

# OptiChannel Social Marketing & Sales Series



**David Rosendahl**  
*President @ MindFire*



# About This Series

Focused on how to market, sell, and lead through these challenging times

Learn how to use ***OptiChannel Social Marketing & Sales*** from people who do it

Who's it for?

- Leaders, Sales, Marketing People
- Agencies
- Printers
- B2B & B2C Orgs of all shapes and sizes

**WE'RE LIVE!**

**Chat on LinkedIn,  
Facebook, Zoom**

**Stay interactive!**

**Let's connect!**



**David Rosendahl**

MindFire Helps Printers,  
Agencies, SMBs 2X their leads...





***The LinkedIn  
Economy:  
Unlocking the  
World's  
Fastest-Growing,  
Most  
Misunderstood  
Market***

*(And The 4 Secrets to Siphoning  
Leads & Sales For Your  
Business)*



# Today's Workshop:



1. **Why the opportunity is so large right now**
2. **How the 4-Pronged Social-Selling Strategy works**  
*(with real-life examples for each)*
3. **Tools you can use to accelerate the process** *(brand new)*
4. **Next Steps & Q+A**

Why  
Now?



**The world  
has changed.**





**A very  
simple, but  
profound  
realization ...**



**Producing content (correctly) is  
the easiest way for everyone to  
reach their goals.**

**Here's Why ...**

# Content Saturated Platforms

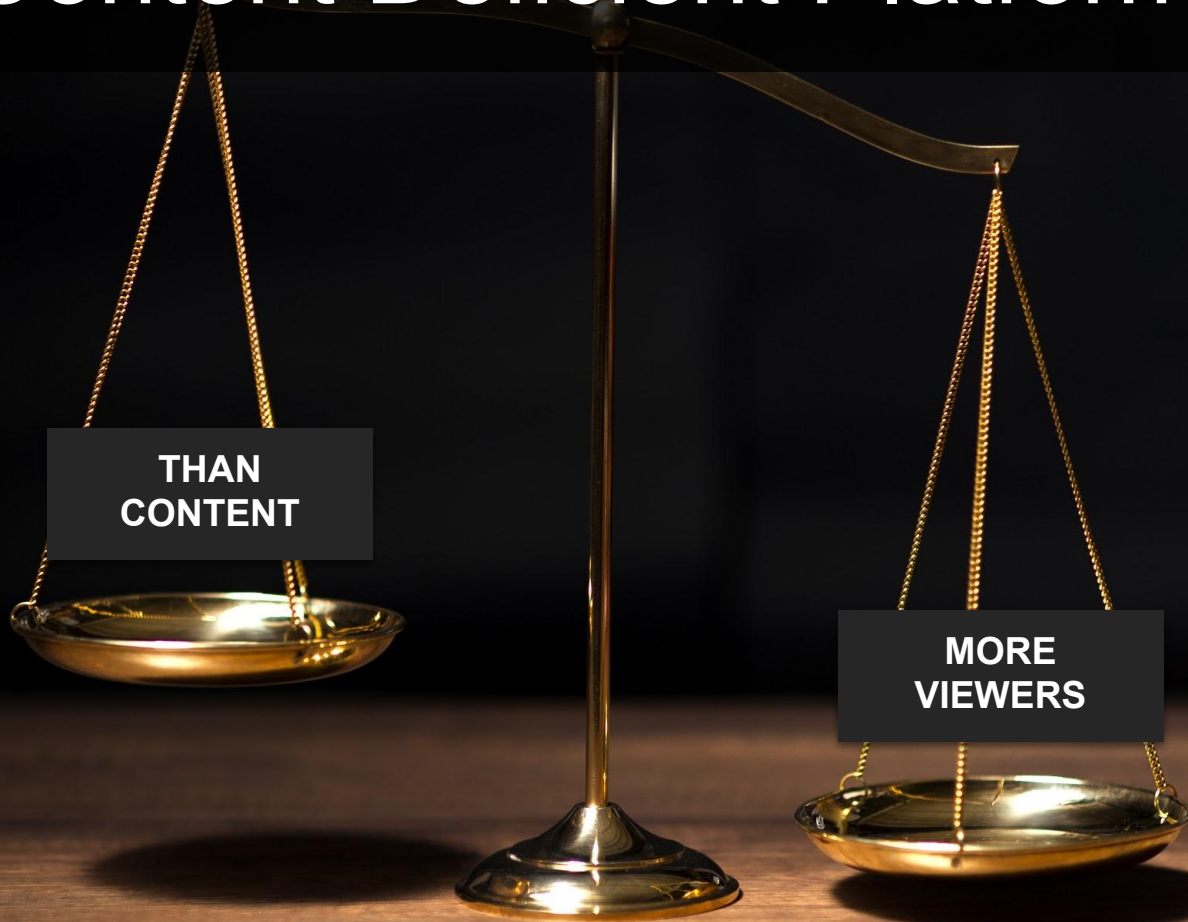


**MORE  
CONTENT**



**THAN  
VIEWERS**

# Content Deficient Platforms



**THAN  
CONTENT**

**MORE  
VIEWERS**





< 1%

OptiChannel is finding your (*or your Client's*) market ...

In the places they “hang out” ...

So you can reverse engineer where their attention is right now.

Then, use contextualized content to engage them ...

And orchestrate meaningful interactions and conversations across the small handful of channels that matter.

Then, doing this at scale, applying what you learn and repeating the process.



**99%**

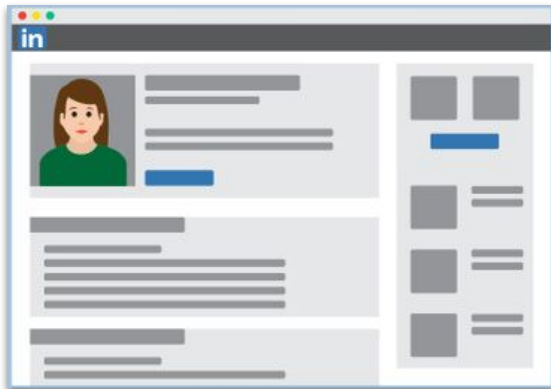


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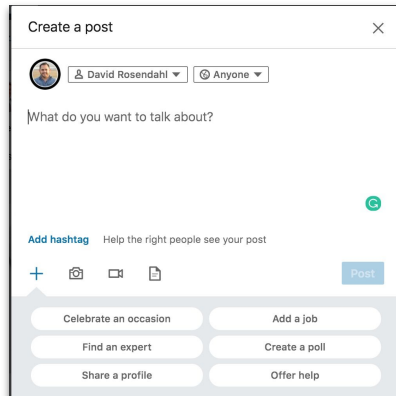
# *The OptiChannel Social Selling Framework*





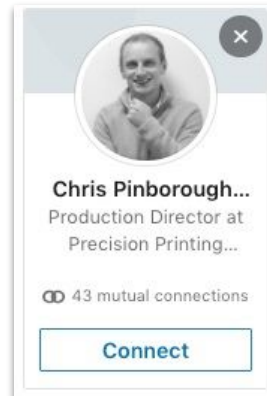
## Establish Your Brand

*Recraft your Profile w/your **Target Market** in mind. Update often to show how you help your Clients succeed*



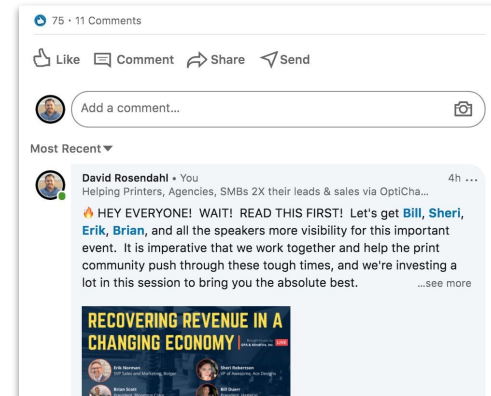
## Publish Content

*Publish high-value **Content**, using **Hashtags** your **Target Market** “listens” to*



## Connect

*Build connections & trust w/ **Companies** & **People** in your **Target Market***



## Engage

*Discover conversations, using **Hashtags** & **Search**, and engage to create value & attract your **Target Market***

# The ‘**Social Selling**’ Framework

# Social Selling Dashboard

 Share



## David Rosendahl

Helping Printers, Agencies, SMBs 2X  
their leads & sales via OptiChannel  
Marketing Software + Services

Top 1%

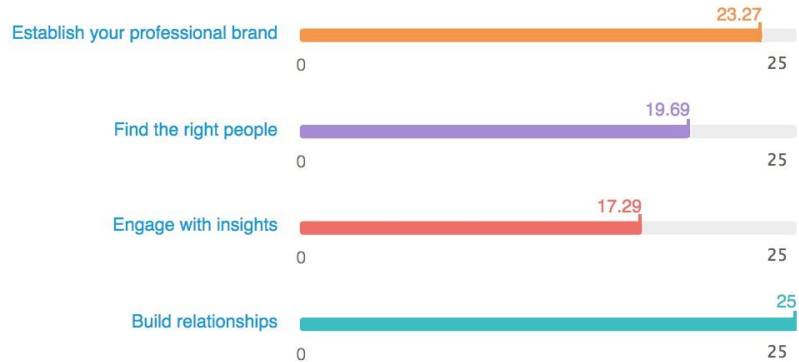
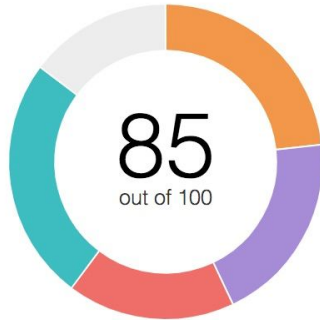
Industry SSI Rank

Top 1%

Network SSI Rank

### Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)

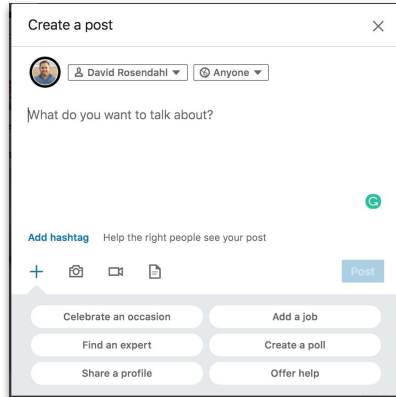


# Drop Your Social Selling Score In Chat!



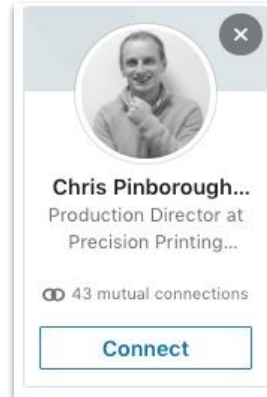
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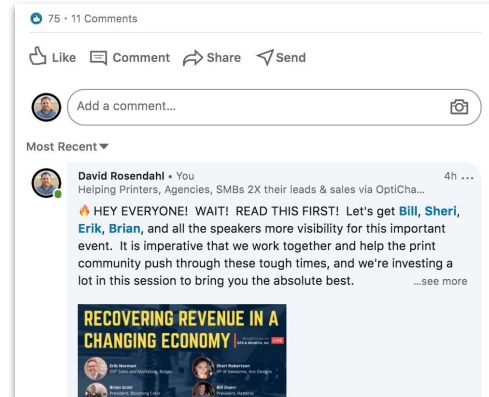
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The ‘**Social Selling**’ Framework: Establish Your Brand





David Rosendahl

Helping Printers, Agencies, SMBs grow leads and sales w/ OptiChannel Marketing Software + Services

Irvine, California · 500+ connections · Contact info

Add profile section More...

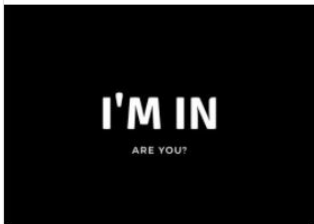
- MindFireInc
Pepperdine Graziadio Business School

About

Know how it seems harder to create leads & grow sales? How reaching your customers & clients is evolving so quickly, that it seems harder than ever to keep up? ... see more

Featured See all

I'm really afraid to post this. ...



