



***How To Increase Your  
LinkedIn R.O.I.***

***Using The N.E.S.C.T. Formula***



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A Veteran Owned Business

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Dear Friend,

First I'd like to *thank you for reading this free report*. What you will learn here is the exact model we use to **add revenue and increase ROI** for all of our clients. I'm a U.S. Navy Veteran and in this report I want to share with you a **proven model to increase your R.O.I.**

Nothing here is theory. You'll soon learn that everything we do is used by the biggest and best companies in the world.

**There's a reason why Amazon is taking over the retail world...**

And it's because they do exactly what you are about to learn.

*If you feel inclined to learn more about anything in this report* please feel free to **call us at 602-326-9254** and we'll answer any questions you have.

We also offer some of our services **free** with no strings attached.

We feel it's extremely important that we have the opportunity to **prove ourselves and show you results** before we ask you to work with us on any level.

If you'd like more customers, better ROI, and higher profit margins **call us at 602-326-9254** and we'll get started for FREE!

**Looking forward to helping you grow your business,**  
-Jeremy

**CEO**  
**180xCoaching.com**

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# The N.E.C.S.T. Formula

The N.E.C.S.T. formula is a system of evaluating a business idea to instantly see if it is worth pursuing or not.

We encourage you to *use this formula* to evaluate your idea to see if it is valid in the marketplace and worth pursuing.

*The N.E.C.S.T. formula is not based on theory or opinion.* It is the same formula that is used by **every successful company in the world.**

If you follow this formula and only venture into businesses that meet all the criteria, your chances of success are as close to guaranteed as they can be.

The NECST [pronounced NEXT] formula stands for **Need, Entry, Control, Scale and finally Time.**

**We will now go through each section one by one and talk about how it can apply to your new venture.**

## Need

In order for your idea to be valid, **there must be a need in the marketplace** that supports such an idea.

*If there is not a need for your product/service/idea* in the marketplace then one of three things will happen:

**Your business will become commoditized**

What I mean here is that there are 25 other chiropractic offices within a 50 mile

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radius of your location and your plan is to become number 26, **you will be in a price war with the other 25 your entire career.**

**The price war will only frustrate you** and drive you into the ground.

So if you don't compete on price, *what do you do to set yourself apart.* **You can add value and look for key areas to be distinctive and disruptive in the marketplace.**

*How can you be more distinctive and disruptive?*

**By using email marketing** in a way that *adds more value to your customer.* One of your biggest assets is your database, and **when used correctly can bring you massive profits.**

## Entry

A distinctive and disruptive business in the marketplace **must have a high entry barriers.**

**You can set yourself apart by being difficult to replicate.** Anyone can deliver mediocre customer service. Only the best deliver a world-class dream come true customer experience.

*What would make your customers say, "I love going to that business"*

It's difficult to replicate that right away. What you want more than "satisfied" customers is "Loyal" customers.

**Can you think of a brand that has fanatically loyal customers?**

I was thinking of Apple too :)

A distinctive and disruptive business fills a need that creates loyalty.

**The email database you build is yours.** Did you know you can profit from the people who tell you “no” in your business by using email marketing in a very compelling way...*we'll cover that more on this, keep reading.*

## Control

**A successful business owner has total control of his company.** A highly successful friend who I personally work with, a highly respected marketing genius, Joe Polish says, that your marketing should be a system that systematically and predictably send pre-interested, pre-motivated, pre-qualified prospects to you. *Good marketing does all the selling, before they get to you.*

**He puts the business into three simple parts.**

### **The Before Unit, The During Unit and The After Unit.**

**The Before Unit**, everything that happens before they come a customer can be carefully arranged to create a predictable result.

**The During Unit**, which is the world-class customer experience you deliver to your client. In the example of a local restaurant, this could begin the moment someone places a reservation or for a store with foot traffic the moment they walk in the door.

And finally **The After Unit**. What do you do to make that after-sale experience world class so they talk about you in a way that compels others to want to have the same experience.

The business owner that answers the question,

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*“where do your customers come from”*

with the answer....

