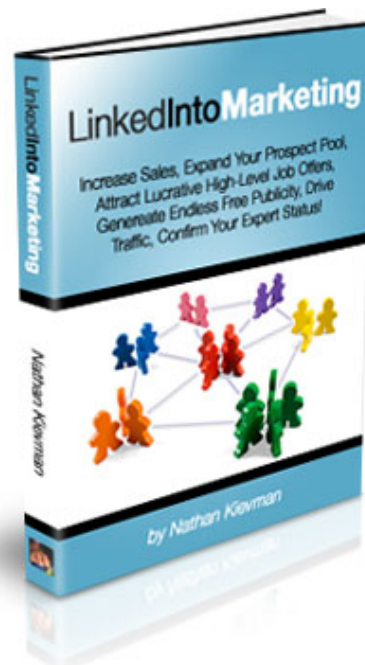


# LinkedIn Marketing

Build Traffic, Generate Leads, and Create Massive Profits using LinkedIn

~ By Nathan Kievman ~



**Disclaimer: Linked Into Marketing is NOT associated with LinkedIn™ Corporation in any way.**

International Copyright laws protect the material contained in this report. You may not reproduce or resell the content in any manner. If you wish to buy Master Resell Rights to this report, please contact Peter at [pete@LinkedIntoMarketing.com](mailto:pete@LinkedIntoMarketing.com). The information in this eBook is for informational purposes only and in no way is this to be considered legal advice. Linked Into Marketing is not affiliated with LinkedIn™ Corporation in ANY way.

Copyright © 2009 [www.LinkedIntoMarketing.com](http://www.LinkedIntoMarketing.com). All Rights Reserved

# Table of Contents

<b>WELCOME!</b> .....	<b>1</b>
<b>PREFACE</b> .....	<b>2</b>
<b>WHAT TO EXPECT</b> .....	<b>3</b>
<b>WHAT IS LINKEDIN™?</b> .....	<b>4</b>
<b>CHAPTER 1: WHY IS LINKEDIN™ IMPORTANT?</b> .....	<b>5</b>
<b>CHAPTER 2: HOW CAN LINKEDIN™ BENEFIT ME?</b> .....	<b>6</b>
<b>CHAPTER 3: WHAT DO I DO FROM HERE?</b> .....	<b>9</b>
<b>CHAPTER 4: SUCCESSFUL LINKEDIN™ STRATEGIES</b> .....	<b>11</b>
<b>CHAPTER 5: TAKE CONTROL OF YOUR IMAGE AND LIKENESS</b> .....	<b>16</b>
<b>CHAPTER 6: MASTER THE CONNECTION PROCESS</b> .....	<b>18</b>
<b>CHAPTER 7: GET BY GIVING</b> .....	<b>25</b>
<b>CHAPTER 8: GENERATING HIGH-VALUE TRAFFIC TO YOUR WEBSITE</b> .....	<b>31</b>
<b>CHAPTER 9: CONTRIBUTE “REAL VALUE”</b> .....	<b>33</b>
<b>CHAPTER 10: REACH OUT TO YOUR TARGETED AUDIENCE</b> .....	<b>38</b>
<b>CHAPTER 11: RESEARCH USING LINKEDIN</b> .....	<b>41</b>
<b>CHAPTER 12” BE THE MEDIA – CONTROL YOUR MESSAGE</b> .....	<b>44</b>
<b>CHAPTER 13: BECOME A MASTER NETWORKER</b> .....	<b>46</b>
<b>CHAPTER 14: BUILD YOUR CREDIBILITY</b> .....	<b>47</b>
<b>CONCLUSION</b> .....	<b>50</b>
<b>BONUS MATERIAL</b> .....	<b>51</b>
BUILDING YOUR BRAND AWARENESS .....	51
PROMOTING YOUR BRAND (YOU!) .....	52
USING GROUPS TO GENERATE HIGH-VALUE TRAFFIC TO YOUR WEBSITE .....	54
HOW TO USE THE DISCUSSION BOARDS EFFECTIVELY.....	55
HOW TO REACH A HIGHLY TARGETED AUDIENCE .....	58
HOW TO USE LINKEDIN™ TO ANSWER COMPLEX BUSINESS QUESTIONS.....	60
PARTNERSHIPS AND STRATEGIC ALLIANCES EXAMPLE .....	62
HOW LINKEDIN™ CAN HELP YOU CREATE FREE PUBLICITY FOR YOU AND YOUR WEBSITE.....	63
LEVERAGE YOUR CONNECTIONS CONTACTS .....	64
PERSONAL SUCCESS STORIES USING LINKEDIN™ .....	66
<i>Launching an Interview Series</i> .....	66
<i>Creating an Advisory Board</i> .....	67
<i>Offline marketing with real people and businesses</i> .....	68
HOW LINKEDIN™ LED TO A JV CONTRACT WORTH \$400K WITH A SPECIAL.....	69
HOW LINKEDIN™ LED TO A SUCCESSFUL HIGH END COACHING PROGRAM.....	70

## ***Welcome!***

Hi, welcome to Linked Into Marketing. My name is Nathan Kievman. I am the Founder & President of [Business Success Unlimited, LLC](#), a pioneering consulting firm in the area of non-traditional revenue maximization. Corporate clients retain me for my world-class expertise in Strategic Alliances, Joint Ventures, Social Marketing, and Thought Leadership consulting strategies.

Additionally, I am the author of this book, ***Linked Into Marketing***, a new book that teaches businesses how to maximize revenue using popular social media service LinkedIn. One of my favorite past times is as the host of the critically acclaimed business talk show, ***Inside the Mind of a Master***, where I conduct in-depth interviews with other world class business experts like self-made billionaire Bill Bartmann, bestselling author of the ***eMyth*** Michael Gerber, and ***Thought Leadership Marketing Method*** creator Larry Genkin.

If you have this eBook, you are a person just like me, always looking for ways to improve my knowledge and life, so that I can in turn help others do the same. I would be honored to have you connect with me as you are reading through this book.

*Follow me on:*

*LinkedIn:* [www.Linkedin.com/in/nathankievman](http://www.Linkedin.com/in/nathankievman)

*Twitter:* [www.twitter.com/nathankievman](http://www.twitter.com/nathankievman)

*Facebook:* [www.facebook.com/people/Nathan-Kievman/657419705](http://www.facebook.com/people/Nathan-Kievman/657419705)

And don't forget to join our LinkedIn™ Group called [Linked Secrets](#).

Enjoy the read and I look forward to hearing your successes!

To Your Success,

~Nate~

## ***Preface***

Using LinkedIn™ has accelerated my business success by adding thousands of dollars to my pocket every month, and that is not counting this book's success. What I am referring to is business growth for a business not tied to LinkedIn™ directly, such as a LinkedIn™ eBook. All my current success with my main business, Business Success Unlimited, LLC has come directly or indirectly through LinkedIn.

In this book, you will discover all the LinkedIn™ success strategies I used and find out exactly how you can apply them to achieve your goals. LinkedIn™ is an amazing business development tool and has huge potential to help your business create massive traffic, leads, and newfound revenue streams.

## ***What to Expect***

This book will teach you the “Why,” the “What,” and the “How” to maximize your time and effort on LinkedIn. Listen, I am going to be short and concise in this book out of respect to your time. I will not fill this book up with any fluff; it will not be 70 pages of wasted space and filler ramblings.

In each chapter of this book, you can expect to get:

1. The topic/goal
2. Why the topic is important
3. A story to clarify and illustrate the point (skip this for a faster read)
4. Action steps to achieve the goal, and
5. How to achieve the goal.

## ***What is LinkedIn™ ?***

I do not need to reinvent the wheel here; they spent a lot of money to make this presentation real quick and simple, so here is the video:

[What is LinkedIn™ Video](#)

Read more about the basic features of LinkedIn™ at:

<http://learn.Linkedin.com/what-is-LinkedIn/>

## ***Chapter 1: Why is LinkedIn™ Important?***

If you are a business owner, a professional, or an employee of a company, the answer is the same as to why LinkedIn™ is important to you.

LinkedIn™ is Important because it is a:

1. **Professional Portrait to the World** - It is a professional portrait of you to your potential clients, partners, alliances, etc.
2. **Network Builder** - It allows you to connect on a professional level with other people that may be able to benefit you at some point in the future, if not immediately.
3. **Messaging Ally** - It is a tool to promote your message to hundreds of thousands of people for free
4. **Traffic Generator** – It allows you to reach upwards of 500,000+ email boxes in any given day if done properly.
5. **Research Tool** - It enables you to do free research with your target market in most cases
6. **Branding & Positioning Tool** - It is a Positioning tool to help elevate your personal brand and your businesses brand
7. **Way to Attract Targeted People** - It is a venue through which you can attract the type of clients, partners and alliances by demonstration of your topics mastery through your profile and recommendations
8. **Group Development Vehicle** – Opportunity to create your own network of targeted clients by leveraging LinkedIn's 30+ Million users
9. **Way to Help Others** - It is a vehicle to easily and securely help others that you would like to help

I have stories throughout the rest of the book that highlight why each of these areas are so important, but the bottom line is you want to improve your business, your reach with your target customers, build better alliances, position yourself as a thought leader, and make more money? Right? Me too!

My personal mantra is:

*Be Awesome!  
Make a Difference!  
Live with Passion!*

When I follow my mantra, the money flows, feel free to adopt it as your own.

So let's get going!

## ***Chapter 2: How Can LinkedIn™ Benefit Me?***

I deal a lot with issues that businesses are facing, and they are dealing with basic business as usual with the exception of a tighter eye on cash flow. Business owners, professionals, and executives are always looking for ways to cut costs and increase profits through any vehicle possible. This is where the magic of LinkedIn™ starts to kick in.

Robert Fleming is the owner of eMarketing Association. He has thousands of members, but was looking for ways to increase his reach to non-paying members to improve his exposure to the market. He started a group on LinkedIn™ called [eMarketing Association Network](#). This group is now just passing 80,000 members, the third largest group on LinkedIn. Consider that their actual membership is roughly 10,000 people, having 70,000 additional contacts gives any business a tremendous amount of influence, reach for seminars, events, online programs, and viral growth. He said his friend told him it would make a huge difference on his business, and it sure has!

Listen to his own words for more information. As an added value gift to you, feel free to download our 50-minute interview with Robert Fleming at this link:

[Interview with Robert Fleming](#)

We recently interviewed him to ask him about the value of the group and find out how it has helped his business. His responses were similar to many of the businesses I deal with on a daily basis.