122 · 129 Comments

Do you remember your first? 🤔 ...



305 · 359 Comments

Print people: Need to print? ...



25 · 40 Comments



5 LINKEDIN PROFILE 'SECRETS' TO UNLOCK YOUR SUCCESS

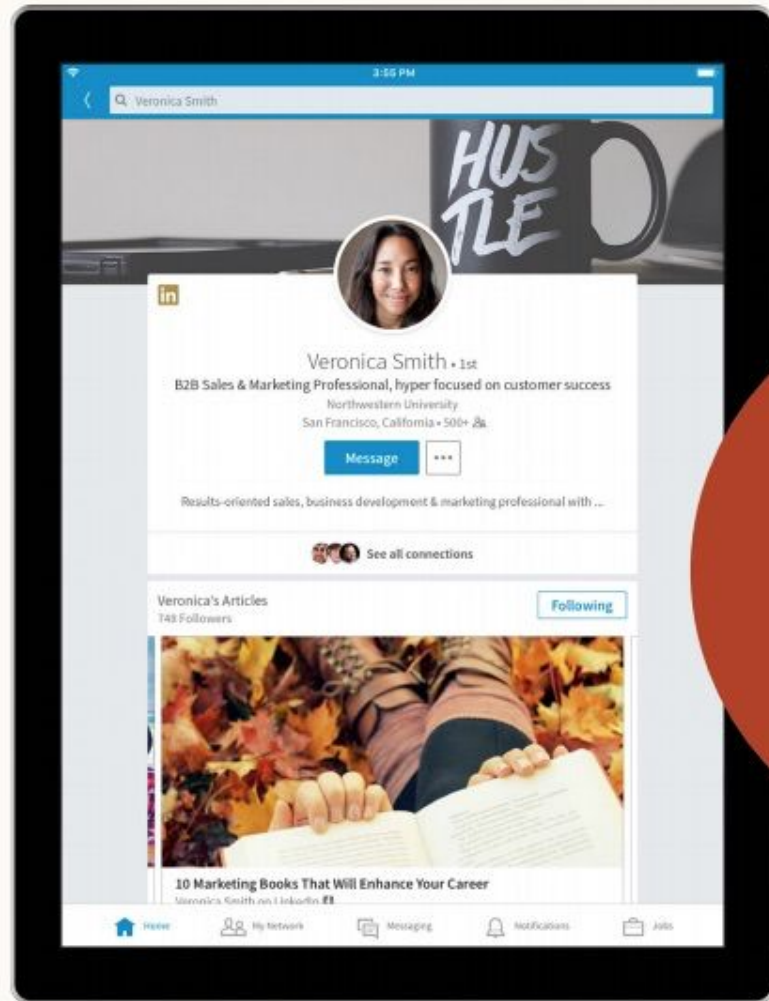
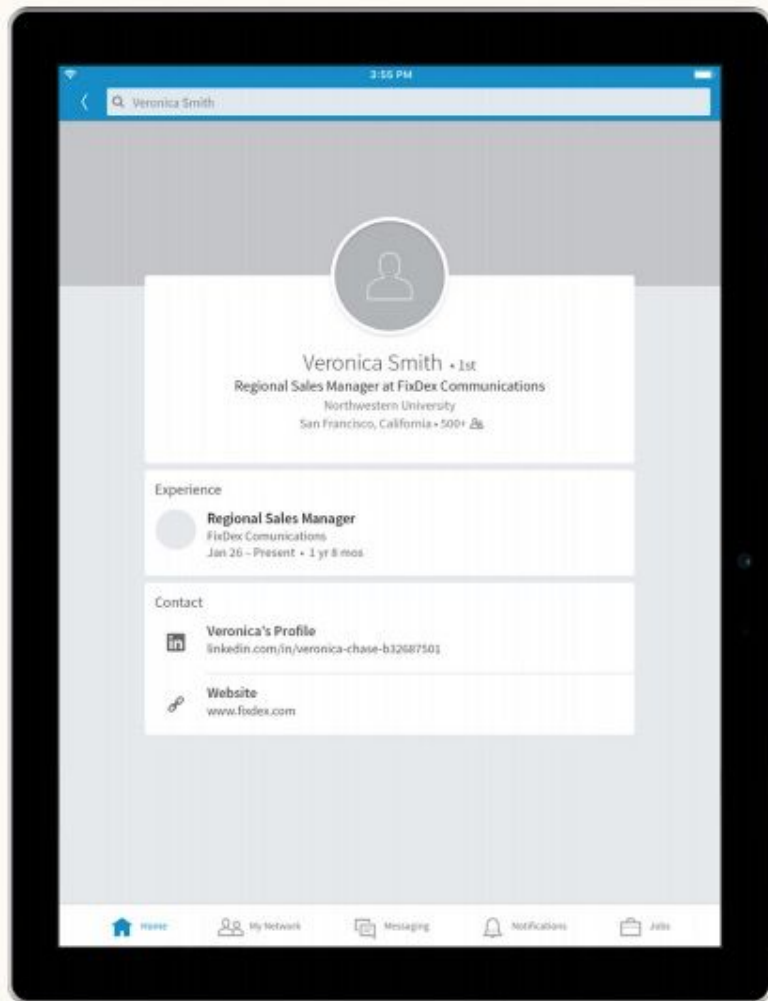
PLUS THE EXCLUSIVE CHECKLIST 15 action steps to super-charge your LinkedIn Profile

Knowing how to configure your LinkedIn Profile is the first step towards creating more awareness, leads, and sales.

# Why Having an Effective LinkedIn Profile Matters

- **Much** more than just a resume -- it's your selling "brand"
- People are judging you based on your profile





# Your Profile Can Make a Strong First Impression



# The Big Mindshift:

1] “ME ME ME!! I’m so awesome!”

2] “Here’s how I help businesses/people/situations just like yours. Here’s what I deliver you.

*(And yes, I’m awesome ... but it’s for YOU)”*

# Your Headshot

65% of B2B buyers say an informative LinkedIn profile is an important factor in deciding whether they engage with a seller

**Your photo matters**



It's best to upload a profile photo that is:

- High-resolution and cropped to 400x400 pixels to fit the space
- A close-cropped photo that shows more of your face
- In front of a neutral background or relevant work setting
- Of only you – no friends, children or pets

## 10 Tips for picking the right LinkedIn profile picture

- Pick an authentic photo of how you normally look
- Use a high-resolution image
- Make sure your face takes up at least 60% of the frame
- Be the only person in the picture
- Get someone else to take the picture for you
- Choose the right expression
- Avoid distracting backgrounds
- Wear what you'd wear to work
- Take the photo in soft, natural light
- Use filters wisely

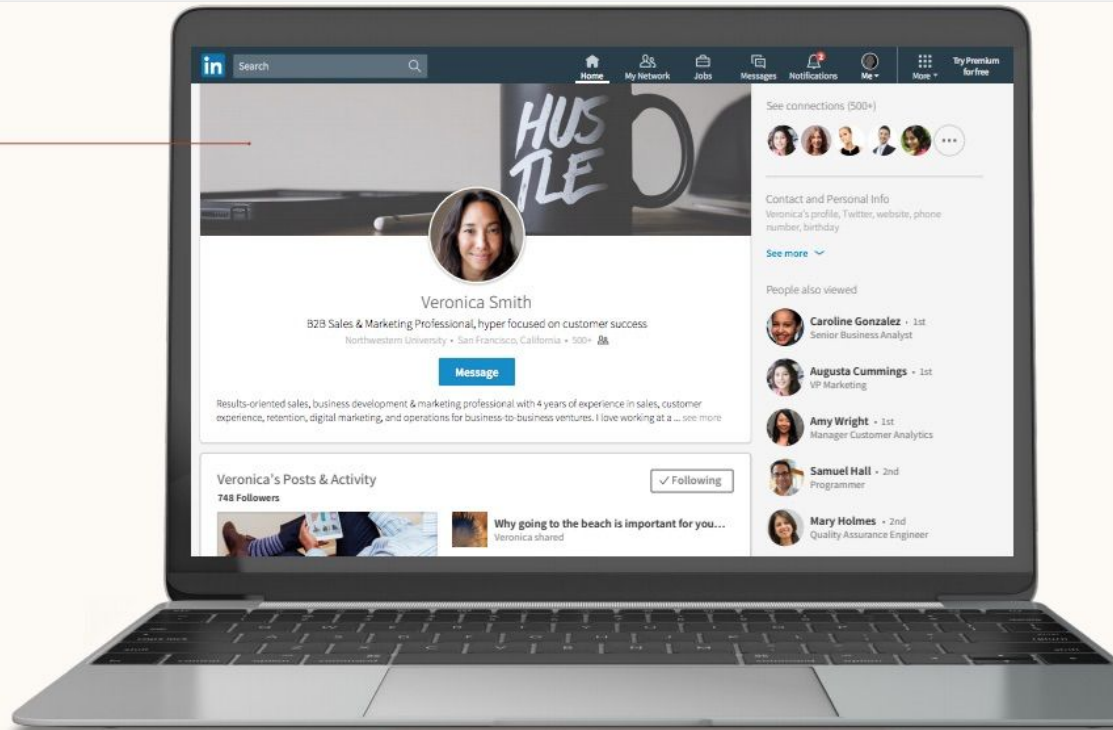


# Your Cover Image

Along with your profile photo, your background photo is usually the first thing people notice when they look at your LinkedIn profile. A carefully chosen image can tell potential customers who you are, what you do, and what you're about, all before they read a single line of text.