*“I’m not sure exactly”* is in for trouble, because they don’t have Control. The “easy answer” that many people use is, “all of our business is word of mouth”. If 100% of your business is word of mouth, that’s not a bad thing, however if your revenues drop and the flow of new customers slow down you don’t have much control of the “mouths” of people spreading the word.

**Using the internet and email marketing is a great place to track and gain control.**

## Scale

**If your customer numbers spike up, or scale up could you handle it.**

Some people go into shock and the whole system breaks down.

*This happens more often than you'd think.* Companies offer an irresistible offer to suck in new business and they go cheap on the service. **This is why so many companies have a problem when they do a Groupon.**

For example, let's say Joe's Pizza does a Groupon that offers a large pie for \$5. By doing this, Joe's Pizza breaks even on the sale [because of the big chunk of cash Groupon gets just for running the deal]. 1,000 people buy the Groupon and Joe's Pizza struggles to deal with people coming through the door. The lines are long, service struggles and the atmosphere is terrible.

**The Groupon worked just like it was supposed to work.** The problem is that Joe's Pizza will not get any more new long term customers out of it because the

initial customer experience was terrible.

*Gain control of the process, then scale it up.*

**If the cogs and gears don't blend smoothly...don't build a bigger clock.**

*What if you could run your OWN Groupon and keep all the profits.* You can do this with your database and email marketing, **when you do it the right way.** The problem is anyone think they can send out an email and make it work. If it doesn't work then they assume email marketing doesn't work. Email is alive and well, walk around anywhere and you'll see people on their mobile phones checking email all day, even more today than last year because of higher mobile internet speeds and easy access of email from a smartphone.

## Time

We can identify a **NECST** formula working well in a business when the business owner walks away from the day to day operations of the business and **things can keep running for a period of time.**

*This is not just for the sake of the business owner to have time freedom as they hoped for and desired when starting the business, but for the sake of the lives of the employees.*

*Who wants to be a part of an organization that would shut down if "George the Owner" gets hit by a truck tomorrow.*

There's nothing more attractive as predictable profits, as I'm sure you can agree....if you're in a bit of a slump and want to create new revenue, or you've got a email database you'd like to grow and make the most of; you'll gain more leverage of time using the NESCT Formula.

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Here's a quick review

The NECST [pronounced NEXT] formula stands for...

**Need**

**Entry**

**Control**

**Scale**

**Time**

**One of the most underutilized free tools that business owners have is their database.** You can gain leverage and profits in every part of the NECST formula by using LinkedIn in connection with email marketing the right way...and that's what we can help you with.

*We have so much confidence in this, we'll get started helping you for FREE with absolutely no obligation. Your next step is below.*

## Let's Get Started

**I'm happy to give you access to a Free "LinkedIn Leads Blueprint" to help you** by exploring your network *to prove to you how we can help build you a perfect campaign for your target market, generate quick response and more of your existing customers to you and bring in a quick response.*

*There is no cost to this, and no obligation of any kind.*

**I offer this initial service free because I'm a marketing consultant and coach here in Scottsdale, Arizona.** What will we be doing? I'll build you a campaign around your audience, and you'll cash the checks.

**After we run a successful campaign and you get instant results** there is a

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good possibility you may want to continue working with me so we can bring you in even more profits.

With that said, please understand that *I'm not offering a sales pitch in disguise*. I promise not to pressure or pester you in any way at all, in fact, if you feel like I've wasted even one second of your time **I'll immediately run a Facebook advertising campaign of \$100 of my own money** to advertise your business on Facebook out of my own pocket. **How's that for risk free?**

**Now wait a minute**, before you go any further, you need to know that I can't help everybody. **I can only be of benefit to people with at least 500+ LinkedIn connections** of people who have never purchased, those that have purchased or a mix of both. **There must be currently in a network where we can work together to build a campaign.**

*If you have a less connections than that or you have an email database but they are not prepared in a way to send out an email....let's first discuss that.*

**Call me now at 602-326-9254** and mention you read this report and you'd like to schedule a time to meet.

Thank you for reading,  
Jeremy C. Jones



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