### **How does LinkedIn™ Benefit my Business?**

- 1. Cheaper Marketing Costs using Social Marketing*
- 2. Creates a more intimate relationship with clients*
- 3. Achieve specific Business Objectives through Group Discussion Boards*
- 4. Increase reach to new clients*
- 5. Understand target client better –See Profiles and Research Polls*
- 6. Partnerships and Alliances are easily accessible*
- 7. Advisory Board and Board of Directors Development Tool*

Now I will address each of these previous topics with a brief overview of what needs to be done to achieve each category. The “how to do it” will take up the rest of the eBook.

### ***Cheaper Marketing Costs using Social Marketing***

You will need to master the Group Discussion Boards for this to be most effective. I go into it in great depth later in this book and I provide you with a 56-minute audio

teleseminar on the topic as well. You will be able to reach tens and hundreds of thousands of email boxes on any given day when you follow our strategies for posting and question formulation.

### ***Creates a more intimate relationship with clients***

Mastering the process of group ownership is one way to really bring this process home that will enable you to really be able to read about your target clients. You will also want to understand the strategic process of “asking questions” with a purpose and end goal in mind. And finally, you will want to become available to your clients, accessibility is the first step in developing a quality relationship.

### ***Achieve specific Business Objectives through Group Discussion Boards***

Again, mastering the art of “asking questions” will enable this benefit to be realized. I use questions to build credibility, get people intrigued at my thought process, and want to connect with me. I usually start with a business objective that has a built in “Value Add” component.

### ***Increase reach to new clients***

Becoming intimately familiar with the Questions & Answers feature on LinkedIn™ will help build credibility and attract new clients at the same time. Creating your own group, partnering with another group owner with an established list, and mastering the “timing of question posts” will maximize your reach with new clients. There are many who believe that maximizing your personal connections is the best way to reach new potential clients, but I am of the opinion that adding new connections is a good way to beef up your profile, but not necessarily as a marketing tool. You would very likely piss a bunch of people off, especially if you have some good connections that are on LinkedIn™ for different reasons, so just take this into consideration.

### ***Understand target client better –See Profiles and Research Polls***

Whether you have your own group or not, you can find groups with your target market in it and through questions and profiles, you can become very familiar with your target audience. You can even use the search feature as a great way to find your target clients for research purposes.

### ***Partnerships and Alliances are easily accessible***

There are more opportunities for partnerships, joint ventures, and alliances than anyone can handle on LinkedIn. Getting them is easily done through the discussion boards, Q&A feature, and the Search Feature on LinkedIn. Be forewarned, not everyone on LinkedIn™ is as they present themselves to be, so always be sure to do thorough due diligence before jumping into a deal with someone.

### ***Advisory Board and Board of Directors Development Tool***

Master the Q&A feature and the group discussion boards and you will be able to attract any type of professional you set out for. I did this and was able to create a whole advisory board consisting of a top level Venture Capitalist, Internet Marketer, PR guy, an Attorney, and a CPA, some of whom became business partners as well.

## ***Chapter 3: What do I do from here?***

So you have been given some insight as to why LinkedIn™ is important and how LinkedIn™ can benefit you thus far. As a professional, business owner, executive or an employee, the rest of this book will help you understand the details of how to achieve massive success towards your goals and business objectives using LinkedIn. Are you ready to lay the foundation to make this happen for you as it has for me?

When I joined LinkedIn™, my profile sat in LinkedIn™ purgatory for many months. In fact, I didn't even know I had an account until I went back in to sign up for a profile. So that's where I would like to start... I just want to give a quick highlight of the basics to make sure you have the right foundation to creating success on LinkedIn.

Get familiar with LinkedIn, your home page, the various features and applications and groups functions.

### **The Tools and Applications of LinkedIn:**

1. Understand your profile page – review it, get familiar with it (we will go into great detail on the strategy of profile staging, but we will not be walking you through the basics here.
  - a. Review all the following areas, take an hour or so and get familiar
    - i. Home Page – this is where you will show up on other profiles when you make changes, or have any updates
    - ii. Groups – you key to the target markets you are seeking
    - iii. Profile – your portrait to the world
      1. Recommendations – Third Party Perspectives on YOU!
    - iv. Contacts – A cherished asset that can harvest great rewards
      1. Importing your database
    - v. Applications – blogs, wordpress, presentations, reading list, etc...
    - vi. Search Functions under the “people” tab at the top of the page
    - vii. Jobs – not the focus of this book, but a great tool non-the-less.
    - viii. Answers – use the Q&A mode to position yourself as an expert
    - ix. Companies – a great way to find people with a specific company
    - x. Outlook toolbar
    - xi. Internet Explorer or Firefox toolbar
    - xii. The use of Polls
    - xiii. Read the LinkedIn™ Blog at <http://blog.Linkedin.com/>
    - xiv. Stay up to date with what is new on LinkedIn™ at <http://learn.Linkedin.com/whats-new/>
    - xv. Terms and Conditions – if you use the connections the wrong way more than 3 times, *you can lose certain account privileges.*

There are a lot of people that have set up ways around this process; we will weigh in on this in the following chapters.

This whole process can take some time but remember, you don't have to do it all at once, this is just the stuff to get the foundation laid so you can navigate effectively and efficiently through LinkedIn™ with minimal effort, time, and resources, helping you achieve the success you are seeking using the social marketing platform.

Though this stuff can begin to get interesting, the best is yet to come. Strategy is what it's all about on LinkedIn™ and other social networks. Let's get started into the strategy now!

## ***Chapter 4: Successful LinkedIn™ Strategies***

The most important thing you can learn about using LinkedIn™ is the philosophy or strategy behind using the site the right way versus the wrong way. What I'm talking about here is a mindset, a way of thinking and a systematic approach to using the social marketing methods that yield results. This LinkedIn™ Strategy is not rocket science; in fact, it's probably more in line with "Marketing 101" strategies.

You must always put your client's needs first

This concept is the real core essence of finding success on LinkedIn, so rest assured, mastering this process is within reach as this is not some technically rich strategy. You can achieve this mindset right now and from here on out.

However, the sad truth is that many, if not most people engaging in the discussion board and elsewhere on LinkedIn™ are not "Value Driven", meaning they are looking out for themselves first and it is obvious in their communications.

If you put yourself in your target audience's shoes first, honestly put yourself in their shoes, there is never a reason why you couldn't get somebody to say yes. If you come to them honestly and ethically and with the value add that meets them at their point of view, then you will find success.

People, generically speaking, are interested in themselves. They are trying to solve or fill a specific need or goal that they are focused on at that moment in time. So if you could be a master at finding out what that focus is, or understand what it is for a whole industry, then you should be able to focus your offer on their needs and accomplish whatever it is you are seeking to achieve.

But this is not the whole strategy; there are several more aspects to it. In order to find success on LinkedIn™ you must have a strategic system through which you operate.

**Here is what I do and how I think about the process:**

***Step 1: I identify an objective***

***Step 2: I identify target clients that can help me fill this objective***

***Step 3: I identify target groups that contain the target clients and join them***

***Step 4: I identify the needs of target clients and learn their real hopes, dreams, and fears***

**Step 5:** *I help my target clients through resources, news, questions, comments, etc...*

**Step 6:** *I engage my target clients, then connect, then eventually invite to take action or file away for a later contact.*

These strategic steps integrate various tools that LinkedIn™ provides, all of which have their own strategies to use them most effectively. We will get into those in the following chapters. For now, understand that the overall strategic process is centered on “Value Add” first and then gets into the steps provided above.

Let me give you an example:

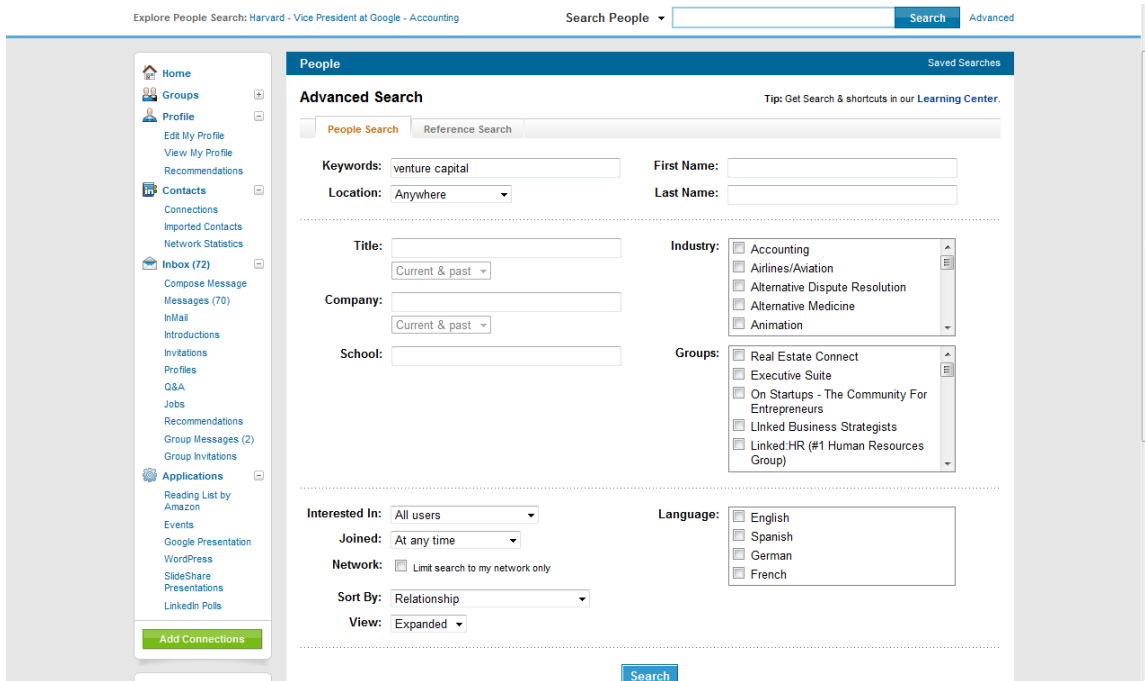
Let's say you are looking to raise capital for your business, but you don't know where to start. You would want to probably attract Angel Investors, Venture Capitalists, and Private Equity professionals and learn what they want, right?

I did this exact step for my own business and have attracted highly experienced VC's, PE's, and investment bankers. One sits on my Board and the others are working with me in various ways. How did this all come about? Through the steps I provided above. Let me walk you through it...