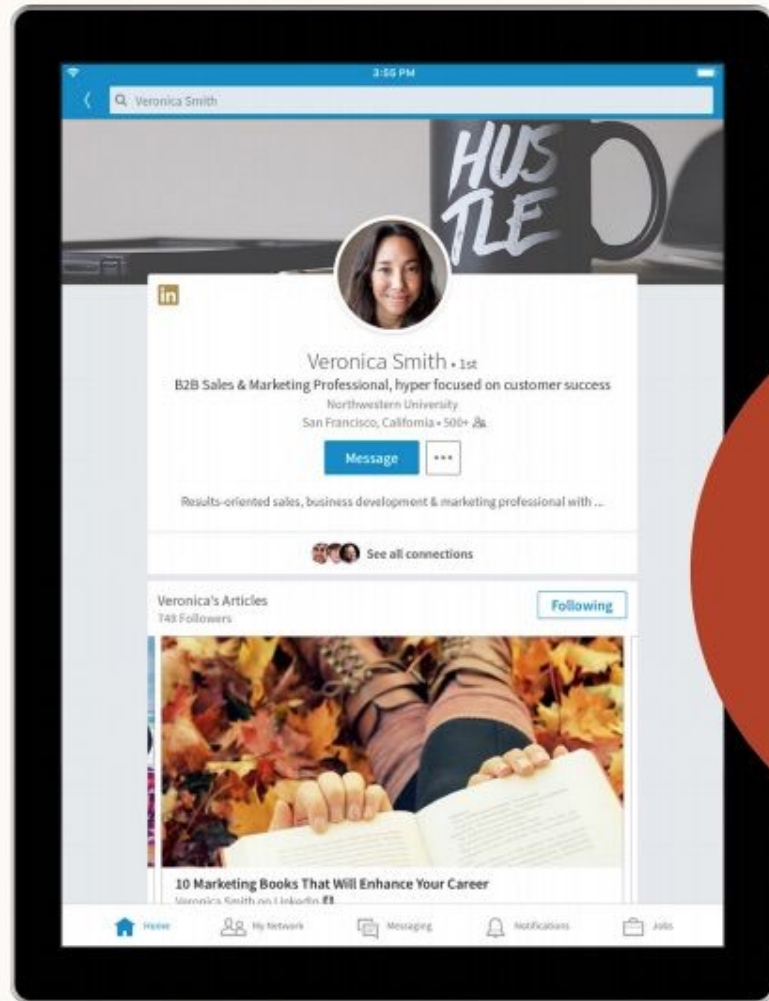
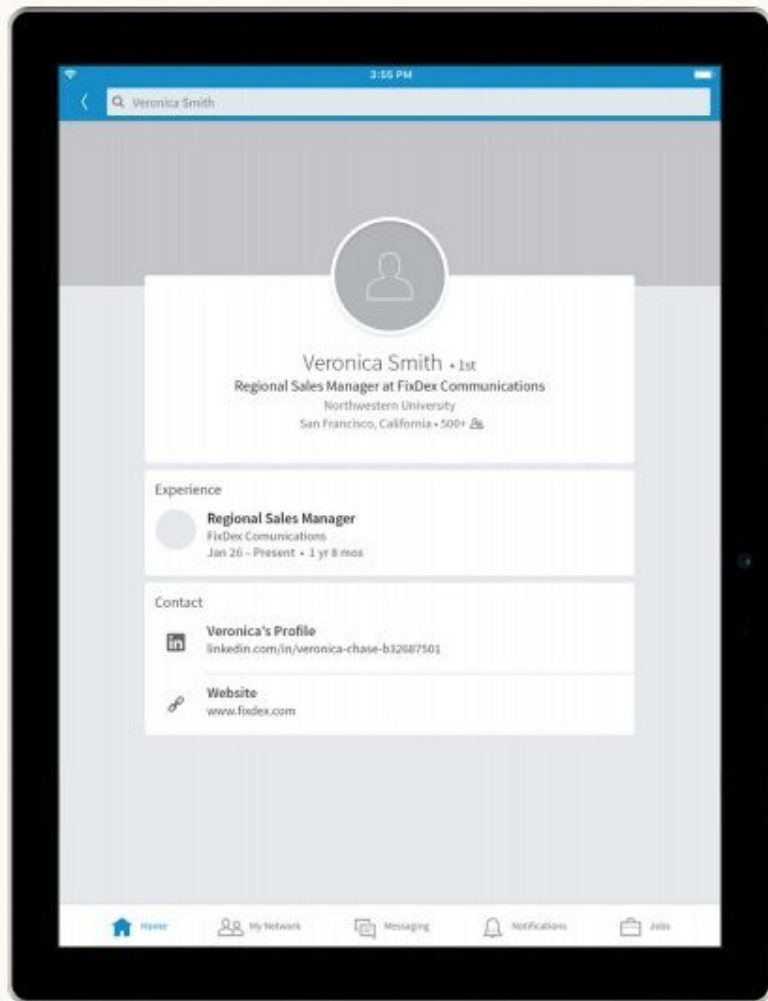


For example, a background photo that highlights your public speaking experience can establish your thought leadership and credibility.



It's best to upload a high quality photo that is:

- Cropped to 4000x4000 pixels to fit the space
- Not covered by your profile photo and headline

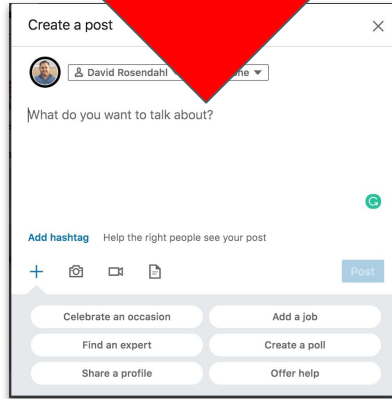






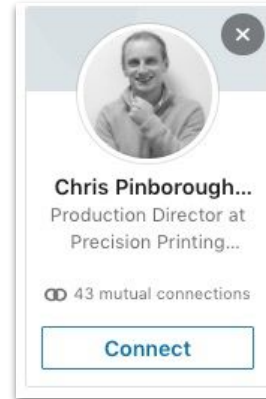
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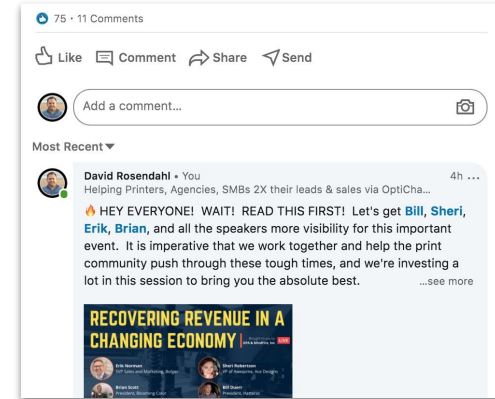
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## Engage

*Discover conversations, using **Hashtags** & **Search**, and engage to create value & attract your **Target Market***

# The '**Social Selling**' Framework: Publish Content

## Create a post



David Rosendahl ▾

Anyone ▾

What do you want to talk about?



**Add hashtag** Help the right people see your post



Post

Celebrate an occasion

Add a job

Find an expert

Create a poll

Share a profile

Offer help



# Try Each Option:

Text Posts (No Image)

Text Posts + Image


Text + Video

Text + Documents


Text + Poll

Text + Article





Create a post ✕



What do you want to talk about?



[Add hashtag](#) Help the right people see your post

# Publishing content -- even well-written comments -- with the proper Profile, gets results:

 **Rachael**   
to David ▾

Thu, Oct 29, 10:29 AM (1 day ago) ☆ ↶


Indeed!

Also – just had a great example of this working...  
I have been calling on a design firm (but not done any work with yet) who recently did a post showcasing some great political posters that they designed... I commented on it, and just got an RFQ!



**Publishing content --  
even well-written  
comments -- with the  
proper Profile, gets  
results:**

[\\$500/hr Advising Roles - Many companies are seeking paid Business Advisors. Are you](#)



**Chavy Helfgott**  
Give your brand a PERSONALITY  
Only LOCAL FANS  
@TheShelves.com

Grow your D2C sales! | High-converting web copy | Brand Voice Development | Consumer Goods | CPG Copywriter

[View full profile](#)

**Chavy Helfgott** • 1st  
Grow your D2C sales! | High-converting web copy | Brand Voice Develop...  
1d • Edited • 🌐

I'm so excited. Also, quaking in my boots.

Having a call tomorrow with the kind of potential client I've dreamed about for years, but was sure I'd never have a chance at.

Pray for me!!!


And any tips for acing calls with high-profile companies are also appreciated ;).

[#chavyhelfgott](#)  
👍 🌐 🗨️ 129 • 166 Comments


Reactions

👍 🐶 🧐 🙌 🌱 🙏 🙌 🙌 ...

👍 Like 🗨️ Comment ➦ Share ↻ Send


 Add a comment... 📷

Most Relevant ▾

 **David Rosendahl** • You  
Helping Printers, Agencies, SMBs grow leads and sales w/ OptiChan... 1d ...

**Chavy** Congrats!!!! How did you land the call? Do you know anyone in common? How well have you studied this person and their company?

👍 • 1 Like | 🗨️ • 3 Replies

 **Chavy Helfgott** Author  
Grow your D2C sales! | High-converting web copy | Brand ... 1d ...

Surprisingly enough, an executive from the company reached out after I commented on his LinkedIn post!

[#PowerOf](#) [REDACTED]

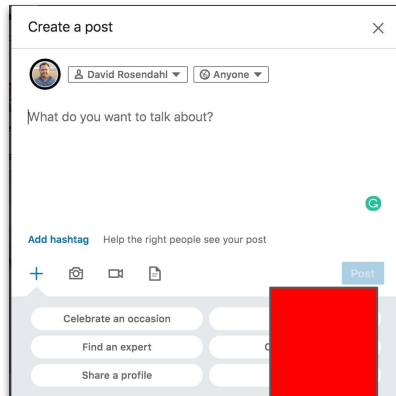
Doing some more research on the company today.

👍 • 9 Likes | 🗨️



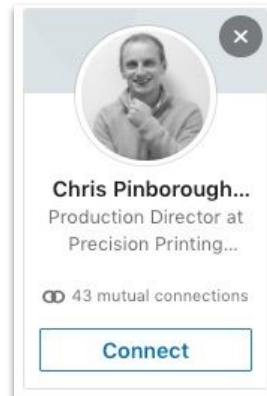
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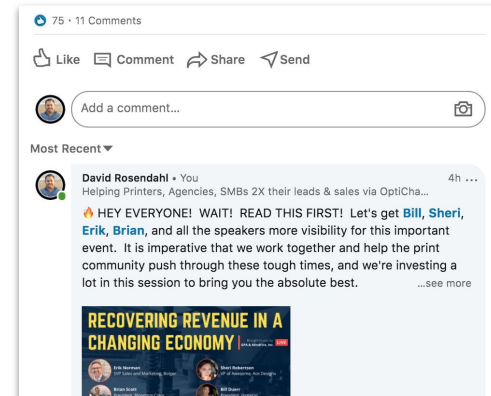
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# The '**Social Selling**' Framework: Publish Content



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sales Nav

Want to Skip the GMAT? - Deadline approaching. Learn about Syracuse's online MBA. No GMAT required! Ad ...



David Rosendahl

MindFire Helps Printers, Agencies, SMBs 2X their leads & sales w/ OptiChannel Marketing Software, Services, and Training | Text Me: 1 (949) 506-5835

Who viewed your profile 3,764

Views of your post 752

Go to Sales Navigator

My items



MindFire, Inc.

Page notifications 0

Page visitors 313

See visitor analytics

Recent

- # optichannel
- COVID-19 Print Group
- MindFire OptiChannel Mark...
- Direct Mail Group
- marketingconsultancy



Start a post



Photo



Video



Document



Write article

Sort by: Top

Segev Hochberg commented on this



Neil Andrew · 2nd  
Founder & CEO @ PPC Protect | We're Hiring in Dev, Produc...  
13h ·

+ Follow

For any #SaaS #Founders or #Startups looking to raise...

Or any business looking at expansion/acquisition...

...see more



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38 · 84 comments

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LinkedIn News

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18m ago · 8,260 readers
  - Square to acquire Jay-Z's Tidal  
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  - Has tech outgrown Silicon Valley?  
1h ago · 1,330 readers
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Stacey Gordon
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Promoted

- Want to Skip the GMAT?  
Deadline approaching. Learn about Syracuse's online MBA. No GMAT required!
- Online MBA at UNC  
Discover a #1-ranked online MBA for World-Class Leaders.
- VC is dead.



Messaging

Search messages

Away message on. Update



Jaafar Abdellaoui 11:56 AM  
Jaafar: Hi David, I have one question for you, do you have an...



Marty Waller 11:52 AM  
You: Hey! Thx for messaging me. If you're looking for me/my...



Tyler Plumeri 10:36 AM  
You: Thanks



Rob Rathke 9:38 AM  
You: Thanks



Alan Madsen 9:22 AM  
You: Hey! Thx for messaging me. If you're looking for me/my...



Van Fleisher [L.I.O.N.] 9:15 AM  
You: 😊



Nekesha Bartholomew... 8:45 AM  
You: Hey! Thx for messaging me. If you're looking for me/my...



Nick Rogers 7:39 AM  
You: Hey Nick -- would love to connect! Have a great rest of yo...



