fault, but it's what happens when your approach is wrong. Your reputation always precedes you, so use a high-quality approach in the business world. You'll be seen as a high-quality business person and attract that level of client in return.





LAW #3: NEVER STOP LOOKING FOR OPPORTUNITIES TO CONNECT

Finally, never overlook an opportunity to monetize even the most innocent networking. For example, it was recently my “work anniversary” (something I’m willing to bet few people really celebrate). When a LinkedIn member has one of these anniversaries, the site makes sure everybody hears about it.

In my case, LinkedIn messaged all my contacts that “Kent Littlejohn was celebrating his 2nd year at Core Digital Marketing”, and it asked people to congratulate me.


In response to that type of LinkedIn automated message, many users replied with their own pre-populated response from LinkedIn to be sent out on the same day. That meant I got a ton of these pre-fab messages that all said something like, “Congrats on the anniversary! Hope you’re doing well.”



This complete lack of actual human input didn't put me off; instead, I quickly wondered how I could use these automated messages to my advantage. So, I wrote a short note back to all of them – a note that thanked them for the congratulations and added, "If you'd ever like to connect with qualified leads here on LinkedIn, I hear we're pretty great with that!" And then I added a smiley face as an end button. Needless to say, we generated multiple deals from that.

It may be too much to say that LinkedIn saved my life. Maybe I should just limit it to saying the site saved my bacon. Whatever the case, it helped me pull off an incredible turnaround that still takes people's breath away.

I know how stressful it can be while you're waiting for your next client. And it's awesome to help coaches, consultants, entrepreneurs and small business owners eliminate that stress for themselves.



**IF YOU'RE INTERESTED IN HEARING MORE
ABOUT WHAT LINKEDIN DID FOR ME – AND
WHAT IT CAN DO FOR YOU – I INVITE YOU TO
BOOK A CALL ON MY CALENDAR AT THE LINK
BELOW. I'D LOVE TO HELP YOU CHANGE YOUR
LIFE TOO.**

NOW, LET'S HELP YOU TAKE ACTION!

**BOOK A CALL HERE
AND LET'S CHAT**

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