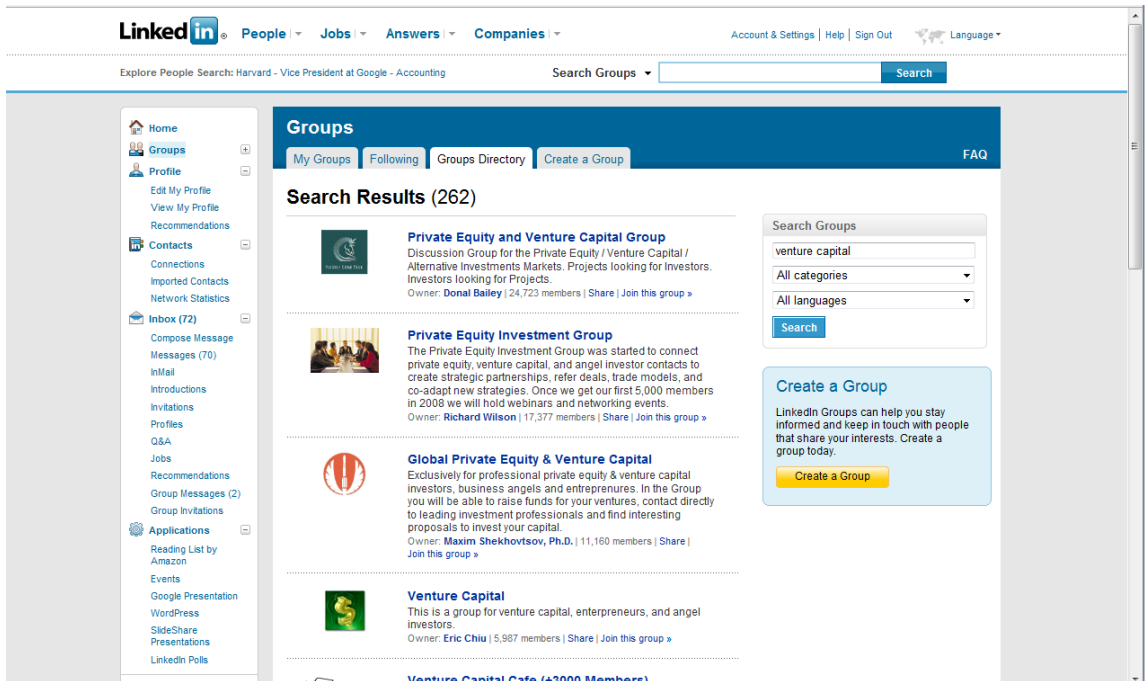
**Step 1:** Objective – attract VC experts to my business to sit on my board

**Step 2:** Target Client – VC Experts

**Step 3:** Target Groups – Where would VC experts hang out? No need to guess, I did an advanced search on profiles with the keyword “venture capital”



I then saw what groups they were involved in and joined those groups. I also used the search feature in the Groups tab on the left side of your home page.



**Step 4:** I identify the needs of target clients and learn their real hopes, dreams, and fears.

In order for me to know the real answers to this, I needed to review profiles and talk to some of these people. So, this step consisted of profile reviews, connecting, and calling. These people were very open to help, but I was only able to get time with them by representing something they cared about. In my case I conducted an interview series with them as the subject answering questions that were relevant to their expertise.

**Step 5:** I help my target clients through resources, news, questions, comments, etc...

I figured out their hopes, dreams, and concerns and I formulated questions that I knew would attract these individuals from the groups. I wanted to work with someone that liked what I was doing, so this process addressed two areas of interest to me.

I posted articles, made comments, and posted questions to further attract these individuals. This process worked and I will explain further later in the book.

**Step 6:** I engage my target clients, then connect, then eventually invite to take action or file away for a later contact.

Creating a dialogue and requesting to connect is a big part of the process, however you need an “In” once they say sure, you either have “in-mails” available to send an invite, or you can use a common group, or if they have emailed you, their email as a friend. Please get permission first from these people and consider this your first impression. This will build your credibility and at the same time protect you from getting hit with an “I don’t know” which can become a big issue if you are reckless with invites.

Remember to keep the same face-to-face standards of business etiquette in the social setting as you would in person.

This one simple example shows you how powerful LinkedIn™ can be for achieving your business objectives.

No matter what your interest, whether you are looking for new customers, new leads, more credibility, a board of advisors, or more money, LinkedIn™ is a tool that can help you achieve these goals quickly and easily.

**Now to finalize the Strategy of LinkedIn, you must master the “Steps to Success,” here they are:**

- 1. Take control of your Image and Likeness**
- 2. Master the Connection Process**
- 3. Get by Giving - recommendations**
- 4. Use Groups to Generate High-Value Traffic to Your Website**
- 5. Contribute “Real Value”**
- 6. Reach out to your Targeted Audience**
- 7. What Keeps your clients up at Night? - Research using LinkedIn™**
- 8. Be the Media – Control your Message (start your own group)**
- 9. Become a Master Networker**
- 10. Build Your Credibility**

## Chapter 5: Take control of your Image and Likeness

Never has there been a more important time in life to promote yourself as your brand. If you are the owner of your own company the only way to truly master ownership of your market is to master your own personal brand by becoming a Thought Leader on the ISSUES that matter to your target clients.

This is so extremely important because the people that are struggling are not those who have mastered Thought Leadership and their personal brand. Those who are struggling are those who are not in control of their personal brand. The top 10% have plenty to do still, work is still flying at them, and they are still in high demand.

I have many stories to illustrate this point, but let's use Frank Kern who just recently did a product launch of his Mass Control 2.0 product. I am not on the inside track with Frank, but according to his own emails, he made roughly \$4 million through this launch selling an information product at a price around \$2,500! In his own words, "what recession?"

Why was he able to command such dominance over his product launch? Maybe it is the system he is selling, but I would suggest that his success was preceded by his Brand (him and his past success) and the "Awe" of his being. Who really knows, certainly what he teaches has to be awesome, but that should be assumed.

So how can you use LinkedIn™ to achieve mastery of your image and likeness?

You must take ownership of your profile and make it compelling, concise, and attractive.

### ***Profile Mastery***

*As you go through this section, pull up my profile, and model it, it's the fastest and best way to overhaul your profile. My profile is [www.Linkedin.com/in/nathankievman](http://www.Linkedin.com/in/nathankievman).*

*If you would like us to do your profile set up/overhaul for you, please email [nate@LinkedIntoMarketing.com](mailto:nate@LinkedIntoMarketing.com).*

**Step 1.** After your name, make sure to use "keywords" that your target audience would seek in a search of people on LinkedIn.

This is important because you can't be found if people don't know what you are all about quickly and concisely

**Step 2.** Include links to your websites or affiliate sites that correlate and compliment your value proposition. Use all three options - do not leave any out.

Ideally you would have a link to your website, blog and PR piece about you (if you don't have a PR piece, I don't, then work on getting one about your company and for the time being refer to a complimentary website as an affiliate)

**Step 3.** When picking an option to name your website links or choosing the option that says "my website" select the "other" link and write in the name/keyword/brand that you are promoting.

**Step 4.** Summary/Body – here you are going to pick the order you want to share with others. This is the order of things suggest:

- 1. Let them know you are open to connecting, but I ask that they give a reason for connecting and give them my dedicated email address for LinkedIn*
- 2. Ask them to connect on Twitter and Facebook and give your links to each*
- 3. Give a short bio about yourself*
- 4. Share a philosophy you live by or believe – let the onlookers know who you are and be passionate!*
- 5. Provide a Statement that lets people know how you can help them as well as what you are looking for help with at this moment (update often).*

\*Bonus suggestion – when you get successful on LinkedIn, you will get a TON of emails, so make sure to set up a free email account that is dedicated to your account. You can have others, but make this your primary account.

## Chapter 6: Master the Connection Process

There are mixed feelings on why or why not one should engage in maximizing their Connections on any particular Social Network. LinkedIn™ suggests that networking is not about the connections, but let me highlight my point of view on this topic.

I believe you MUST expand your network as far and wide as possible on LinkedIn™ and any other social network. Why? Because that is how Viral Marketing starts. The further your reach into the network, the greater exposure you have for whatever message you have to share.

Imagine you are like a vine in a garden like a morning glory or something that spreads fast. This vine will, if left unattended, completely take over the garden. It will root itself in lightly throughout the garden by all the other plants. Completely intertwined with everything in this garden.

We want you to be like the vine. We want you to have small roots on profiles and the home pages of your connections. We want your updates to be sent out to everyone on your contact list often (this happens when you change your profile via LinkedIn).

You can keep your personal connections as well, but do not be afraid to expand your reach outward into the vast unknown.

***You never know who your connections know, until you are on LinkedIn!***

**What you need to do to expand your network is as follows:**

1. *Import your current connections*
2. *Visit TopLinked.com and download the open networkers list –add a couple hundred connections*
3. *Join Networkers United for their download list of open networkers – add several thousand connections*
4. *Promote yourself as an open networker on your Professional Headline*
5. *Ask people to connect on the groups you are a member of (do this sparingly)*
6. *Direct Invites – always effective especially with a personal email*
7. *OpenLink – This is the most unknown source of invitations out there*

**How do you expand your network?**

**Step 1.** Import your current connections.

This is a basic feature that LinkedIn™ walks you through pretty simply. However, if for some reason, you forgot to do this, you can do it by clicking on the following image.

## Add Connections

Invite Contacts
Import Contacts
Colleagues
Classmates
View Sent Invitations

### Add friends or colleagues to your network?

**TIP** Add people to your network often? Try the Outlook Toolbar

First Name	Last Name	Email

You have 1,108 connections

Check your address book to see who uses LinkedIn

Windows Live Hotmail
Gmail
YAHOO!
AOL

Check webmail contacts

Don't use webmail?

▶ Edit/preview invitation text
Send Invitation(s)

**Step 2.** Visit [TopLinked.com](http://TopLinked.com) and download the open networkers list –add a couple hundred connections. Follow the instructions and you will start getting access immediately to the top 50 people on LinkedIn. If you can pay the \$45 dollars, you can get access to an additional 100+ open networkers list along with being put on the Toplinked list where you get invites from all others that come to the site like you are doing right now!



[TopLinked.com Home Page](#)

[TopLinked.com Top 50 List](#)  
[TopLinked.com Top Supporters](#)  
[TopLinked.com Invite Me List](#)

[Join as a Paid Member](#)  
[Join as a Top Supporter](#)

[TopLinked.com History](#)  
[Recommended Reading](#)  
[Related Groups](#)

Total Participants: 35,000+  
Site Visits/Year: 300,000+

Questions/Comments/Suggestions?  
Email: [toplinked@gmail.com](mailto:toplinked@gmail.com)

Intellectual Property Notices: Patents Pending.  
TopLinked is a Trademark of TopLinked.com.  
Entire Site Copyright 2006-2009. All Rights Reserved.