Kevin Roalson 7:38 AM  
You: 🙌



Mike Chiricuzio 7:06 AM





31

12

74

497

128

345

56



# FOOLISH

# WISE

**#ImSoFunnyLookAtMe**

**#digitalmarketing**







**Find, track, and  
use Hashtags  
your Target Market  
listens to**



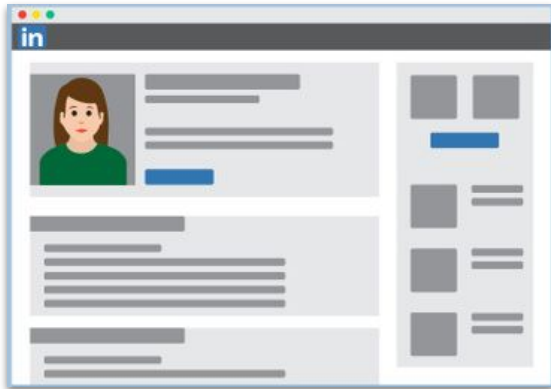
# 2021 Social Engagement Tracker & Hashtags

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

100% \$ % .0 .00 123 Arial 9 B I U A

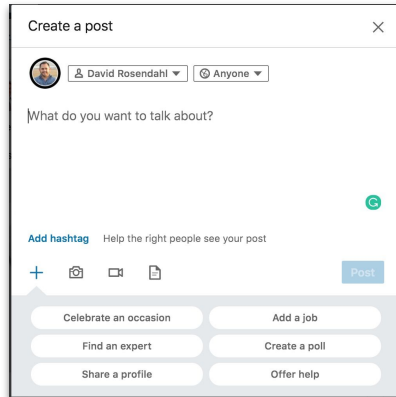
M34

	A	C	D	E	F	M
1	Hashtag	Growth Rate	Growth Follower #	Followers 1/8/21	Followers 9/22/20	Grab?
2	#india	-0.03%	-18,935	67,899,432	67,943,822	
3	#innovation	0.00%	-712	38,897,430	38,880,549	x
4	#management	-0.03%	-10,982	36,178,703	36,207,293	x
5	#humanresources	-0.03%	-10,052	33,424,632	33,461,062	
6	#digitalmarketing	-0.02%	-6,216	27,501,565	27,527,955	
7	#creativity	-0.03%	-7,511	25,303,654	25,320,442	
8	#entrepreneurship	-0.02%	-5,181	22,833,333	22,854,742	x
9	#startups	-0.04%	-7,891	21,340,999	21,364,945	
10	#marketing	0.04%	7,984	20,368,650	20,319,410	x
11	#socialmedia	0.00%	301	19,784,460	19,789,924	x
12	#branding	-0.04%	-6,860	18,115,559	18,135,989	
13	#advertisingandmarketing	-0.05%	-8,168	17,303,887	17,335,890	
14	#personalbranding	-0.04%	-4,687	10,524,648	10,537,579	
15	#bestadvice	-0.05%	-3,526	7,714,050	7,715,580	
16	#analytics	-0.03%	-1,738	6,477,152	6,479,162	
17	#sales	0.02%	1,243	5,857,613	5,841,083	
18	#culture	-0.04%	-1,704	4,735,371	4,734,386	
19	#mobileadvertising	-0.05%	-2,102	4,063,120	4,070,683	
20	#business	0.32%	11,489	3,628,094	3,587,292	
21	#leadership			2,932,618		
22	#artificialintelligence	0.22%	5,204	2,401,617	2,385,118	
23	#happiness	0.07%	1,496	2,186,047	2,174,600	
24	#machinelearning	0.24%	3,969	1,683,158	1,658,334	
25	#covid19	1.03%	11,515	1,165,113	1,130,217	
26	#contentstrategy	-0.02%	-221	1,127,202	1,127,473	
27	#linkedin	1.90%	18,222	1,118,856	978,332	x
28	#startup	0.31%	2,936	979,050	950,270	
29	#contentmarketing	0.15%	977	645,127	641,048	
30	#emailmarketing	0.03%	141	507,467	507,643	
31	#entrepreneur	1.05%	4,523	473,827	436,676	
32	#email	-0.03%	-89	353,825	353,081	x



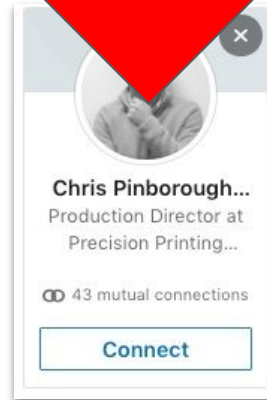
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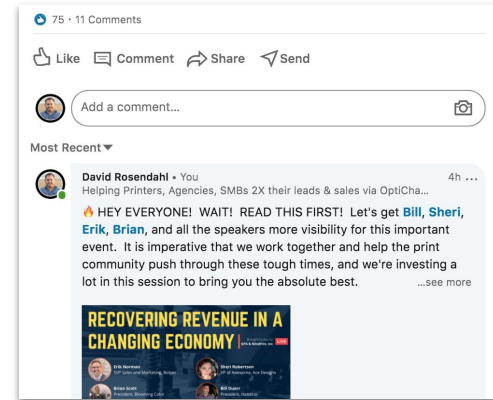
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# The '**Social Selling**' Framework: Connect

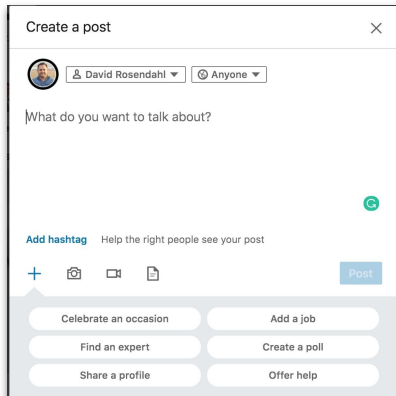
# To Connect:

- Find people in your Target Market (*by searching, engaging in content, and so on*)
- Personalize (*and/or contextualize*) the connection request note if you can
- Act like a normal human-being -- don't pitch!
- Use the “tradeshow lunch” rule
- Many opportunities through natural engagement



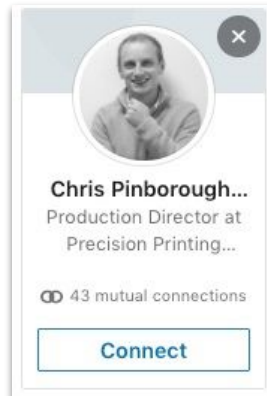
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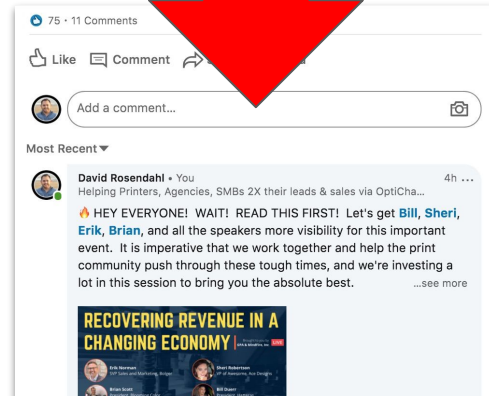
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My Dog Is Blue - Tear up your electric bill and crank up the air! Solar saves you big money. Ad ...

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Who viewed your profile 3,709  
Views of your post 1,594

Go to Sales Navigator

My items

**MindFire, Inc.**  
Page notifications 0  
Page visitors 321

See visitor analytics

Recent

- COVID-19 Print Group
- MindFire OptiChannel Mark...
- # trane
- # treecare

Start a post

Photo Video Document Write article

**Gary Vaynerchuk** · Following  
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Aut...  
31m · 🌐

Good Morning LinkedIn,  
I'm here to remind you: getting a new job or getting someone to co ...see more

Networking in 2021 be like:

**STEP 3: LOOK AT THE RESULTS**

**LinkedIn News**  
962 readers

- Jobless claims rise for 2nd week  
Top news · 962 readers
- The gig economy wants your job  
2h ago · 5,844 readers
- More Americans 'sheltering' in job  
6h ago · 10,586 readers
- Bank is stuck holding \$500M bag  
21h ago · 24,344 readers
- Millions in Texas without power  
2h ago · 14,588 readers

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Pete Mockaitis | How to Be Awesome at Yo...
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World's Largest Direct Mail Ad Collection. Track 13,600 Advertisers.

**WHO'S MAILING WHAT!**

David, look up your competitor's direct mail

Search

Home My Network Jobs Messaging Notifications Me Work Sales Nav

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Diver at Ross Tree Surgeons & Vegetation Management.  
6h · Edited · 🌐

Busy week so far here at RTSS! Storm damaged cedar required urgent felling, we will be milling the timber in a few weeks. Dead scots pine dismantle, and some clearance works for a local authority! ...see more

View full profile

Recent

- treecare
- COVID-19 Print Group
- MindFire OptiChannel Mar...
- trane
- whitenoise

Groups

- COVID-19 Print Group
- MindFire OptiChannel Mar...
- Direct Mail Group

Events

- CHILL WITH BILL - Episod...
- FREE Webinar - LinkedIn G...
- The Nail Your Purpose Rou...

Followed Hashtags

- treecare
- trane
- whitenoise

Show more

Discover more

Like Comment Share Send

OSI Express, Inc. Industry Leading Mortgage Marketing  
Built & Designed for Loan Officers

**LinkedIn News**  
962 readers

- Jobless claims rise for 2nd week  
Top news · 962 readers
- The gig economy wants your job  
2h ago · 5,844 readers
- More Americans 'sheltering' in job  
6h ago · 10,586 readers
- Bank is stuck holding \$500M bag  
21h ago · 24,344 readers
- Millions in Texas without power  
2h ago · 14,588 readers

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# The 'Social Selling' Framework: Engage via Hashtags

Search

Home My Network Jobs Messaging Notifications Me Work Sales Nav

My Dog Is Blue - Tear up your electric bill and crank up the air! Solar saves you big money. Ad ...

PREMIUM THE SOCIAL VBOOK

**David Rosendahl**  
MindFire Helps Printers, Agencies, SMBs 2X their leads & sales w/ OptiChannel Marketing Software, Services, and Training | Text Me: 1 (949) 506-5835

Who viewed your profile 3,709  
Views of your post 1,594

Go to Sales Navigator

My items

MindFire, Inc.  
Page notifications 0  
Page visitors 321  
See visitor analytics

Recent

- # treecare
- COVID-19 Print Group
- MindFire OptiChannel Mark...

Start a post

Photo Video Document Write article

Sort by: Top

**Gary Vaynerchuk** • Following  
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Aut...  
31m ·

Good Morning LinkedIn,

I'm here to remind you: getting a new job or getting someone to co ...see more

Networking in 2021 be like:  
STEP 1: GO TO LINKEDIN  
STEP 2: SEARCH TERMS

**LinkedIn News**

- Jobless claims rise for 2nd week  
Top news · 962 readers
- The gig economy wants your job  
2h ago · 5,844 readers
- More Americans 'sheltering' in job  
6h ago · 10,588 readers
- Bank is stuck holding \$500M bag  
21h ago · 24,344 readers
- Millions in Texas without power  
2h ago · 14,588 readers

Show more

**Today's most viewed courses**

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Pete Mockaitis | How to Be Awesome at Yo...
- Speaking Confidently and Effectively  
Pete Mockaitis | How to Be Awesome at Yo...
- Unconscious Bias  
Stacey Gordon

Show more on LinkedIn Learning →


Your Client Needs a Site? Discover Duda - 100% white label builder

Buy and sell high-converting websites

# The 'Social Selling' Framework: Engage via Search

The image shows a LinkedIn search results page for the query "pop signage". At the top, the search bar contains "pop signage" and the LinkedIn logo. Navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav are visible. Below the search bar are tabs for People, Companies, Posts, Groups, Jobs, Schools, and Events. A red arrow points to the "Posts" tab. The main content area is divided into sections: "People" and "Companies".

**People**

- Richard Martinez** · 2nd  
Custom POP & POS Displays /Signage  
Waukegan, IL  
Hassan Donaldson is a shared connection
- Scott Watson** · 2nd   
President at JGX GROUP, a signage and pop display company  
Dallas, TX  
Current: President at JGX GROUP, a signage and pop display company - ... / braille manufactured lit signage visual point...  
Provides services - Graphic Design, Brand Design, 3D Design, Visual Design, Trade Shows, Logo Design, Corporate Events
- Katharine Arno** · 2nd  
SpeedPro Charlotte  
Charlotte Metro  
Skills: Signage  
Gregory Barnes, Vanecia "V" Carr, MBA, and 11 other shared connections

**Companies**

- POP Display UK Ltd**  
Wholesale · West Thurrock, Essex  
501 followers  
POP Display has been supplying quality point of sale (POS) and retail display products and accessories for over 20 years. Our POS products are distributed...

