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Demand

SEO?

How do you currently build your prospect database?

KNOCK

SOCIAL MEDIA PLATFORMS?

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ALTERNATIVE
Business Automation Solutions



Do you know your AVATAR?

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What the heck is an AVATAR?



**Fictitious
character**
that represents your
**IDEAL
CUSTOMER**

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How do you define your AVATAR?

1. Define the most profitable product.
2. Profile your current client base.
3. Who buys them (SIC code)?
4. How many prospects in your territory?

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Types of leads

Turn your COLD calls to WARM calls

What if we never had to do a cold call again?

What if the prospect always knew who we were
before we introduced ourselves and our company?

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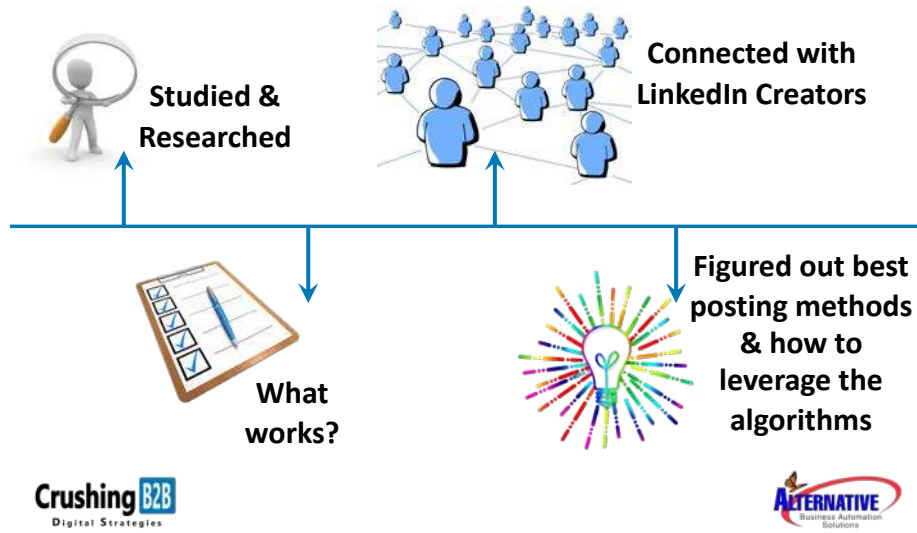




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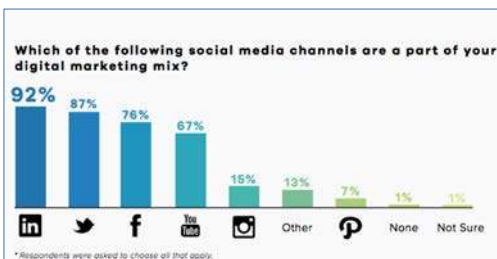
LinkedIn Journey



Why LinkedIn

#1

B2B channel to find
BUSINESS contacts &
quality content



LinkedIn is #1 in B2B connections

Source - <https://www.omnicoreagency.com/linkedin-statistics/>

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LinkedIn Branding

CRUSHING B2B DIGITAL MEDIA **BUILDING CUSTOMER TRUST**




Craig Wasilchak
 ♦ Listed on TOP 10 LinkedIn Creators ♦
 Visionary B2B Entrepreneur who automates
 Postage Metering & Printing Processes
 Arlington, Texas

✖ Bad Customers Service SUX ✖ We Don't! We understand your pain. First, we are the Postage Meter and Multi-Functional Printer experts with over 150+
 ☆☆☆☆☆ Customers Reviews. Second, it is simple, we do what we say we will...








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**1st Professional
Impression of YOU**

Summary of your
brand, skills,
offerings & services.

**Does your
LinkedIn
profile reflect
your brand?**



First LinkedIn Video

Craig Wasilchak • 1st
 Visionary B2B Entrepreneur who automates Postage Metering & Printing Pro...
 Video • Edited

Follow me on my journey learning how to Crush B2B Digital Marketing. Yes, this is my first educational video. I used a really cool tool called Apple Clips to record it. Apple Clips allowed me to select a custom background and provide sub titles which I could edit until they were perfect. The voice to text app did an amazing job of recognizing my words.

I am in the boring Postage Meter and MFP- Printer market in Dallas Fort Worth Texas. Over the last four weeks I've been studying, sitting on the sidelines, and learning from the best. How could I transform something that is so boring into something that is heartfelt, educational or humorous? This is my journey. This is my passion.