## The TopLinked People on LinkedIn

With 35,000+ participants, TopLinked.com is the largest open networker group on LinkedIn (an open networker is someone who is open to new opportunities and new connections).

By participating in TopLinked.com you can reach nearly every open networker on LinkedIn (other groups simply reach a smaller subset of the exact same people).

TopLinked.com is *THE* secret of how to build a larger, more diverse, and more valuable network on LinkedIn!

### To participate in TopLinked.com:

**Free Participants** are able to network with the other group participants AND receive access to the TopLinked.com "Invite Me List."

[Click here to join the free TopLinked.com group on LinkedIn...](#)

**Paid Members** are included on the TopLinked.com "Invite Me List" - the safe and easy way to invite your 35,000+ fellow group participants to connect!

[Click here to join as a Paid Member...](#)

**Top Supporters** are included on the "Invite Me List" AND [Top Supporter List](#).

Top Supporters can thus receive LinkedIn connection invitations from their fellow group participants AND everyone who visits this site (300,000+ site visits/year!).

[Click here to join as a Top Supporter...](#)

If you have any questions/comments/suggestions please let us know via email: [toplinked@gmail.com](mailto:toplinked@gmail.com) (thanks!)

## Step 4. Join Networkers United for their download list of open networkers – add several thousand connections

These people are a new group that have moved quickly into the open networking space. I have tried to test out their claims, but have not been able to prove what they say yet with the open networking lists they send out. I am including them in this topic because they have some amazing claims that allow you to connect with thousands of people in less than a week. If this is true, then it's a good opportunity to expand your network.



## Powerconnect with NULinked.com

Nulinked.com is the **easiest** and **most cost effective** way to invite hundreds of new connections and enhance your opportunities with just a few clicks of a mouse.

[Join Nulinked.com](#)

[F.A.Q.](#)

[Terms and Conditions](#)

[Join Our Affiliate Program](#)

#### Related Groups:

- [Networkers United - LinkedIn](#)
- [Networkers United Worldwide](#)

Questions/Comments?  
Email: [info@nulinked.com](mailto:info@nulinked.com)

#### To participate in NULinked.com:

Please choose how you would like to participate in the program:

#### Free Membership

1. [Click Here](#) to receive the bi-weekly "Invite Me List" which allows you to send invitations to connect with hundreds of premium members. (This is a free service and there is no cost to do so.)

2. [Click Here](#) to join [www.nuworldwide.com](http://www.nuworldwide.com).

#### Premium Membership

[Click Here](#) to become a Premium member at [NULinked.com](http://NULinked.com). By being a Premium member, you are added to the bi-weekly "Invite Me List" on [NULinked.com](http://NULinked.com), which will allow you to easily receive many invitations to connect on LinkedIn. By being a Premium member, you are not utilizing your limited amount of LinkedIn invitations (3,000 limit). Premium members typically grow their network on a much faster scale by not utilizing any of their invitations allowed by LinkedIn, but by accepting hundreds to thousands of invitations from free members at a time.

### Step 5. Promote yourself as an open networker on your Professional Headline

As you create an Awesome and Dynamic Professional Profile from our earlier chapter, you will start attracting new, targeted clients and peers that will want to connect with you. However, if you are presenting such an amazing profile, often times, the onlooker will get intimidated. They may want to connect, however do not want to risk you saying you "don't know this person." So that being said, be sure to let people know you are an Open Networker, LION (LinkedIn™ Open Networker, or Toplinked. All these tag lines say the same thing; they say you will accept invites from strangers to expand your network.

### Step 6. Ask people to connect on the groups you are a member of (do this sparingly)

I see a lot of people always letting groups know they are open networkers and asking onlookers to invite them. Typically I do not recommend this process or method for getting new invites. Remember, everything you put out on the groups is a reflection of you. This is broadcasting to the network full of your clients and peers that you are begging to increase your connections. Granted you are looking to increase your connections, but not in a way that you are chasing people down. I think the only real good exception to this is if you are the owner of the group. That said, it is still a method people use to increase their connections. Even I have done it once or twice (though I am not proud of myself for it! :)

**Step 7.** Direct Invites – always effective especially with a personal email

This is where having a lot of groups centered around where your target clients and targeted peers hang out is helpful, because if you have a group connection with a specific connection, you can send them a free invitation to connect.

LinkedIn's policy is that you know the people you connect with or get approval from them to connect. This is where open networking has been a sticky issue for LinkedIn, however they are changing their ways, but they are charging for it, as you will see in the next section.

**Step 8.** OpenLink – This is the most unknown source of invitations out there

This is not a talked about topic amongst the so-called “guru’s” on LinkedIn™ because it is a paid for service. For \$29 a month, you can get a whole slew of LinkedIn™ business account benefits having to do with “inmails” and “introductions.”

## Account Options

Select an Account Type:	<input checked="" type="radio"/> Business	<input type="radio"/> Business Plus	<input type="radio"/> Pro	Corporate Solutions
Cost per month	\$24.95 per month	\$49.95 per month	\$499.95 per month	Recruiting HR Research Sales
Send Requests for Introductions <span>?</span>	15 at a time	25 at a time	40 at a time	<p>Many find LinkedIn to be mission critical to their personal success.</p> <p>The only thing more powerful than your network is a well coordinated team connecting multiple networks.</p> <p>Corporate Solutions' Pro Accounts enable you to:</p> <ul style="list-style-type: none"> <li>Expand your reach</li> <li>Work your network with exclusive tools</li> <li>Take control of your searches</li> <li>Share information</li> <li>Build brand awareness for your company</li> <li>Manage and optimize user access and cost</li> </ul> <p><a href="#">Learn more...</a></p>
Send InMails™	3 per month	10 per month	50 per month	
LinkedIn Network Search Results	300 per search	500 per search	700 per search	
Saved Searches	5 maximum, weekly alerts	7 maximum, weekly alerts	10 maximum, daily alerts	
<a href="#">Hide Additional Features</a>				
Receive InMails™	Unlimited	Unlimited	Unlimited	
Receive Requests for Introductions <span>?</span>	Unlimited	Unlimited	Unlimited	
Receive OpenLink Messages <span>?</span>	Unlimited	Unlimited	Unlimited	
Reach over 35 million users				
Reference Searches	Unlimited	Unlimited	Unlimited	
Expanded LinkedIn Network profile views				
OpenLink Network membership <span>?</span>				
Upcoming feature sneak peeks				
				<b>LinkedIn</b>

See that little feature that says “OpenLink Network Membership.” Yeah, that is LinkedIn’s way of integrating the Open Networkers concept into the system. Very cool! Though ridiculously difficult to use effectively so far, they will get the hang of it eventually. Right now, there are over 45,000 members paying for one of these services.

**Here is an example of how you find OpenLink Networkers:**

1. First you buy one of the membership upgrades on LinkedIn
2. Check on the Advanced button next to the search box

3. *Scroll down and check the “Search only other openlink members” box*
4. *Hit the search feature and the number of current OpenLink Members will pop up on the top of the search results.*

Now according to LinkedIn, any of these members are open networkers and should be easily approachable for invites. At the time I am writing this, there were just over 46,000 OpenLink members. Though there is no fast way to inviting these members, setting up a little system should enable you to connect with thousands upon thousands at will.

## Chapter 7: Get By Giving

Social media is based on relationship development. It is everything except the face-to-face meetings, and with video, it is even dipping into that arena. If we look at relationships deeply, we will find the core of creating quality relationships is by “Giving” first.

This is very important to understand because Giving is the centerpiece to the new age of marketing. There is so much clutter out there, so many individual voices on top of the large corporate voices trying to break through the barriers and get our attention for just a few seconds to try and peak our interest.

Relationships cut through all the clutter instantly with credibility. Guards are taken down and you are given a chance to be heard.

**What you have to do to achieve the “Giving” principle on LinkedIn™ is as follows:**

1. *Have a “Benefit” driven mindset towards your clients & peers*
2. *Demonstrate you care by sending out recommendations*
3. *Answer Questions on areas you are an expert in*
4. *Contribute to the Groups in a valuable way & Create a Value Rich Group  
Conduct Random Acts of Kindness*

**Have a “Benefit” driven mindset towards your clients & peers on LinkedIn**

Ask yourself this question before sending any email or posting any comment,

*“If I received this communication, what would my mother think and how would she respond?”*

Then ask yourself this,

*“If this message showed up on CNN tomorrow, would I be proud of it and does it reflect on my personal brand positively?”*

These questions are the litmus test to the “Value” you are adding to the network. If you are uncomfortable with the answer, then you have to change the message. This is the fastest and easiest way to make sure your messages

**Demonstrate you care by sending out recommendations**

Just to be sure you know how to send out recommendations, you just click on the profile of any person you want to recommend and look to the top right of the page for where it will say, “Recommend this Person.”

In the above example, I have recommended Pete already, so it shows “You have recommended this person.”

Make sure that you send out 1 to 5 recommendations a week, whatever fits your schedule, but be sure to do it. After a while you will start to see recommendations come back your way.

Once this happens, you start to spread your reach throughout the network onto other people’s profiles, once again planting your roots into other profiles around the network.


### **Answer Questions on areas you are an expert in**

This is a unique area and not many people know about it or do anything with it. Many people say, answer questions, but do you know why? Let me show you. When you give, LinkedIn™ rewards you.

The following image shows you the Answers screen shot, and the arrow in red shows you the link I am clicking through for this example:

**Answers**

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

 [Get actionable data from your network. Create a poll.](#)

**Ask a Question**

Get answers from your connections and experts in your network.

[Next](#)


**Answer Questions**

Recommended categories for you:

- [Business Development](#)
- [Sales Techniques](#)
- [Change Management](#)
- [Equity Markets](#)
- [Positioning](#)

**Featured Category**

**Corporate Governance**

Sponsored by: 

**My Q&A**

You have 0 open questions.