On the right side, there are two promotional cards: "Go to Sales Navigator" and "MeWe".

The '**Social Selling**' Framework: Engage via Search

The screenshot shows a LinkedIn search results page for the query "pop signage". The top navigation bar includes the LinkedIn logo, a search bar with "pop signage", and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. Below the navigation bar are filter buttons: "Posts", "Posted by", "Date posted", "Sort by", "Author industry", and "All filters". A blue banner at the top of the results area reads "My Dog Is Blue - Tear up your electric bill and crank up the air! Solar saves you big money. Ad ...". Below this, it says "643 results".

The first post is from Nelson J. Greer Painting Contractors, Inc. (77 followers, 1d ago). The text of the post is "...appeal POP! #ArizonaCommercialPainting #Signage #commercialproperties". It includes a thumbnail image of a sign and has 1 reaction.

The second post is from Lindsay Hopkins (Creative Director, AlphaGraphics Downtown Nashua, 22h ago). The text of the post is "...vinyl lettering, directional signage, and outdoor signage. The pop of color in these pieces make the new brand really stand out and catch your attention. Another one in the books! New branding or new building - we're here to help you...". It includes a thumbnail image of a sign and has 8 reactions. A red arrow points to this post.

The third post is from A E Yates Ltd. (4K followers, 6d ago). The text of the post is "...groups of four, provide routing for power and data cabling for Variable Speed Limit signage and a combination of motorway signals and advanced motorway indicators. Two rigs are working on the projects through the night to reduce ...see more". It includes a thumbnail image of a sign and has 9 reactions and 1 comment.

On the right side of the page, there is an advertisement for Avetta. The ad text says "Get the latest jobs and industry news" and "David, explore relevant opportunities with Avetta". It features a profile picture of a man and a "Follow" button.

The '**Social Selling**' Framework: Engage via Hashtags

PREMIUM



**Ben Viviers**  
Owner at Colour Hub, & CTS - Corporate Technology Solutions

+ Follow

View full profile


**Ben Viviers** · 2nd  
Owner at Colour Hub, & CTS - Corporate Technology Solutions ...  
1d · 🌐

Signage project of the day. An exhilarating project since day one! This was our 2nd project for international, well known fitness studio, F45 and we absolutely love working with the team of F45. Lightboxes, halo signs, vinyl branding, etc, exciting as always. Saturday is the big opening at this new Silverlakes gym, so do yourselves a favor and pop-in.  
[www.colourhub.co.za](http://www.colourhub.co.za) 012 348 0693 [info@colourhub.co.za](mailto:info@colourhub.co.za)  
 #branding #signs #stickers #vinylgraphics #lasercutting #printingshop #pretoria #labels #vehiclewraps #signage #lightboxes #vehiclebranding #laserengraving #printing #largeformatprinting #decals #southafrica



4 · 2 comments

Reactions



Like Comment Share Send

Add a comment...

## Comment your “2 cents”:

Ask a question

Add some value (*including LIKE or some other action*)

Reply to someone else’s comment

Give your unique insight

Describe a similar scenario you were involved in

Don’t pitch

Drop value

Give 2 cents (*or hundreds*)

Send a personalized Connect request (“*Hey Ben, saw your awesome post about XYZ ...*”)

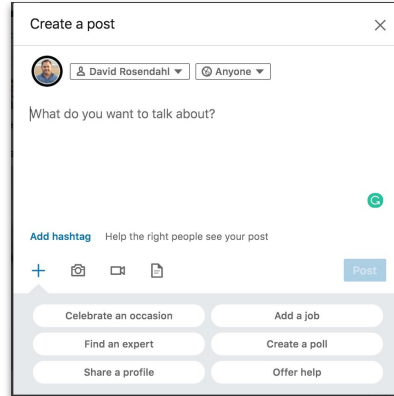
1-2x p/mo



## Establish Your Brand

*Recraft your Profile w/your **Target Market** in mind. Update often to show how you help your Clients succeed*

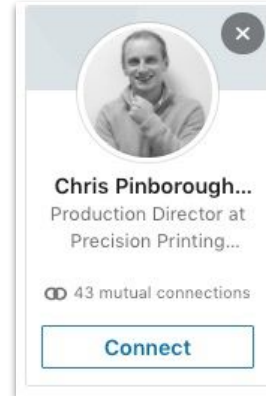
3-7x p/week



## Publish Content

*Publish high-value **Content**, using **Hashtags** your **Target Market** "listens" to*

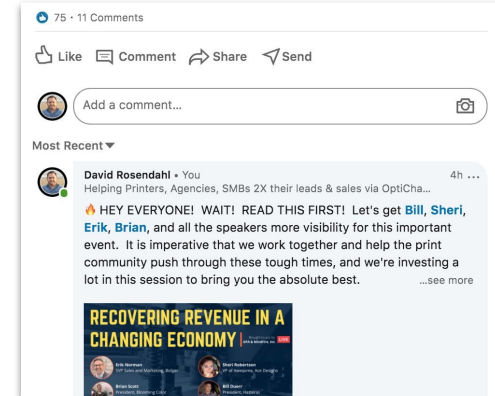
20-30 p/day



## Connect

*Build connections & trust w/ **Companies** & **People** in your Target Market*

50-100 p/day



## Engage

*Discover conversations, using **Hashtags** & Search, and engage to create value & attract your Target Market*

# The '**Social Selling**' Framework

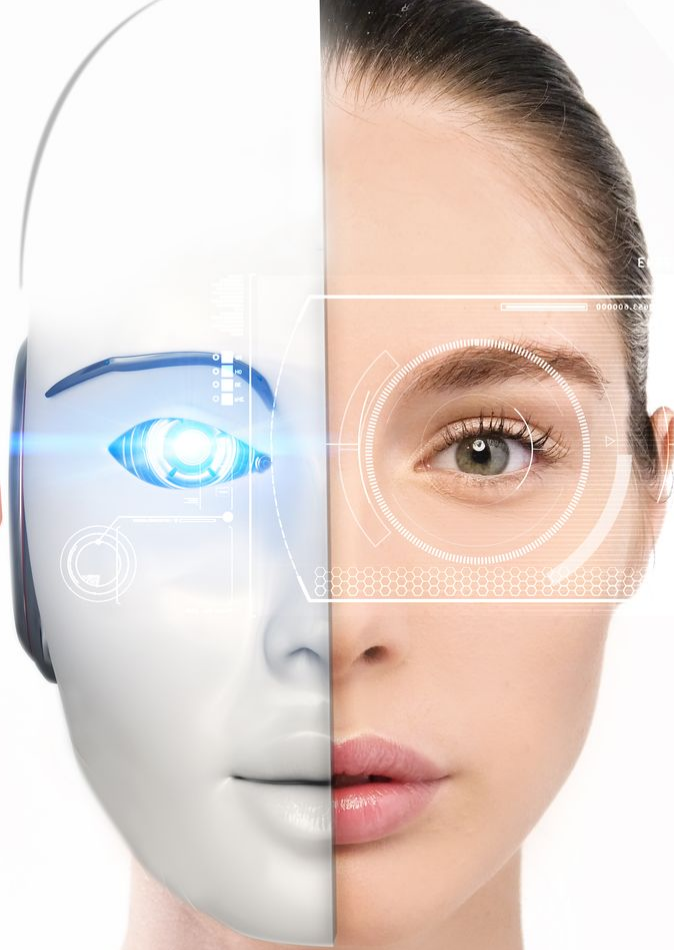
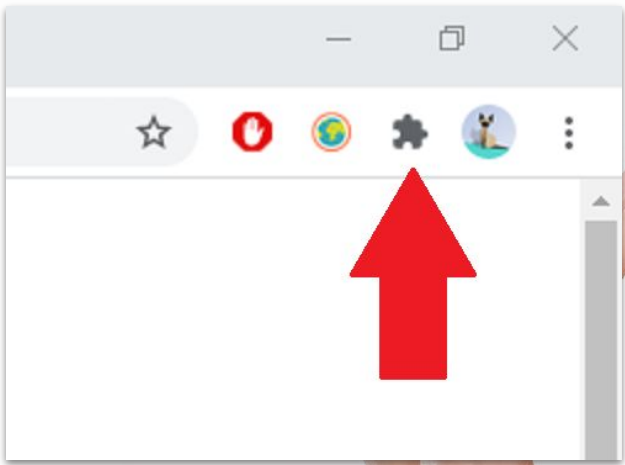




Do You  
Think  
You Can  
Do These  
Steps?



THE  
***Social  
Selling  
Assistant***



THE  
***Social  
Selling  
Assistant***



- Home
- Dashboard
- My Markets
- Create a Campaign
- My Campaigns
- Asset Library
- Contacts
- Settings
- Notifications 43
- Help Center
- Training Videos



## Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

- Target Markets**
- Content
- Hashtags
- Companies
- People

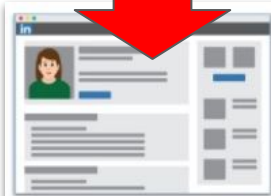
+ CREATE NEW TARGET MARKET

Find a Market:

Show me markets that are:

<input type="checkbox"/>	Status	Target Audience Name	Keywords	Hashtags	Results
<input type="checkbox"/>	NEW	Printers Created a month ago	"commercial printing"		Found 8 Articles <span>▶ ↺ # ✎</span>

[How to search for trending content?](#)



### Establish Your Brand

*Recraft your Profile w/your Target Market in mind. Update often to show how you help your Clients succeed*



### Publish Content

*Publish high-value Content, using Hashtags your Target Market "listens" to*



### Connect

*Build connections & trust w/ Companies & People in your Target Market*



### Engage

*Discover conversations, using Hashtags & Search, and engage to create value & attract your Target Market*



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# Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets 1 SELECTED Content for 1 Target Market Hashtags Companies People

## Content Analyzer

Add my own article

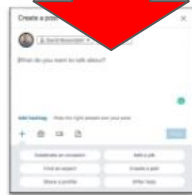
Search within these Articles: Start typing what you're looking for ...

Show me articles that are: Launched CTA Blocked Insecure

Status	Content	Published Date / Selected CTA	Facebook Engagements	Twitter Shares	Pinterest Shares	Youtube Views	Total Engagements	What are these?
NEW	Expanding Services: Johnson Newspaper Corporation offers commercial printing <a href="#">What's this?</a> <span>CTA</span> By nnybizmag.com -- Jan, 2021 on nnybizmag.com	Jan 5, 2021	63	2	0	0	65	Launch Hide
NEW	Ballot Printing - Fort Orange Press - Commercial Printing - Albany, New York <a href="#">What's this?</a> By fortorangepress.com -- Dec, 2020 on fortorangepress.com	Dec 27, 2020	0	1	0	0	1	Add a CTA Hide
NEW	GCC Commercial Printing Market Demand, Growth Rate, Size, Trends, Industry Analysis and Forecast 2020-2025 <a href="#">What's this?</a> <span>CTA</span> By marketwatch.com -- Jan, 2021 on marketwatch.com	Jan 5, 2021	0	1	0	0	1	Launch Hide
NEW	Commercial Printing - Tipografia Everest 2001 <a href="#">What's this?</a> By everest.ro -- Dec, 2020 on everest.ro	Dec 24, 2020	0	0	0	0	0	Add a CTA Hide



**Establish Your Brand**  
Recraft your Profile w/your Target Market in mind. Update often to show how you help your Clients succeed



**Publish Content**  
Publish high-value Content, using Hashtags your Target Market "listens" to



**Connect**  
Build connections & trust w/ Companies & People in your Target Market



**Engage**  
Discover conversations, using Hashtags & Search, and engage to create value & attract your Target Market





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Kushal Dutta, you're logged in to MindFireInc\_com5325.