Just a few of the many video influencers that help me get to this point:

Quentin Allums, Melvyn Tan - Video Strategist, Goldie Chan, Curt Mercadante, Jason Ellinger, Katie Wallace, Eric Didier, Michael Henson, Rana Saini, Prof. Scott Davis, Zach Scriven, Bob Low, Kyle Burr Rachel Chung, Zach Messier, Terri - Leigh Jacobs, Aaron Orendorff, Larry Levine, Gino Wickman, Mark C. Winters, Verne Harnish, Tony Jeary, Jean Ginzburg • Digital Marketing Expert, Gary Vaynerchuk, Don Williams, Tanna Wasilchak

#B2B
 #AlternativeBusinessAutomationSolutions
 #PostageMeter
 #Printer



231 Likes 152 Comments 8,212 Views



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Second LinkedIn Video

Craig Wasilchak • 1st
Franchise B2B Entrepreneur who automates Postage Metering & Printing Plus...
Gino • Edited

Follow me on my journey learning how to Crush B2B Digital Marketing. I had many request for a 2nd Apple Clips video. This time I was joined by Mike and Sully from Monsters Inc. I even added fun scenes and Bloopers (watch the end). I teach how to properly use the # and @ in your post and replies. I am in the boring Postage Meter and MFP (Copiers) market in Dallas Fort Worth Texas. Over the last 6 weeks I've been studying, sitting on the sidelines, and learning from the best Quentin Allums, Rana Saini, Michael Henson, Zack Scriven, Goldie Chan, Eric Didier, Kyle Burt, Kyle Witham, Katie Wallace, Fanny Dunagan, Matt Wilksh, & Melvyn Tan. They taught me how I could transform something that is so boring into something that is heartfelt, educational or humorous? This is my Journey. This is my passion.

Just a few of the other amazing influencers that help me get to this point:
Jennifer Herfin, Curt Mercadante, Jason Ellinger, Prof. Scott Davis, Darin Bennett, Bob Low, Jillian Bullock, Zach Messier, Terri - Leigh Jacobs, Aaron Grendorff, Jake Jordan, Gino Wickman, Tony Jeary, Jean Ginzburg, Joe Apfelbaum, Judd Laurie, DC, CNM Gary Vaynerchuk, Adam Houlihan, Don Williams, Stephanie Triggiani

#B2B
#AlternativeBusinessAutomationSolutions
#PostageMeter

74 Likes 41 Comments 2,333 Views

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Top 10 LinkedIn Creators



TOP TEN in CREATORS




171 Likes 114 Comments 7,759 Views

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Industry Events


Craig Wasilchak • 1st
 Visionary B2B Entrepreneur who automates Postage Metering & Printing Pro...
 5mo

Learning a ton about the future of the Printing Technology Market from two experts **Keith Kmetz** & **Robert Palmer** they had an excellent overview of the EPSON & Kyocera products we provide to our Dallas Fort Worth customers. Epson WorkForce Printers are forecasted to be creating a huge disruption in the marketplace. They are able to drive down operating cost and reduce a company's Carbon Footprint by up to 94% with printers such as the WF-869R. The future looks bright at **Alternative Business Automation Solutions**. We ❤️ our customers! They have written over 140 amazing reviews on our company. I am truly honored and humbled.

Core community supporters on reducing the Carbon Footprint in the office equipment industry: **Zack Scriven, Katie Wallace, Fanny Dunagan, Quentin Allums, Michael Henson, Kyle Burt, Kyle Witham, Brent Hoskins, Jim Kahrs, CVB, #BTAFortWorth, Jeff Larsen, Ron Doebler, Linny Silis (Zambuto), Bill McNutt, D J Hastings, Valerie Briseno, Brian Smith Stephanie Triggiani**




34 Likes 11 Comments 2,158 Views

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Product Demos


Craig Wasilchak • 1st
 Visionary B2B Entrepreneur who automates Postage Metering & Printing Pro...
 5mo

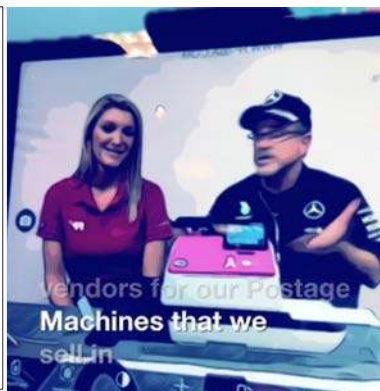
Follow me on my journey - #CrushB2BDigitalMarketing I implemented the use of Humor, Education & Technology in this 3rd Augmented Reality Video. The goal is to ensure that the audience remembers who you are & what you sell without directly being a typical obnoxious sales person. We are professionals! "Story Tell" about the journey of having fun and "Building Customer Trust" Your product is probably just a boring as a Postage Meter that we sell and service in the Dallas, Fort Worth area.