[Ask a question now.](#)

» [View all your questions & answers](#)

**Browse**

- [Administration](#)
- [Business Operations](#)
- [Business Travel](#)
- [Career and Education](#)
- [Conferences and Event Planning](#)
- [Finance and Accounting](#)
- [Financial Markets](#)
- [Government and Non-Profit](#)
- [Hiring and Human Resources](#)
- [International](#)
- [Law and Legal](#)
- [Management](#)
- [Marketing and Sales](#)
- [Non-Profit](#)

**New Questions From Your Network**

- Q. Accountability is it a positive or negative connotation?**

40 answers | Asked by Peter Jarmics (1w) | 5 minutes ago in Change Management

---

- Q. How to Increase Followers on Twitter?**

10 answers | Asked by Muhammad Siddique (1w) | 3 hours ago in Internet Marketing

---

- Q. Will you participate in an elementary school project?**

8 answers | Asked by Kristine Maveus-Evenson (1w) | 22 hours ago in Education and Schools

---

- Q. Looking to raise capital for Mobile Marketing and new media company. We have great pipeline of contracts and just launched our technology.**

6 answers | Asked by Richard C. King Jr. (1w) | 1 day ago in Venture Capital and Private Equity

---

- Q. What can a job seeker do to optimize his/her resume in employer database search results?**

1 answer | Asked by Chris Perry (2m) | 28 minutes ago in Resume Writing

So now what you will see is a list of open questions that you could answer on the topic of Positioning. You can see that a handful of people are considered Experts because the facilitator of the question highlighted the answer she thought was best, thus bestowing expert status to the person answering the question. In this case, everyone only has one or two “Best Answers.”

## Answers

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

### Positioning Questions

- Open Questions** Closed Questions
- Q.** What will you name a new blogging platform which is simple, lively and more sharable?  
12 answers | Asked by Sandeep Malhotra | 1 day ago in Positioning, Writing and Editing
- Q.** Do you think companies, brands suffer from fear to differentiate?  
34 answers | Asked by Lucia Tarbojovska | 1 day ago in Advertising, Positioning
- Q.** How to Increase penetrations and Revenue for various VAS services?  
7 answers | Asked by Anoop Chaudhry | 4 days ago in Positioning
- Q.** I am working with hundreds of people in an industry that is experiencing a serious down cycle. What strategies and tactics do you find effective to get people to look beyond the down side into the world of opportunities that lies just beyond?  
19 answers | Asked by Jeremy Conway | 6 days ago in Market Research and Definition, Positioning
- Q.** As more app store look-alikes come into play (MSFT, Nokia, Blackberry), will the current top iPhone developers port their applications to these platforms or will they continue focusing on developing more and better apps for the iPhone?  
3 answers | Asked by Bharat Ahluwalia | 6 days ago in Positioning, Market Research and Definition

Browse [View All](#)

#### Product Management

- Branding
- Distribution
- Market Research and Definition
- **Positioning**
- Pricing
- Product Design

#### More questions in other languages

- Questions in English
- Fragen auf Deutsch
- Questions en français
- Preguntas en español

Subscribe to new questions in:  
 Positioning

[Ask a question](#) about Positioning

### Positioning Experts

Experts	No. of Best Answers (in this category)
<b>Bruce Kane</b> - see all my answers bruce.kane.linkedin @ gmail.com   Professional Services Consultant (Microsoft Exchange)   LION / open networker ★ Best Answers in: Positioning (1)	1
<b>Raman V</b> - see all my answers Intrapreneur, Entrepreneur [Open Networker, all invites welcome - rvald@s@yahoo.com] 1400+ connections ★ Best Answers in: Positioning (1)	1
<b>Jim Holt</b> - see all my answers Strategic Business Consultant ★ Best Answers in: Positioning (2)	2
<b>Nitin Kumar</b> - see all my answers Leader, Strategist & Management Consultant ★ Best Answers in: Positioning (2)	2
<b>Terri L. Maurer</b> - see all my answers Planning and Strategies Consultant, speaker, trainer, author. ★ Best Answers in: Positioning (2)	2

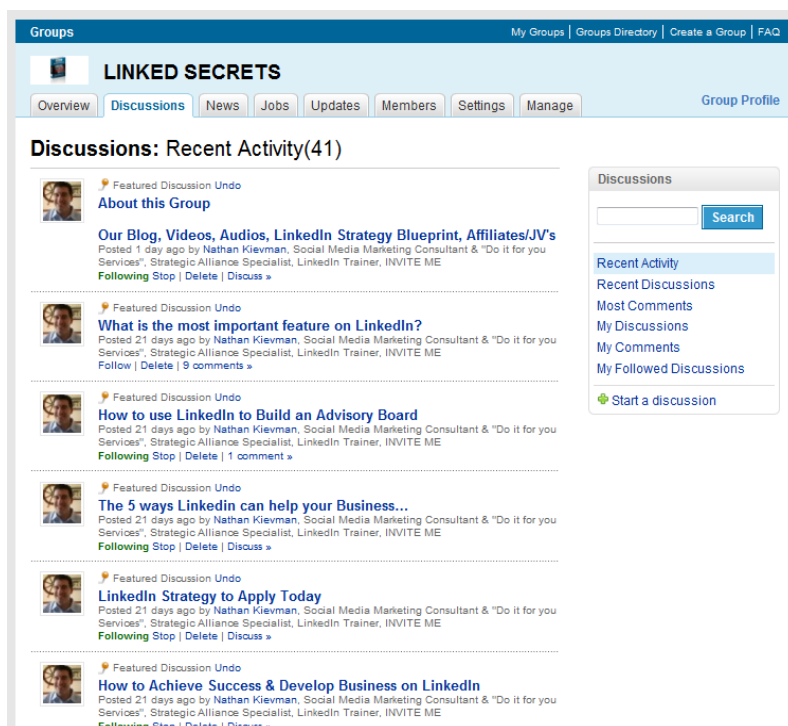
LinkedIn™ says this is how you can earn expertise:



The screenshot shows a LinkedIn page titled "Earning Expertise". It features a green star icon and text explaining that a star on a profile indicates expertise earned by answering questions. Below this, a section titled "Earning expertise is easy:" lists three steps: 1. Find questions in the areas you know (Browse questions to find categories familiar to you), 2. Answer those questions (Remember, private answers won't help you earn expertise), and 3. Every time the questioner picks your answer best, you gain a point of expertise (The more points of expertise, the higher you appear on lists of experts).

## Contribute to the Groups in a valuable way & Create a Value Rich Group

The long and short of this is that most people on LinkedIn™ are just starting to get this! Let me show you a snap shot of my new group, Linked Into Marketing:



The screenshot shows the LinkedIn group page for "LINKED SECRETS". The page has a blue header with navigation links: "My Groups", "Groups Directory", "Create a Group", and "FAQ". Below the header, there are tabs for "Overview", "Discussions", "News", "Jobs", "Updates", "Members", "Settings", and "Manage". The main content area is titled "Discussions: Recent Activity(41)" and lists several featured discussions, each with a profile picture, a title, and a brief description. The discussions include: "About this Group", "Our Blog, Videos, Audios, LinkedIn Strategy Blueprint, Affiliates/JV's", "What is the most important feature on LinkedIn?", "How to use LinkedIn to Build an Advisory Board", "The 5 ways LinkedIn can help your Business...", "LinkedIn Strategy to Apply Today", and "How to Achieve Success & Develop Business on LinkedIn". A sidebar on the right contains a search box and a list of navigation options: "Recent Activity", "Recent Discussions", "Most Comments", "My Discussions", "My Comments", "My Followed Discussions", and "Start a discussion".

The value added topics are the first thing a new member will see. Think there is value here? I know there is, because it's free and about LinkedIn. “)

### **Conduct Random Acts of Kindness**

You have knowledge, assets, products, services, etc. Be generous to your connections. Give freely at least once a day. In some way that is meaningful and helpful. This doesn't have a direct ROI, but it comes back to you in many other ways.

I do this sort of thing as a practice through my blog, [www.LinkedinMarketing.com/blog](http://www.LinkedinMarketing.com/blog). I also do charity work and make sure to give percentages of what I make to those less fortunate.

Life is bigger than our initial problems I believe, no matter how hard we think we have it, someone else has it harder. So my two cents on this issue is, live in gratitude, it will change your life forever!

## Chapter 8: Generating High-Value Traffic to Your Website

### *Use Groups to Generate High-Value Traffic to Your Website*

Traffic is the highly sought after commodity in today's world of internet marketing, but an even higher sought after item is Targeted Qualified Traffic. Groups among other areas on LinkedIn™ are the most wonderful area to master this process.

Groups can generate you tons of business! How does adding an extra 200 to 500 targeted members to your database sound? How about owning a group of thousands of interested people on top of your weekly opt-ins?

Sounds good right? Well you can achieve these sorts of numbers as well with dedication and diligent planning. If you don't want to take the time for all this, be sure to contact us at [nate@LinkedIntoMarketing.com](mailto:nate@LinkedIntoMarketing.com) and we will run you through a fulfillment process to save you the massive amounts of time it takes to manage this process. In the meantime, let's get into it...

#### **Mindset of Posting Questions and Comments**

You cannot be directly self-serving in the groups and get any kind of response. It is human nature for us to want, to say, I need a job and then post it on the forum believing somebody will respond. If there's a recruiter out there and they think that you might add some value with your skill set, they might respond I suppose. But are you talking to recruiters or are you talking to a group of potential employers, I don't know. The point is that many people tend to start thinking in a self-serving way, but I am begging you to challenge this mindset.

The discussion board proves that most people that interact on the boards are by default, working directly in a self-serving way. But the comments and questions that receive the most responses and generate the most traffic are also the most value oriented.

Do your own market research by going into the groups and simply "observing." See what questions received the most responses. Model those questions/discussion topics and post similar questions to garnish interest and interaction with you and your profile, this intertwines you with the network and expands your reach.

There's always going to be rude people in each group that are in there for their own benefits and purposes. Most groups have these types of members. I am in these groups for my own self-interests, but I also know that if I don't provide value I will be pushed outside the "Circle of Trust" and not let back in.

We ultimately want to generate traffic to our website, promote our brand, reach a specific audience, or build our business in some way.

This is ok, but it comes from doing it in a way that gives first and asks later.

One of the specific things that I did was to post this billionaire question.

*If you were to have lunch with a billionaire, what would be your single most important question?*

Every time I posted this question, we generated about 250+ unique visitors to the site. I could ask it, because it was a lead in, into an interview I did with a self-made billionaire. If you are interested in that interview, it is available for free at [www.BusinessSuccessUnlimited.com](http://www.BusinessSuccessUnlimited.com).

This question created:

1. *Ongoing traffic.*
2. *Massive credibility*
3. *New Business*

People that answer the question wanted to see who I was and what I did because this question was thought provoking and had wide appeal.

Not only did the question alone build awareness of who I was, it placed me on the top of the “most comments” section in many of the groups I was in and continued to get responses over a month+ after the posting.

The steps you need to take to be successful on Groups are as follows:

1. Join 48 Targeted Groups
2. Create 2 groups – 1 for your targeted clients, 1 for your targeted peers
3. Fill your 2 groups with content discussions
4. Identify your free content and the method you will use to share it
5. Create a promotional campaign
  - a. Timing is Everything!
6. Systematize and Take Action!