Switch to another Account ▾

Database

GitHub

43

Log out



## Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets 1 SELECTED

Content for 1 Target Market

**# Hashtags**

Companies

People

+ Add Hashtags

Update these 2 follower counts

Q Find from this list:

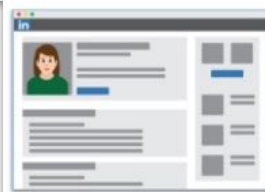
Start typing what you're looking for ...

Show me hashtags that are:

Never Visited x

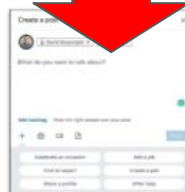
Displaying: 2 hashtags Download

Hashtags	# LinkedIn Followers	Last Visit	
#print	17,397	6 days ago	<a href="#">Edit</a> <a href="#">Hide</a>
#printing	26,643	6 days ago	<a href="#">Edit</a> <a href="#">Hide</a>



### Establish Your Brand

Recraft your Profile w/your **Target Market** in mind. Update often to show how you help your Clients succeed



### Publish Content

Publish high-value Content, using **Hashtags** your Target Market "listens" to




### Connect

Build connections & trust w/ **Companies** & **People** in your Target Market



### Engage

Discover conversations, using **Hashtags** & Search, and engage to create value & attract your Target Market

- 
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## Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets 1 SELECTED Content for 1 Target Market Hashtags Companies People

+ Add Companies

Q Find from this list: Start typing what you're looking for ...

Show me companies that are: Never Visited No Domain

Displaying: 1 company Download

Company Name	Company Domain	# LinkedIn Followers	Last Visit
Sandy Alexander	sandyinc.com	2,501	2 days ago

Find people who work here Edit Add to List Hide



### Establish Your Brand

Recraft your Profile w/your Target Market in mind. Update often to show how you help your Clients succeed



### Publish Content

Publish high-value Content, using Hashtags your Target Market "listens" to



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Build connections & trust w/ Companies & People in your Target Market



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## Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets 1 SELECTED x Content for 1 Target Market # Hashtags Companies **People**

+ Add People Visit this person

Q Find from this list: Start typing name, email, company or tags to find :

Show me people that are: Never Visited x With Email x With LI Profile x My Connections x

Displaying: 3 people Download

Company ^	Name	Email	Title	Tags	LinkedIn Profile	Last visit
Sandy Alexander	Gene Palecco	gpalecco@sandyinc.com				
Sandy Alexander	Kathleen Appleton	kappleton@sandyinc.com	Merchandising Team		<a href="https://www.linkedin.com/in/kathleen-appleton-pmp-9b89a96">https://www.linkedin.com/in/kathleen-appleton-pmp-9b89a96</a>	
Sandy Alexander	Peter Stillo	pstillo@sandyinc.com				



### Establish Your Brand

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### Publish Content

*Publish high-value Content, using Hashtags your Target Market "listens" to*



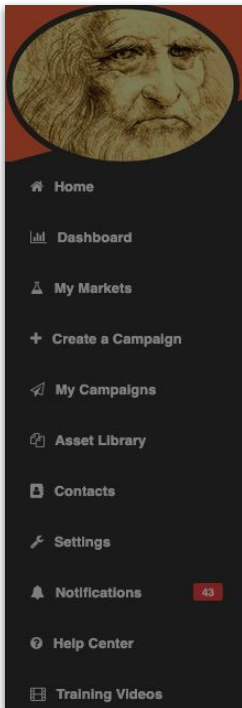
### Connect

*Build connections & trust w/ Companies & People in your Target Market*



### Engage

*Discover conversations, using Hashtags & Search, and engage to create value & attract your Target Market*



Marketing Intelligence

This is where Da Vinci finds Content

Target Markets 1 SELECTED x

+ Add People Visit this person

Displaying: 3 people Download

Company	Name	Email	Phone	Address
Sandy Alexander	Gene Palecco	gpalecco@sandyinc.com		
Sandy Alexander	Kathleen Appleton	kappleton@sandyinc.com	Merchandising Team	
Sandy Alexander	Peter Stillo	pstillo@sandyinc.com		

Showing me people that are: Never Visited x With Email x With LI Profile x My Connections x

Last visit

Edit Email Hide

Edit Email Hide

Edit Email Hide

### Social Selling Settings

Fine-tune your Social Selling Assistant to mirror your marketing & sales workflow by adjusting the following settings.

▼ LinkedIn Settings

Your subscription allows you to visit a maximum of 100 Profiles per day, and send 100 'Connect' invitations. [Click here to learn more about these limits.](#)

When visiting someone you're not yet connected to:

Follow them

Like their 5 most recent articles or posts

Send a connect request

Connect with people that are my  2nd degree  3rd degree connections

When sending a connection request, you can add a note to personalize your invitation. Add your note here: (234 characters left)

Hey, have an interest in the print market. Would love to connect!



**Establish Your Brand**

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**Publish Content**

*Publish high-value Content, using Hashtags your Target Market "listens" to*

**Connect**

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**Engage**

*Discover conversations, using Hashtags & Search, and engage to create value & attract your Target Market*



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Switch to another Account ▾

Database

GitHub

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Log out



## Marketing Intelligence

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets 1 SELECTED

Content for 1 Target Market

Hashtags

Companies

People

+ Add People Visit this person

Q Find from this list: Start typing name, email, company or tags to find :

Show me people that are: Never Visited x With Email x

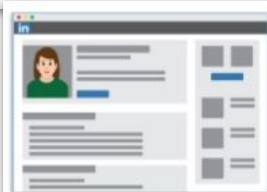
With LI Profile x My Connections x

Upload CSV

Add 1 Person

Find more people from LinkedIn

	Email	Title	Tags	LinkedIn Profile	Last visit
Sandy Alexander Gene Palecco	gpalecco@sandyinc.com				
Sandy Alexander Kathleen Appleton	kappleton@sandyinc.com	Merchandising Team		<a href="https://www.linkedin.com/in/kathleen-appleton-pmp-9b89a96">https://www.linkedin.com/in/kathleen-appleton-pmp-9b89a96</a>	
Sandy Alexander Peter Stillo	pstillo@sandyinc.com				



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### Publish Content

Publish high-value Content, using Hashtags your Target Market "listens" to



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Build connections & trust w/ Companies & People in your Target Market



### Engage

Discover conversations, using Hashtags & Search, and engage to create value & attract your Target Market





Companies

People

[CLICK HERE to LEARN how to search for people.](#)

Q Search for people on LinkedIn:

All Filters ▾

About 884,000 results



**Jonathan Tardiff** •2nd

Owner, J.S. McCarthy Printers

Lewiston/Auburn, Maine Area ,Current: Owner at J.S. McCarthy Printers



**Michael A. Fornadel** •2nd

Owner, good printers

Charlottesville, Virginia Area ,Current: Owner at good printers



**Lori Campbell** •2nd

President at The Label Printers

Aurora, Illinois, United States



**Chris Gerhold** •2nd

General Manager at BR Printers

Cincinnati, Ohio Area



**Shaun Lane** •2nd

PJ Printers

Orange County, California Area ,Current: Manager at PJ Printers



**Dan Bendele** •2nd

President/CEO at Independent Printers "IPW" and Owner, Independent Printers "IPW"

Richmond, Virginia Area ,Current: President/CEO at Independent Printers "IPW"



**Chris Rooney** •2nd

Owner, BR Printers

San Francisco Bay Area ,Current: Owner at BR Printers



Companies

People

[CLICK HERE to LEARN how to search for people.](#)

Q Search for people on LinkedIn:

All Filters ▾

Current Companies

Past Companies

Industries

Locations

Connections

1st

2nd

3rd+

First name

Last name

Title

About 884,000 results



**Jonathan Tardiff** •2nd

Owner, J.S. McCarthy Printers

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Owner, good printers

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President at The Label Printers

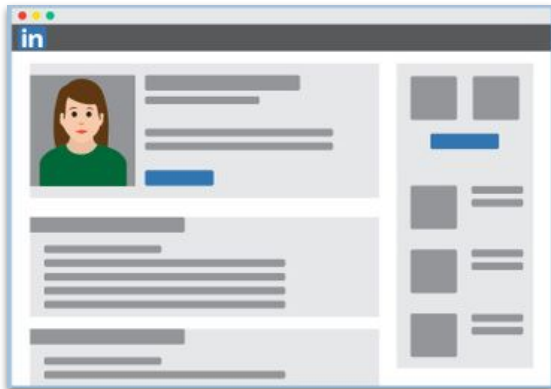
Aurora, Illinois, United States



**Chris Gerhold** •2nd

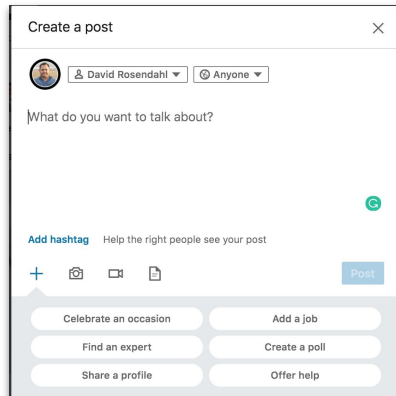
General Manager at BR Printers

Cincinnati, Ohio Area



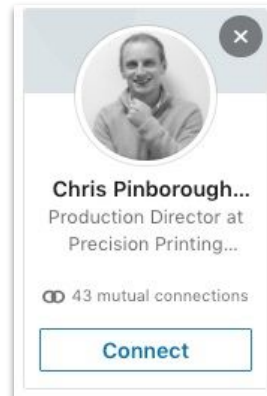
## Establish Your Brand

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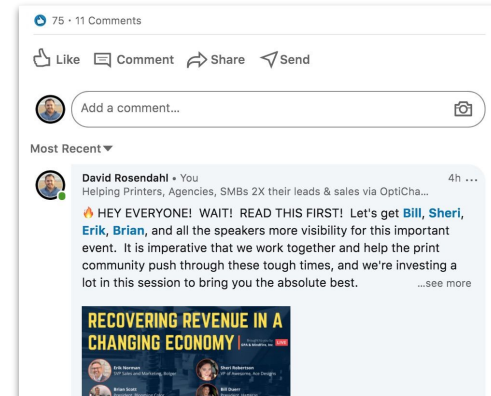
## Publish Content

*Publish high-value **Content**, using **Hashtags** your **Target Market** “listens” to*



## Connect

*Build connections & trust w/ **Companies** & **People** in your **Target Market***



## Engage

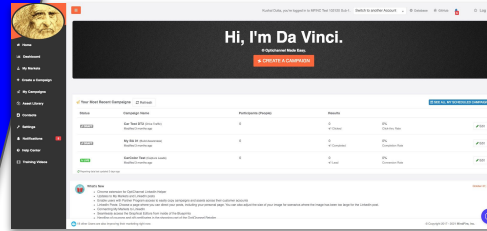
*Discover conversations, using **Hashtags** & **Search**, and engage to create value & attract your **Target Market***

# The ‘**Social Selling**’ Framework

“Marketing Intelligence” > Social Selling Assistant



OptiChannel Campaign Management



**OptiChannel** means finding & engaging your market on the platforms & channels that matter to them.

By reverse-engineering where your consumer’s attention is, knowing how to locate under-priced attention, and then using contextualized communication for each specific channel, **you gain a competitive advantage that fills your funnel faster at better ROI.**

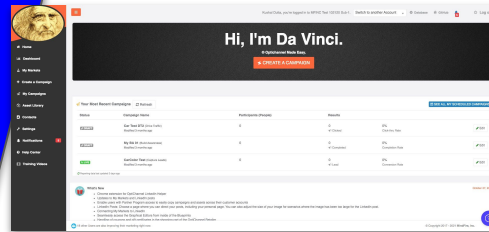
**LinkedIn is one of those places.**

“Marketing Intelligence” > Social Selling Assistant



The “**Market Intelligence**” module helps you find people & companies to market to. It can be used on its own and feed data to other systems, or within MindFire OptiChannel “Campaigns”.