My last "Text Post with a Photo" received many views. Post are all tied together. https://linkd.in/e_tmM-B Thanks **Robert Palmer, Keith Kmetz**

My posting journey started 3 weeks ago, I am learning from the best Eric Didier, Quentin Allums, Adam Houlahan, Michael Henson, Zack Scriven, Jeff Larsen, Melvyn Tan, Kyle Burt, Kyle Witham, Coffee With Kyles, Rana Saini, Brian Schulman, Fanny Dunagan, Curt Mercadante

Other amazing influencers that help me on the journey: Lila Smith, Subala Kamalan, Jake Jordan, Brent Hoskins, Stephanie Triggiani, Jim Kahrs, CVB, Wade Helmick, Lindy Chapman, Aaron Orendorff, Mark Weathers, Mark Metry, Daron Bennett, Jeff York, Don Williams, Jason Ellinger, Ruby Lee, Bob Low, Bobby Umar, Gino Wickman, Judd Laurie, Ron Doebler

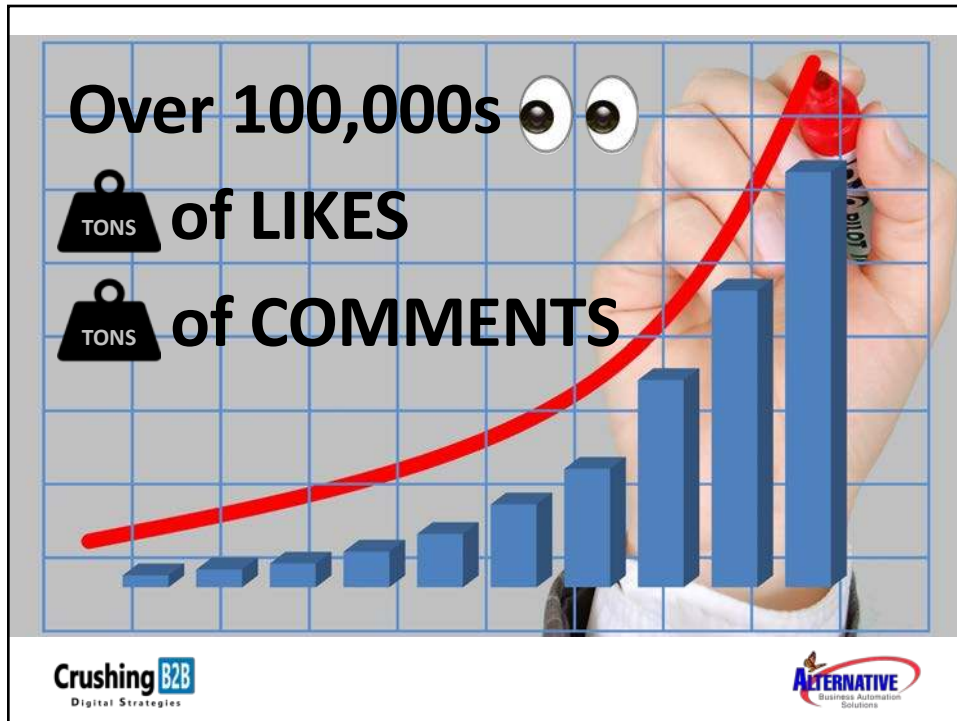
#postagemeter
#WeAllRise



65 Likes 36 Comments 2,561 Views

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LinkedIn Posting

Do's

1. Post with intention
2. Create value:
 - a) Educational
 - b) Heartfelt stories
 - c) Humorous
3. Start with leading question or headline
4. Tag people / businesses that you're featuring
5. Categorize hashtags to relate to your content

Do NOT's

1. Randomly post
2. Have empty posts with no text, context or description
3. Post like Facebook
4. Post something that you wouldn't want your mother to see
5. Only share articles

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Start your LinkedIn engines!

Craig Wasilchak
Let's connect!

EPSON
EXCEED YOUR VISION

Official Team Partner
Mercedes-AMG PETRONAS MOTORSPORT

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LinkedIn Training

Drive Business Leads

Contact Craig Wasilchak to discuss Consulting with your company to build a LinkedIn Branding and Lead and Generation System.

Phone: 817-226-4646 x1027

Email: Craigw@altbizsolutions.com

We also use an integrated Telemarketing System to drive appointment and update prospect data

It is all about building a plan