## Chapter 9: Contribute “Real Value”

I am sure you want to glance over this topic because everyone feels they know how to contribute real value. Please read this section! Real Value is not something you or I always know clearly. LinkedIn’s system, the users, the applications and the forums give us the tools to find out about the “Perceived Value” of the users or group member.

This is important because if you take action on what you think is important, and it turns out not to be, you have wasted your time if nothing else, but it could have cost you money and credibility depending on the topic and issue. You have to know what the Collective Consciousness of the group and the target audience you are addressing is dealing with and thinking about.

It’s ok to be different and loud, in fact that is necessary to get through the clutter sometimes. For example, a friend recently sent me an email to a blog post titled:

### [How Long Does It Take to Become a Social Media Expert?](#)

It’s a good article based on the book [The Outliers](#), which has gained wide social appeal, but it got me thinking.

Take a read of the blog, then read this... here it is:

### [How Long Does It Take to Become a Social Media Expert?](#)

“So I was reading Malcolm Gladwell’s latest book [The Outliers](#) the other night and he goes into a discussion about violinists and on how long it takes them to become a master at their craft. So without spoiling the book for you – the bottom line was – it takes 10,000 hours to become a Master Violinist. This got me thinking about how it could apply to Social Media and how long it would take to become a Social Media Expert.

If you listen to popular books on becoming an expert in your field of study – most of them say “read an hour a day in your field”. Members of my team will recognize this from their goal setting with me as I often coach them to read an hour a day of good marketing material. But 1 hour a day x 5 days a week means you would be a social media master in about 38 years! Let’s say you are really dedicated and you up that to 1 hour a day x 7 days a week means you cut that time down to 27 years just in time to retire!

In my new role at Avaya I am traveling 3 hours a day (1 ½ hours each way) by car – listening to podcasts like [MarketingOverCoffee](#),

[HubSpotTV](#), [Duct Tape Marketing](#) – essentially turning my commute into a rolling Social Media university. So if I factor that into my calculation – 3 hours a day x 5 days a week means I could master social media in 12.8 years. Assuming I throw in 3 hours a day on the weekend and it drops to 9.1 years! By the way 10 years was also an average that Malcolm Gladwell cited in the book for most people to master pretty much anything.

But wait – I also practice Social Media on the job for a few hours a day. So let's say 3 hours a day learning more about social media and 2 hours a day practicing social media x 5 days a week means I could become a social media master in 7.6 years. Throw in the weekends and that drops to 5.5 years!

People like [Dan Schawabel](#) (one of the hardest working people in Social Media I have ever met), have the luxury of practicing social media 40 hours a week as the Social Media expert for EMC – 40 hours a week x 5 days a week means you reach social media mastery in 4.8 years. But Dan also blogs, writes books, a magazine and more so say he works 80 hours a week (including weekends) and you can reach social media mastery in 3.8 years!

My point being Social Media is still relatively new and there are plenty of people out there calling themselves Social Media Experts but in reality they would have to have a pretty aggressive schedule of social media learning and practicing to become one. In essence, there are a handful of people who truly have a good head start on the pack but it's not too late for you to get started in creating your own plan to become a Social Media Expert. So what's your plan? I would love to know.”  
By Paul Dunay

**So, the long and short of it is, Outliers says, for someone to become an expert they must dedicate 10,000 hours to that specific focus.** This has received a ton of interest and is widely accepted as true.

**But I challenge it... here is why.**

The life span any Internet-based company gives to any strategic plans rarely passes 18 months, per my interviews with AOL and Google execs.

*Today's masters of new media are the creators,  
first adopters and strategic thinkers.*

Let's use Social Media as the guinea pig for a moment. Many people (including myself) claim to be Experts in some way. Is this legitimate to claim?

From the point of view of the none users... to Social Media Illiterates, I am a "Genius" at social media and everything surrounding it... but to the "Social Media Illiterates" so are their 13 year old kids who have mastered Facebook and Myspace.

So the real measure of being an expert in a field solely depends on the level of knowledge the questioner/observer has on that topic. Sound kind of Einsteinian? It should...

I would argue that **experts are made in moments** actually, not by years of hard work (though that can and sometimes does lead to expert status). Look at Einstein... hard worker, no doubt, but there was only one moment in his life when the light switch turned on and he figured out  $E=MC^2$ .

### **Moments are what we are all looking to find...**

It is that moment of clarity, that big idea, that moment of focus that propels someone into Expert Status and even at times, the abyss of nothingness, depending on how that moment is harnessed.

Thought Leaders are made with "Brilliant Thoughts" as [Larry Genkin](#) puts it, and I think Brilliant Thoughts don't take years of hard work, but insight, wisdom and the ability to listen to the divine, God, the All Knowing, the Universe... then that "Moment," that "Brilliant Thought" will appear before you.

My take on the outliers concept is that it is correct that studying something for 10,000 hours is going to make someone an expert in that field. Especially for a skill set like learning the violin, which is a true art... but come on, if my 4 year old could play "Old MacDonald on a Farm" on the violin, she would be an expert to me and I could learn from her right? ")

Einstein would not have been an expert if he spent all the hours working to figure out his equation, if he didn't have that "Moment" of clarity that gave him the answer. Edison's thousands of failed attempts would have been for not, if he didn't finally have that moment of clarity on how to make the light bulb work.

One could argue that they would not have gotten to that moment of clarity without all the work. I understand this, but the point is, none of it was possible without that moment and if they had that moment without the time and hard work, they still would have been experts, the opposite is not true.

Another extremely important point is that "Perception" is reality. If Einstein's papers had published, none of us would know who he was. Someone had to have a Perception of this brilliance, so Expert Status is only possible with the two parties, the thinker and the observers.

The point, if you can achieve clarity in a moment, then someone that knows less than you do will consider you the “Perceived Expert”.

Back to LinkedIn, how does this tie in? If you go to the group discussion boards, you can view the most commented on topics.

The screenshot shows the LinkedIn interface for a group named "LINKED SECRETS". The top navigation bar includes "Groups", "My Groups", "Groups Directory", "Create a Group", and "FAQ". Below the group name, there are tabs for "Overview", "Discussions", "News", "Jobs", "Updates", "Members", "Settings", and "Manage", along with a "Group Profile" link. The main content area is titled "Discussions: Most Comments(19)". It lists several discussions, each with a profile picture, a featured discussion icon, a title, a post date, the author's name and credentials, and a list of actions (Follow, Delete, comments). The discussions include:

- What is the most important feature on LinkedIn?** Posted 21 days ago by Nathan Kievman, Social Media Marketing Consultant & "Do it for you Services", Strategic Alliance Specialist, LinkedIn Trainer, INVITE ME. 9 comments.
- For the benefit of all in this group... What Channels/ Partnerships/ or Alliances would help you today if another member of this group had access to your need and could bring it to you tomorrow?** Posted 3 months ago by Nathan Kievman, Social Media Marketing Consultant & "Do it for you Services", Strategic Alliance Specialist, LinkedIn Trainer, INVITE ME. 7 comments.
- Nathan, I am a Real Estate broker in Orlando, FL, my business is slow at this time of economic depression. How can I promote my co. and get some traffic on my site.** Posted 3 months ago by Saba Attari, SABA ATTARI REALTY, LLC. sabaattari@yahoo.com. 7 comments.
- If you could ask an executive of Google one question, what would it be?** Posted 3 months ago by Nathan Kievman, Social Media Marketing Consultant & "Do it for you Services", Strategic Alliance Specialist, LinkedIn Trainer, INVITE ME. 6 comments.
- Is a cash/gift referral commission a bribe or an acceptable reward for a successful referral gained?** Posted 13 hours ago by Vince Golder, Director at IRUN Business Intelligence Reading. 4 comments.
- LinkedIn Traffic Secrets – a free teleconference Today. All are welcome. Space is limited...only 20 spots left.** Posted 3 months ago by Nathan Kievman, Social Media Marketing Consultant & "Do it for you Services", Strategic Alliance Specialist, LinkedIn Trainer, INVITE ME. 3 comments.

On the right side, there is a "Discussions" sidebar with a search box and a "Search" button. Below the search box, there is a "Recent Activity" section with links for "Recent Discussions", "Most Comments" (highlighted), "My Discussions", "My Comments", and "My Followed Discussions". At the bottom of the sidebar, there is a "Start a discussion" button.

What this enables you to do is see the pulse of the group. See what people in this space are interacting with and see what and how you should position your questions to have real value that this group will interact with and appreciate.

## **Steps to Creating Real Value:**

1. *Know Your Target Audience*
2. *Speak to their issues, not about products or services*
3. *Market Research to Verify*
4. *Test it – post comments and see if you get responses or traffic from it*
5. *Frame your questions passively – “If you” or “You may enjoy” have worked well for me*

## Chapter 10: Reach Out to Your Targeted Audience

Obviously you are on LinkedIn™ for a purpose, or at least I hope so. If not, let's figure out the purpose quickly because Social Media can be a huge time waster without any direction or focus! This is a simple section that is about Reaching Out and interacting with your targeted audience, whether it is clients or peers.

*Don't "Invite" and "Sit Tight."*

*You Must Invite and Provide Insight*

Why must you reach out to your targeted audience? To get to know them of course! This is "Social" networking right. This is all about developing relationships. You must create:

1. Trust
2. Credibility
3. Rapport

When you do these things with your potential clients, they will come running for you, because they are thirsty for real solutions, real help, and real value. You need to reach out to them, because they won't likely reach out to you first.

I have done a good amount of testing on LinkedIn™ on driving traffic directly or through the above-mentioned process. Hands down, building trust, credibility, and rapport is the only way to make social networking work for you. You must master this Relationship process in a more impersonal setting, while trying to make it more personal.

In fact, a wonderful example of this is a woman by the name of [Christine Comaford](#). She is brilliant and amazing at creating Trust, Credibility, and Rapport. I have seen her come onto LinkedIn™ roughly 3 to 5 months ago and only recently did I notice her getting more involved.