OptiChannel Campaign Management



The “**Campaign Management**” modules help you build OptiChannel campaigns to engage your database, using your own data or that which you’ve nurtured via “Market Intelligence”

# Two Ways This Brings You Value ...

**Do it for  
yourself (*or  
your sales  
team*)**

**Sell it as a  
service**



Questions? :)



**Would You Like to  
Learn More?**

## How We Can Help:

1. **If you want access, drop “SSA” in the chat right now.**
  - a. We’ll give you a URL where you can request a Seat
  - b. You’ll get **free** access to all features (*up to certain limits*)
  
2. **We’ve also blocked out time to speak privately, 1:1, to help you understand how Social Selling can:**
  - a. Help your business reach its goals
  - b. If you’re a service provider (*printer, agency, etc.*), how you can offer OptiChannel Services to your clients



**Workflow Designer**  
*(formerly MindFire Studio)*



**Blueprint Editor**  
*(formerly Da Vinci)*



# What You'll Get ...

*(First 10 only)*





# Create up to 10 Target Markets...

The screenshot shows a web application interface for 'My Markets'. At the top, a dark blue banner contains the text 'Create up to 10 Target Markets...'. Below this is a light gray header with a navigation menu on the left (home, charts, funnel, plus, magnifying glass, share, profile, wrench, bell, question mark, calendar) and a user profile section on the right showing 'Dave R, you're logged in to My Markets Testing.' with a 'Switch to another Account' dropdown and a 'Log out' button.

The main content area is titled 'My Markets' with a green flask icon. Below the title is a description: 'This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.' A navigation bar below the description has tabs for 'Target Markets' (selected), 'Content', 'Hashtags', 'Companies', and 'People'. A red button '+ CREATE NEW TARGET MARKET' is on the left. A search bar 'Q Find a Market: Start typing what you're looking for ...' is in the center, and a filter dropdown 'Show me markets that are: New x' is on the right.

A table displays search results for 'Printers'. The table has columns for 'Status', 'Target Audience Name', 'Keywords', 'Hashtags', and 'Results'. The first row shows a 'NEW' status, 'Printers' target audience (created a month ago), keywords '"direct mail"', hashtags '#directmail #directmailadvertising #directmailer #directmailing #directmailmarketing', and 'Found 100 Articles'. Action icons (play, refresh, edit) are on the right of the row.

Status	Target Audience Name	Keywords	Hashtags	Results
<input type="checkbox"/> NEW	Printers Created a month ago	"direct mail"	#directmail #directmailadvertising #directmailer #directmailing #directmailmarketing	Found 100 Articles

# Retrieve Unlimited Articles...

Browser tabs: OptiCha x MindFire x 2021 Sc x Commu x 2021 Q1 x 2021 Q1 x OptiCha x Da Vinci x LinkedIn x Chiang x Edit Pic x Edit Pho x new har x

URL: davincistage.mindfireinc.com/admin/marketIntel.php

Header: Dave R, you're logged in to My Markets Testing. Switch to another Account Log out

## My Markets

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets **1 SELECTED** Content for 1 Target Market Hashtags Companies People

### Content Analyzer

Add my own article


Search within these Articles: Start typing what you're looking for ...

Show me articles that are: Launched CTA Blocked Unsecure

Status	Content	Published Date / Selected CTA	Facebook Engagements	Twitter Shares	Pinterest Shares	Youtube Views	Total Engagements	What are these?
NEW	<b>Direct Mail Automation Software   Best Rated Tool &amp; Direct Mail Platform   PostGrid™</b> <a href="#">What's this?</a> <b>CTA</b>	Jan 19, 2021	166	1	71	0	238	Launch Hide
NEW	<b>Direct Mail API - Marketing &amp; Transactional Direct Mail API Services - PostGrid™</b> <a href="#">What's this?</a> <b>CTA</b>	Jan 19, 2021	171	1	0	0	172	Launch Hide
NEW	<b>Does direct mail or email deliver greater results for retailers?</b> <a href="#">What's this?</a>	Jan 16, 2021	59	1	0	0	60	Add a CTA Hide
NEW	<b>Direct Mail Marketing: What is it and How can it be made more effective? - PostGrid</b> <a href="#">What's this?</a> <b>CTA</b>	Jan 17, 2021	33	1	0	0	34	Launch Hide
NEW	<b>Why Direct Mail Should Be Part of Your Bank's 2021 Marketing Strategy</b> <a href="#">What's this?</a> <b>CTA</b>	Jan 15, 2021	26	1	0	0	27	Launch Hide
NEW	<b>Direct Mail 2021: The Rise in Demand</b> <a href="#">What's this?</a> <b>CTA</b>	Jan 19, 2021	26	0	0	0	26	Launch Hide
NEW	<b>Does your 2021 strategy include Direct Mail? - Heinz Marketing</b> <a href="#">What's this?</a> <b>CTA</b>							

# Visit up to 10 Hashtags p/day...

Home | Analytics | Profile | Add | Search | Settings | Help | Logout

Dave R, you're logged in to My Markets Testing. [Switch to another Account](#)  [Log out](#)







## My Markets

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets **1 SELECTED** | Content for 1 Target Market | **# Hashtags** | Companies | People

+ Add Hashtags | [Update these 9 follower counts](#) |  | Show me hashtags that are: [Never Visited](#)

Displaying: 9 hashtags [Download](#)

Hashtags	# LinkedIn Followers	Last Visit		
<a href="#">#directmail</a>	3,641	8 days ago		
<a href="#">#mail</a>	2,813			
<a href="#">#directmailmarketing</a>	378	a month ago		

# Visit up to 10 Companies p/day...


The screenshot displays the 'My Markets' web application interface. At the top, a dark blue banner contains the text 'Visit up to 10 Companies p/day...'. Below this, the application header includes a navigation menu on the left, a user profile section on the right showing 'Dave R, you're logged in to My Markets Testing.' with a 'Switch to another Account' dropdown and a 'Log out' button, and a central 'My Markets' section with a green flask icon and the text 'This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.'

The main content area features a navigation bar with tabs for 'Target Markets' (1 SELECTED), 'Content for 1 Target Market', 'Hashtags', 'Companies' (active), and 'People'. Below the navigation bar, there is a search section with a '+ Add Companies' button, a 'Visit 250 of these 326 companies' button, a search input field with the placeholder 'Q Find from this list: Start typing what you're looking for ...', and filter buttons for 'Never Visited' and 'No Domain'. The main content area displays a table of companies with the following columns: 'Company Name', 'Company Domain', '# LinkedIn Followers', and 'Last Visit'. The table shows three entries: '3D VizTours', '563 Design', and '7 Bridges Marketing'.

Company Name	Company Domain	# LinkedIn Followers	Last Visit
3D VizTours			
563 Design			
7 Bridges Marketing	7bridgesmarketing.com	90	4 days ago

# Find more People at each company (\$ upgrade)...

Home | Bar Chart | Funnel | + | Magnifying Glass | Document | Gear | Wrench | Bell | Question Mark | Calendar

Dave R, you're logged in to My Markets Testing. [Switch to another Account](#)  [Log out](#)







## My Markets

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

Target Markets **1 SELECTED** | Content for 1 Target Market | Hashtags | Companies | **People**

+ Add People **Visit 65 of these 359 people** |  | Show me people that are: [Never Visited](#) [With Email](#) [With LI Profile](#) [My Connections](#)

Displaying: 2,009 people [Download](#)

Company	Name	Email	Title	Tags	LinkedIn Profile	Last visit
3D VizTours	Van Tucker	[REDACTED]			<a href="https://www.linkedin.com/in/vantucker">https://www.linkedin.com/in/vantucker</a> Followers: 4,881, Connection Degree: 1	2 days ago  
563 Design	Emily McCready	[REDACTED]	Business Development		<a href="https://www.linkedin.com/in/emilymccr...">https://www.linkedin.com/in/emilymccr...</a> Followers: 804, Connection Degree: 2	2 days ago  
7 Bridges Marketing	Shanna Vollmer	[REDACTED]	CEO/President		<a href="https://www.linkedin.com/in/shannavol...">https://www.linkedin.com/in/shannavol...</a> Followers: 763, Connection Degree: 2	4 days ago  



# Find & Import up to 50 People/day from LinkedIn

**My Markets**  
This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

© Target Markets **1 SELECTED** | Content for 1 Target Market | # Hashtags | Companies | People

+ Add People | Visit 65 of these 359 people

Find from this list: Start typing name, email, company or tags to find a person

Displaying: 2,009 people [Download](#)

Company	Name	Email	Title
3D VizTours	Van Tucker	[Redacted]	
563 Design	Emily McCready	[Redacted]	Business Development
7 Bridges Marketing	Shanna Vollmer	[Redacted]	CEO/President

**MindFire Social Selling Assistant**

Companies | People

To find people from LinkedIn who you can engage, enter an industry, or other keywords in the search box and hit ENTER. Then click on All Filters to choose additional criteria to narrow down your search. Afterwards, Social Selling Assistant will help you engage each person. [CLICK HERE to LEARN how to find people.](#)

Search for people:  All Filters

About 1,200,000 results

- Tony Hunter** ·2nd  
HVAC = Value, Efficiency & Comfort  
Greater Los Angeles Area ,Summary: ...retail HVAC Service business. We provide Heating...
- Juan Oronoz** ·2nd  
HVAC Professional  
Greater Los Angeles Area
- Raffi Demirjian** ·2nd  
CEO at Electrical & HVAC  
Greater Los Angeles Area
- Steve Miller, PE** ·2nd  
Owner of HVAC Design Solutions, HVAC and Plumbing software packages, eBooks, and apps for tablets.  
Oceanside, California, United States ,Current: Owner at HVAC Design Solutions
- Jim Cooper** ·2nd  
HVAC / Plumbing General Manager  
Orange County, California Area ,Skills: HVAC

# Visit & Connect with up to 10 People p/day...

Home | Stats | Funnel | + | Search | Target Markets | Content | Hashtags | Companies | **People**

Dave R, you're logged in to My Markets Testing. [Switch to another Account](#) 6 [Log out](#)

## My Markets

This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.

© Target Markets **1 SELECTED** | Content for 1 Target Market | # Hashtags | Companies | **People**

+ Add People **Visit 65 of these 359 people** | Find from this list: Start typing name, email, company or tags to find a person | Show me people that are: **Never Visited** | With Email | With LI Profile | My Connections

Displaying: 2,009 people [Download](#)

Company	Name	Email	Title	Tags	LinkedIn Profile	Last visit
3D VizTours	Van Tucker	[REDACTED]			<a href="https://www.linkedin.com/in/vantucker">https://www.linkedin.com/in/vantucker</a> Followers: 4,881, Connection Degree: 1	2 days ago <a href="#">edit</a> <a href="#">delete</a>
563 Design	Emily McCreedy	[REDACTED]	Business Development		<a href="https://www.linkedin.com/in/emilymccr...">https://www.linkedin.com/in/emilymccr...</a> Followers: 804, Connection Degree: 2	2 days ago <a href="#">edit</a> <a href="#">delete</a>
7 Bridges Marketing	Shanna Vollmer	[REDACTED]	CEO/President		<a href="https://www.linkedin.com/in/shannavol...">https://www.linkedin.com/in/shannavol...</a> Followers: 763, Connection Degree: 2	4 days ago <a href="#">edit</a> <a href="#">delete</a>

*Spaces are very limited*

**SIGN UP NOW AT:**

**[MindFireMarketing.Com/Yes](https://MindFireMarketing.Com/Yes)**

# **How We Can Help:**

1. **If you want access, drop “SSA” in the chat right now.**
  - a. Our team will follow-up and get you access.
  - b. You’ll get free access to all features (up to certain limits)
  
2. **We’ve also blocked out time to speak privately, 1:1, to help you understand how Social Selling can:**
  - a. Help your business reach its goals
  - b. If you’re a service provider (printer, agency, etc.), how you can offer OptiChannel Services to your clients



## **WHO IS THIS FOR:**

**[1] Printers, Agencies, Marketing Services Companies**

**[2] Owners, leaders, sales, marketing, production**

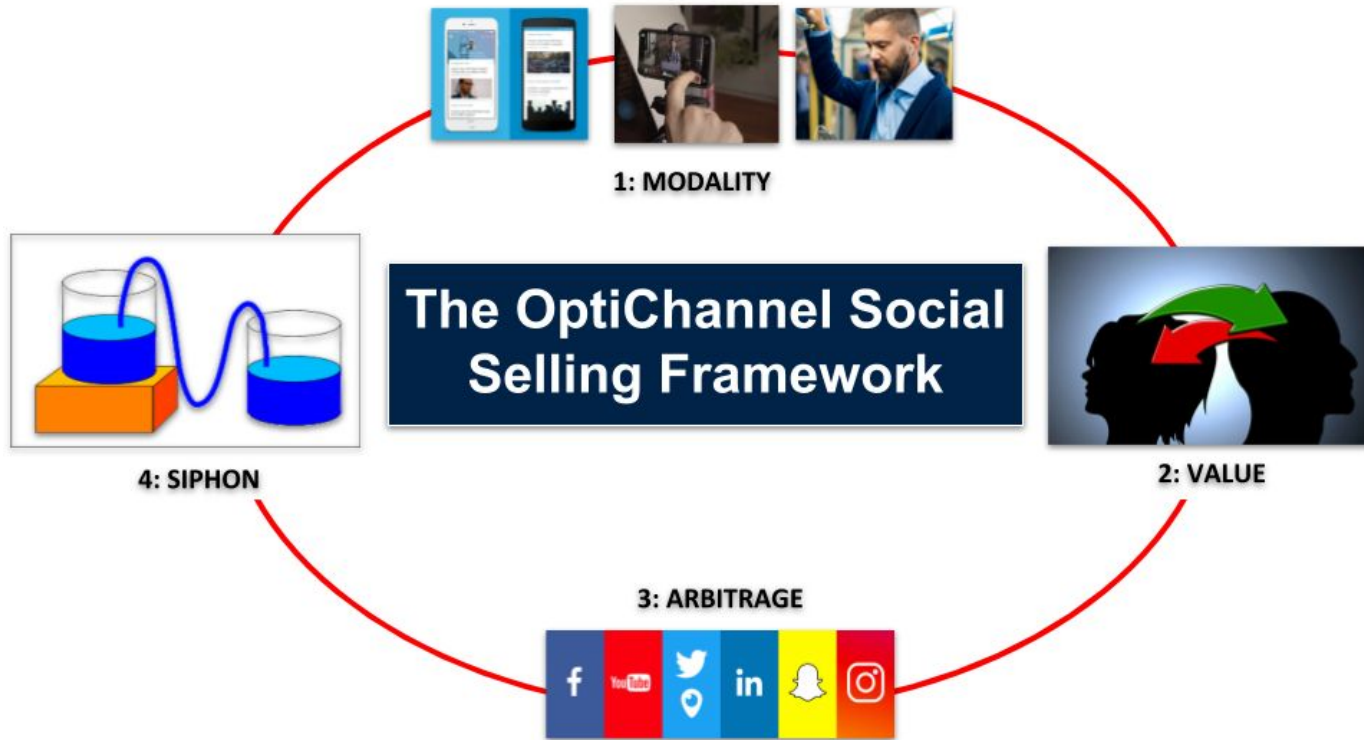
**[3] Who realize they need to serve Clients more effectively, and need to grow revenue & margins**



# What You'll Get:

On the session, we'll help you get:

- Clarity about EXACTLY what your goals are; and
- The SPECIFIC steps you can take to achieve your goals with **OptiChannel Social Marketing & Selling**



We'll give you an overview of the training, software, and new practices you need to **the BEST results in the shortest possible time.**

*Spaces are very limited*

**SIGN UP NOW AT:**

**MindFireMarketing.Com/Yes**

## Now You Have Two Options ...

**First option**: Do nothing, and miss this opportunity to speak with us and our expert team (free)

**Second option**: Schedule a session, and see if using or selling OptiChannel services to your Clients makes sense

*Spaces are very limited*

**SIGN UP NOW  
AT:**

**MindFireMarketing.Com/Yes**

The screenshot shows the MindFire website landing page. At the top, there is a navigation bar with links for Home, Pricing & Plans, Watch a Demo, Blog, Resources, Solutions, and Log In, along with a FREE TRIAL button. The main content area features a large heading: "OptiChannel Communication Software, Services, & Training to power your business". Below this is a testimonial from Bill Hodges, VP of Sales & Marketing at Boutwell Packaging Co., praising the software's impact. To the right is a "TALK TO US:" contact form with fields for Name, Email, and Phone, and a text area for goals, followed by a Submit button. The footer contains logos for various partners: KASASA, tribune direct, Dscope, Andrew ASSOCIATES, think patented., wolverine technology group, Firespring, and SOURCELINK.

MindFire

Home Pricing & Plans Watch a Demo Blog Resources Solutions Log In **FREE TRIAL**

## OptiChannel Communication Software, Services, & Training to power your business

Learn why the world's leading  
Printers, Agencies, & Organizations  
choose MindFire to become truly  
OptiChannel.

*MindFire is the lifeblood of our efforts to change how we communicate with prospects & clients. You've empowered me as a marketing & sales manager. Your offering is far above that of a software company. When the pandemic is over, I might be indebted to you for the survival of my 133 year old company. Thank you!*

**Bill Hodges**  
VP of Sales & Marketing, Boutwell Packaging Co.

### TALK TO US:

Your Name (required)

Best Email (required)

Best Phone (required)

What are you hoping to accomplish with MindFire?

Submit

**KASASA** **tribune direct** **Dscope** **Andrew ASSOCIATES** **think patented.** **wolverine technology group** **Firespring** **SOURCELINK**



# If You Don't Think You're a Fit Yet ...

We're using other tools ...

We've tried before and failed ..

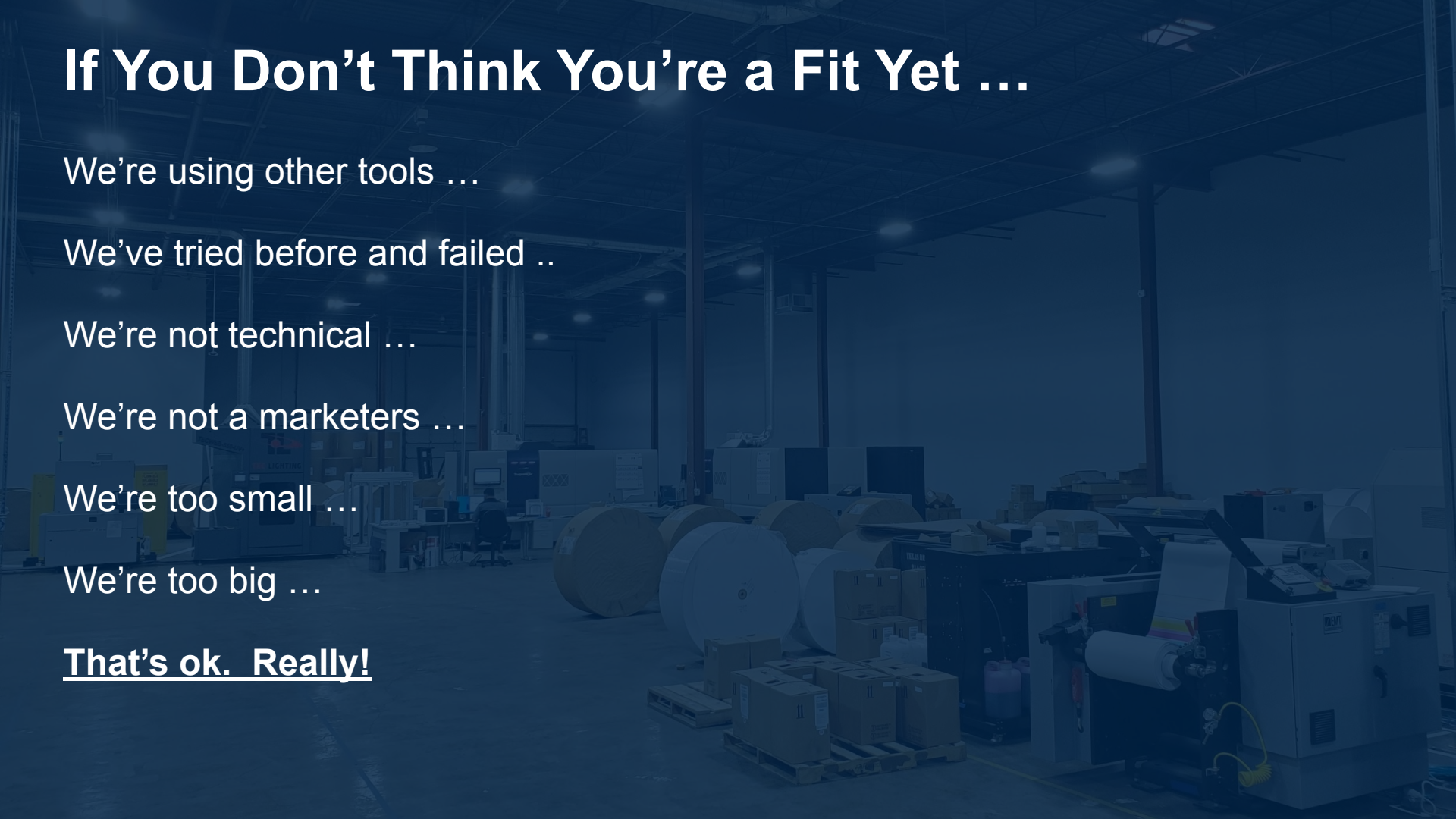
We're not technical ...

We're not a marketers ...

We're too small ...

We're too big ...

**That's ok. Really!**



*Spaces are very limited*

**SIGN UP NOW AT:**

**MindFireMarketing.Com/Yes**

# Why This Matters Now More Than Ever

On LinkedIn:

- 92% of buyers engage w/you IF you're seen a thought-leader.
- Correctly view 10+ profiles of people in your target accounts, & you're 69% more likely to exceed quota.
- You're 70% more likely to get an unexpected sale if you're engaged in a LinkedIn Group.

# Why This Matters Now More Than Ever

***Always provide value.  
Continue to publish even  
when you think no one is  
listening.***

***When you do this  
consistently, you too can  
win six-figure deals you  
don't even know about.***

It's funny how life works. I talked to you 3 years ago when comparing MindFire to [REDACTED]. You always kept in touch. I basically hate everyone. You're a real good dude. You built trust with me as I saw you grow and develop. Your random acts of kindness is why we went with you without even discussing price. You are your brand. [REDACTED] people don't understand that. We didn't even question price because you had my trust and therefore Joe's trust.

Man, you're making my morning. THIS is exactly what the strategy is all about. But for it to work, it has to come from deep inside, you know? You can't fake it — just like you're who you are and it's REAL!!!



*Spaces are very limited*

**SIGN UP NOW  
AT:**

**MindFireMarketing.Com/Yes**

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MindFire

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*MindFire is the lifeblood of our efforts to change how we communicate with prospects & clients. You've empowered me as a marketing & sales manager. Your offering is far above that of a software company. When the pandemic is over, I might be indebted to you for the survival of my 133 year old company. Thank you!*

**Bill Hodges**  
VP of Sales & Marketing, Boutwell Packaging Co.

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Best Phone (required)

What are you hoping to accomplish with MindFire?

Submit

**KASASA** **tribune direct** **Dscope** **Andrew ASSOCIATES** **think patented.** **webinarsondemandgroup** **Firespring** **SOURCELINK**





# Q & A

If you have any questions about whether this is right for you, please type in the chat.

→ [MindFireMarketing.com/Yes](https://MindFireMarketing.com/Yes) ←





# THANK YOU!



**David Rosendahl**  
*President @ MindFire*