People « Go back to Search Results | Next »

### Christine Comaford

**rulesforrenegades@gmail.com** 1+

Business Accelerator, Author Rules For Renegades, keynote speaker, advisor, serial entrepreneur, VC/Angel, TOPLINKED.com

San Francisco Bay Area | Management Consulting

Christine Comaford rulesforrenegades@gmail.com Inviting ALL to join her rockin' facebook group: Business Renegades 1 month ago

<b>Current</b>	<ul style="list-style-type: none"> <li>Author at Rules for Renegades</li> <li>CEO at Mighty Ventures</li> </ul>
<b>Past</b>	<ul style="list-style-type: none"> <li>Venture Capitalist at Novus Ventures (post Artemis Ventures merger)</li> <li>President and CTO at Planet U</li> <li>Founder/Co-Founder &amp; Entrepreneur at planet U, LBMS, Corporate Computing, Kuvera Associates, First Professional Bank and more</li> </ul> <p style="text-align: right;"><a href="#">see all...</a></p>
<b>Education</b>	<ul style="list-style-type: none"> <li>University of California, San Diego</li> </ul>
<b>Recommendations</b>	9 people have recommended Christine Comaford
<b>Connections</b>	500+ connections
<b>Websites</b>	<ul style="list-style-type: none"> <li>Mighty Ventures</li> <li>Read 1st chapter of my book!</li> <li>Read my BusinessWeek column!</li> </ul>
<b>Public Profile</b>	<a href="http://www.linkedin.com/in/comaford">http://www.linkedin.com/in/comaford</a>

[Send a message](#)  
[Recommend this person](#)  
[Forward this profile to a connection](#)  
[Search for references](#)

[Flag profile photo as...](#)

**The Ladders** SEARCH JOBS

**ONLY \$100k+ JOBS**

▼ Your private info about Christine Comaford

**Email & Phone:**

[rulesforrenegades@gmail.com](mailto:rulesforrenegades@gmail.com) primary

**Notes:**

[View/Edit Contact Info](#) | [See all contacts](#) »

How you're connected to Christine Comaford

You  
↓

1+ Christine Comaford  
[rulesforrenegades@gmail.com](mailto:rulesforrenegades@gmail.com)

Christine Comaford's Connections (500+)

Shared (253)

**David J. Mazzarella** -  
 Founder/CEO, Mazzarella Car Care Systems, LLC ~ Maker of Eco-Friendly Car Care Products  
 ~ LION ~ HotBodyWax.com

She would use the social media platform, in this case LinkedIn, to attract those interested in her free stuff to come on over listen in and opt in to her list to do so. Pretty low key. But she would give so much value at these teleseminars; I thought to myself, WOW, she really cares! Well this went on for several months, where she would give and give and give. Teleseminars, webinars, free resources, etc... I thought, wow, if I can ever help her in anyway, I will be on it in a second.

So of course the heavens answered me and I got an email inviting me to spend money with her for a workshop! “) Of course I did and am now a client of hers. All from providing real value consistently enough to create Trust, Credibility, and Rapport.

What’s this mean to you... do the same, but tailor it to your target audience and go where they are and give freely. Put yourself in their shoes. They don’t know you. They have no relationship with you. You can’t just go ask someone to marry you on the first date or you will get turned down almost every single time (depending on who you are of course!).

### **Steps to Reach out to Your Target Audience:**

1. *Know your Target Audience*
2. *Have High Value Content for FREE!*
3. *Give it away in exchange for Opting In*
4. *Back end capture process set up – opt in pages, teleseminars, webinars, etc...*
5. *Interact with Target Audience on Groups*
6. *Interact with Target Audience from your Profile*
7. *Answer Questions*
8. *Invite target audience to your Group*

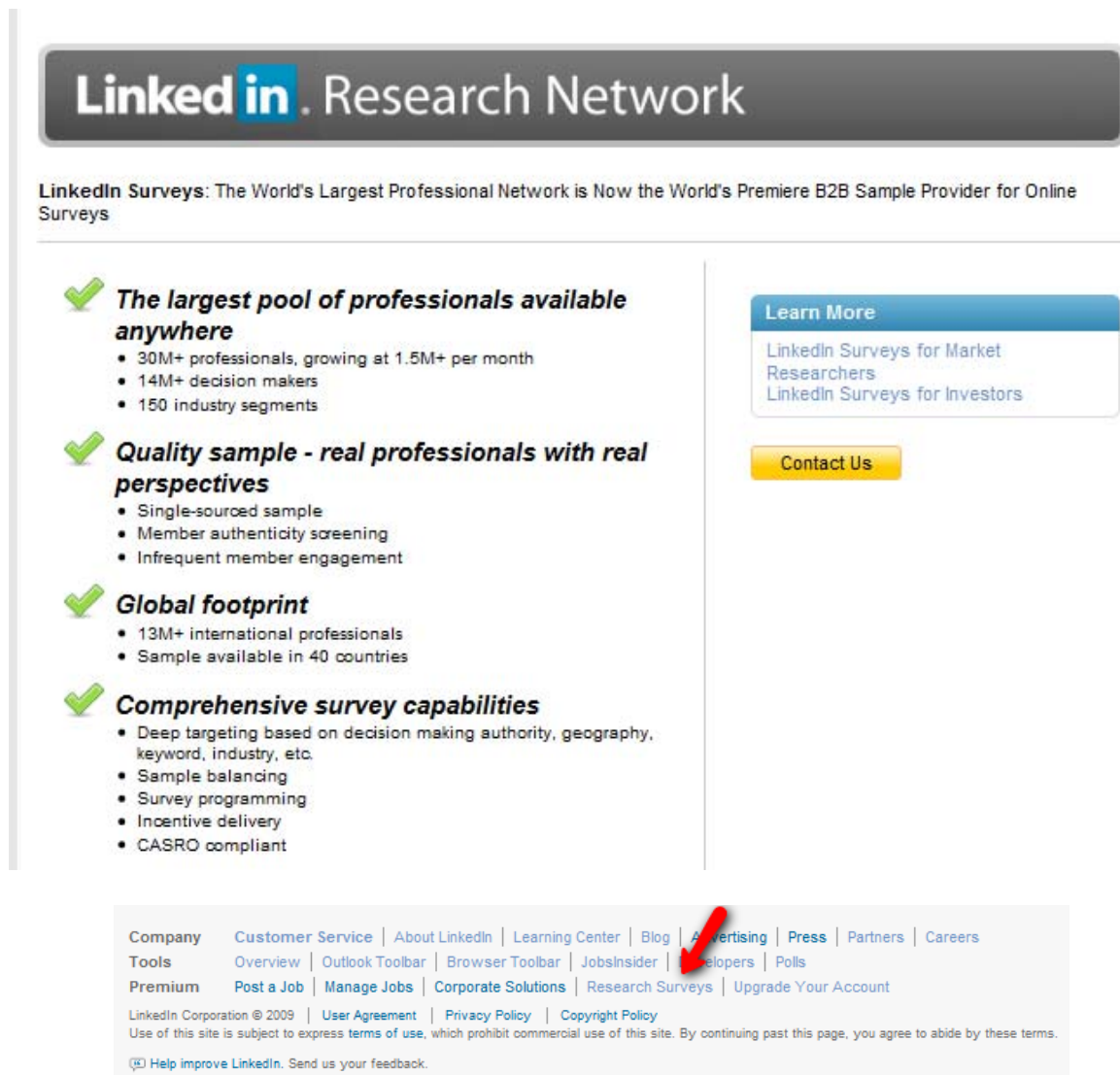
# Chapter 11: Research Using LinkedIn

Understanding your target client is imperative to success. So, use the free resources here on LinkedIn™ to get a rough overview and insight into your market.

Obviously doing this will help you close more deals, provide more valuable content that is to the point and matters to your clients.

What you need or can do for researching on LinkedIn™ is as follows:

1. Check out LinkedIn's Research opportunities for businesses



The screenshot shows the LinkedIn Research Network page. At the top, there is a dark grey banner with the LinkedIn logo and the text "Research Network". Below this, a headline reads: "LinkedIn Surveys: The World's Largest Professional Network is Now the World's Premiere B2B Sample Provider for Online Surveys".

The main content area is divided into two columns. The left column features four green checkmark icons, each followed by a bold heading and a bulleted list of features:

- The largest pool of professionals available anywhere**
  - 30M+ professionals, growing at 1.5M+ per month
  - 14M+ decision makers
  - 150 industry segments
- Quality sample - real professionals with real perspectives**
  - Single-sourced sample
  - Member authenticity screening
  - Infrequent member engagement
- Global footprint**
  - 13M+ international professionals
  - Sample available in 40 countries
- Comprehensive survey capabilities**
  - Deep targeting based on decision making authority, geography, keyword, industry, etc.
  - Sample balancing
  - Survey programming
  - Incentive delivery
  - CASRO compliant

The right column contains a blue "Learn More" button, a white box with three links: "LinkedIn Surveys for Market Researchers", "LinkedIn Surveys for Investors", and a yellow "Contact Us" button.

At the bottom, there is a navigation menu with links for Company, Customer Service, About LinkedIn, Learning Center, Blog, Advertising, Press, Partners, Careers, Tools, Overview, Outlook Toolbar, Browser Toolbar, JobsInsider, Developers, Polls, Premium, Post a Job, Manage Jobs, Corporate Solutions, Research Surveys, and Upgrade Your Account. A red arrow points to the "Advertising" link. Below the navigation menu, there is a copyright notice for LinkedIn Corporation © 2009 and a link to "Help improve LinkedIn. Send us your feedback."


## 2. Use the Polls and post around the discussion forums

LinkedIn Polls FAQ | Feedback | Browse More Applications


### Polls

[Browse Polls](#) [Create a Poll](#) [My Polls](#) [About Polls](#)

#### Get actionable data in just three easy steps




**1. Create and distribute your poll**  
Ask one question and display up to five multiple choice answers for your audience to vote on



**2. Target an audience in two ways**

- **Your network** - Ask your connections on LinkedIn
- **Selected Professionals** - People in your target who have the expertise you need (e.g. salespeople, business executives, professionals in specific regions or industries)



**3. Analyze and share results**  
View real-time results. See response distribution based on the seniority, company size, job function, gender and age of respondents

#### Poll Your Network

Do you have a question you need answered?

[Create Poll](#)

#### Browse Polls

How long will this recession continue

I prefer an MBA degree from

Testing of the LinkedIn Polls : What do you like to eat?

[See more >](#)

#### Need help?

Contact Customer Service

[The foundation of the...](#) 20 tweets

### 3. Search for People that fit your Target and connect with them

The screenshot shows the LinkedIn interface for a user named Nathan Kievman. At the top, the navigation bar includes the LinkedIn logo, tabs for 'People', 'Jobs', 'Answers', and 'Companies', and links for 'Account & Settings', 'Help', 'Sign Out', and 'Language'. Below the navigation bar, there is a search bar with the text 'Explore People Search: Harvard - Vice President at Google - Accounting' and a 'Search People' dropdown menu, which is highlighted by a red arrow. The main content area displays Nathan Kievman's profile, including his name, title 'Social Media Marketing Consultant & "Do it for you Services"', location 'Cleveland/Akron, Ohio Area', and a list of current and past positions. A sidebar on the left contains navigation options like 'Home', 'Groups', 'Profile', 'Contacts', 'Inbox', and 'Applications'. On the right side of the profile, there are options to 'Forward your profile to a connection', 'Edit Contact Settings', and 'Create your profile in another language', along with a '100% profile completeness' indicator and a Cisco WebEx advertisement.

### 4. Watch your target market interact through the group forums

## Chapter 12” Be The Media – Control Your Message

This is all about what you do offline with marketing with the exception of having your own group on LinkedIn. Understand that becoming the media is a necessity, not a luxury, for those that want to survive the next 5 years.

You must take control of your own message. In the next 5 years we will have fully integrated internet ready TV's and anyone can pull up any website they want on TV to watch anything they want. You must be ready for this change to capture market share from the big companies that do not embrace this movement.

Earlier I mentioned a friend of mine, Larry Genkin. He is the creator of a program called [The Thought Leadership Marketing Method](#). He has implemented this method to over 50 Fortune 500 companies including companies such as Microsoft, IBM, American Express, Visa, and many others.

The reason I bring him up is because he has a great story about becoming the media, which is part of a \$3,000 course he teaches. He has given me permission to share it with you here.

The story goes something like this... Larry was hired by IBM to integrate a white paper campaign to generate new business, but the marketing wasn't working well and the market was changing before their very eyes.

Larry had to make some major changes in the approach he took, so coming from a publishing background, he decided to help IBM become the Media for this particular target market they were after. Within a month of them setting up this website that was informational based, almost like a newspapers site, they landed their first client they could track directly to this program for well over \$1 million in revenue, in just under one month! Awesome.

Point here, become the media, get your target audience to seek you out because of the content you provide.

With social media really taking off. You need to make sure you have the following in your media portfolio for yourself personally and/or for your business:

1. Blog Site (sometimes several)
2. LinkedIn™ of course
3. Facebook
4. Twitter
5. Youtube/Viddler for Video
6. Membership on Target Market Forums
7. Any other of the smaller social sites
8. Your own Web TV station!

## Chapter 13: Become a Master Networker

Mastering Networking is a wonderful skill to own. It is a must in a world of ever increasing social interconnectedness. This is one of the most important skill sets that you must have to succeed in the new social age. You must not only be a master networker,

### ***You now must be a Master Social Networker***

This is a very different dynamic than face to face, though the same principles apply.

#### **What are the principles?**

1. *Create Trust*
2. *Create Credibility*
3. *Create Rapport*

Same as earlier in the book. The real question is how. Fortunately we have covered this throughout the previous chapters, with the exception of a few things:

#### **Things to remember when Networking:**

1. *Use their first name as often as possible – even in email*
2. *Smile*
3. *Be honest*
4. *Don't be desperate (connections shouldn't equal money to you)*
5. *Communicate/Talk, people just seem to have a hard time reading minds still*
6. *Bring your personality to the table, it's not all about business all the time*
7. *Stand strong for ethical behavior and walk the talk*
8. *Always look for ways to Help and say, "How can I help you?"*

## Chapter 14: Build Your Credibility

Credibility is the second item on our most important items to master social networking. It is the foundation to growing your business and career. But how do you get it if you don't already have it?

Thanks to LinkedIn™ and some creative thinking, all things are possible.

Borrow it.

That's right. Build an advisory board around your company or yourself that supports your efforts and that has the credibility you are seeking. Until you can promote your own successes, promote the successes of your team.

In order to do this, you must get yourself a team. That is where LinkedIn™ comes in so handy.

### ***How to Use LinkedIn™ to Create a Powerhouse Advisory Board***

This is my favorite story using LinkedIn. The other day, I realized that my consulting practice was a hot topic that would really create a lot of interested because of the focused value I was offering. However, I was concerned that when my target client started asking questions, they would see that I was relatively new in this area of business consultation and I charge a decent fee. I was concerned that they would question my accomplishments, ultimately leading to them passing on working with me. I had this concern, because if I were going to hire someone, I would want to know the answer to that question.

So what I did was go to LinkedIn™ as a resource to build out an Advisory Board and a group of Partners that would eliminate this objection. It started when an old friend found me on LinkedIn. He invited me down to a business networking event about an hour and a half away from where I live, so I went down and met with him. He introduced me to everybody at this business networking event. One of the people I met was a corporate attorney. Because this board idea was fresh on my mind, I instantly proposed a joint venture arrangement to have him become an advisor and sit on my board. He asked me to send him an email with an overview. A week or so later we had come to an agreement and I landed the first step in my plan, a corporate attorney.

Next was a CPA, so naturally I first asked my new attorney partner and we were able to set up a meeting with an owner of a firm who joined our team shortly thereafter.

I subsequently identified all the areas I thought would compliment and add to my business knowledge and then identified certain fields of expertise that I could target for my next several members. From there I landed a prominent Publications & Media Guru, an Internet Marketing expert and three owners of Private Capital Firms to help round out our business expertise for the services we were providing.

I got these people by going to LinkedIn™ and adding the top three sites on private equity and venture capital. I posted a question out on the forum to attract venture capitalist to sit on my board of advisors and that is exactly what I got.

The question was posted thoughtfully, it was posted selflessly and it was posted in a manner that would intrigue them but yet not giving them all the information. I wanted them to follow up with me. Within two hours, I had a private equity firm from New York and California, contact me. They have two offices. They asked a few questions and in my final email to him I stated, “If you would like to be a member of the board all I would need is your profile, your bio, and your email authorization to stating you would like to sit on my board of advisors.” The next email I got from him was a profile, a profile bio page, a picture, and a confirmation to join my board.

I’m thinking to myself, this is awesome! This is an owner of a venture capital firm out of New York, who managed \$25 M to \$60 M at any given time, and more importantly, they have knowledge and expertise in areas I do not and they are willing to share it with me!

This idea was selfless, it didn’t require a lot of their time, and it posed tremendous value to them that they could only get with a tremendous time investment before. I essentially provided a solution to their need to get their support.

So you can see the exponential factor of how LinkedIn™ has really made all this possible and how you can create a board of advisors for your own company, business, or even for yourself personally. Creating a board of advisors through LinkedIn™ is very feasible if you take the approach of bringing value first. My approach with private capital people was to cherish their time and provide a lot of value. Why would they say no?

So that’s the process and steps I took. But LinkedIn™ was the format through which I was able to easily access these people in the industry that I needed. This was accessible instantly through LinkedIn. I couldn’t otherwise have accessed these same people because I didn’t know they existed.

Make sure to write out your plan and think it through. LinkedIn™ is an amazing tool to help you gain amazing access to very qualified people.

***Steps to Creating an Advisory Board through LinkedIn:***

- 1. Create a needs list of all the areas you are weak in*
- 2. Identify 3 Advisory Candidates for each area*
- 3. Introduce yourself and Invite them to join your Board*
- 4. Follow up and Follow Through*

## ***Conclusion***

I truly hope you enjoyed this quick read and that it was efficient and transformational for your business. The LinkedIn™ Secrets we share are now no longer secrets. Use them to your fullest. Use our blog, [www.LinkedIntoMarketing.com/blog](http://www.LinkedIntoMarketing.com/blog) as a way to promote added value on your LinkedIn™ home page, feel free to add it through the applications to your page if you don't already have one.

We have videos and audio programs constantly coming out, so make sure to join our [Linked Into Marketing Group](#) on LinkedIn.

Many thanks for buying our book and we look forward to hearing your successes. Please post your successes on the blog site or email them directly to [pete@LinkedIntoMarketing.com](mailto:pete@LinkedIntoMarketing.com).

Stay connected and be sure to let us know what you thought of the book with recommendations on my LinkedIn™ profile at [www.Linkedin.com/in/nathankievman](http://www.Linkedin.com/in/nathankievman).

## ***Bonus Material***

### ***Building your Brand Awareness***

Building your brand awareness through LinkedIn™ is not very difficult once you apply the earlier principles of using the discussion board. But let's walk you through another example to make sure we have explained this process thoroughly.

Let's take an example of a small internet business. This business is interested on building its brand while generating traffic for its blog. Let's say this blog has to do with real estate agents, are you going to be in a group forum on wind energy talking about your real estate? Or are you going to be in a group forum with movie productions talking about real estate to generate traffic? No, they don't match your target audience. This isn't rocket science, but I have to make sure I have explained it all.

You need to know something about your target audience to really make this process happen well. So who's your target audience that you're trying to reach. Identify that target audience. What is it that your target market does? What are they like, what do they participate in, and what groups are they likely going to be interested in on LinkedIn.

It is likely that real estate agents might be in a group for lending because there's a possibility that they might have a vested interest in finding out what's going on in the lending world. It may not be huge numbers, but it's possible if not likely to find a good number of Agents on one of those sites. But more likely you would begin by searching the "Find a Group" feature for Real Estate and join the largest groups to get you started.

And you get on the real estate forums and you start giving those real estate agents high quality value. It may be the same value from your blog sites and you're just posing smaller questions that are intriguing, while giving them the option to read more on your site to build your brand, business, and traffic.

If it's you as you're brand, and you're promoting some kind of consultation. Don't say, hey, are you interested in my consultation services? People will brush over it. You may get a hit or two but ultimately, are you going to get the quality of client visiting that you want?

If you post a value added question to whoever your target audience is, you are very likely to get them interested in the question and begin to engage them in thoughtful questions and answers. They will want to know what you think and this will lead to a position of personal authority that the group bestows on you simply because you had the wherewithal to ask a good question. Then a new relationship can begin with

these people, your target audience, people interested in something you are able to help with through your website, product, service, or advice. These people have now indirectly giving you a sense of credibility. All this because of a question.

## ***Promoting Your Brand (YOU!)***

The point of this whole process is to think about your target client, target audience, and be in their mindset when formulating a question. Ask yourself; what are they interested in? What are they focused on? What will help them achieve their goals? What are they in desperate need of to grow their business? Etc... Go to their groups, be a part of their groups, and then find a way to add value to these people.

Let me give you one more example. What I have done for my interview series is engage people by asking these thought provoking question: "If you could ask one question to a billionaire, what would it be?" A while ago, I had an interview with the director of business development and strategic partnerships of AOL.com. His name is Marty Conway. The day before the interview I was preparing and I posted a basic thought provoking question on a bunch of forums that would apply to people that might be interested in strategic partnerships or what a person from AOL has to say.

If you were going to click on the most comments button, you would see the questions that someone asked that had the most comments. This question would be on the top of the page.

Let's take a group for example like the business development. Let's use the group "Blue Dallas". It has 23,000 members and of these 23,000 members, there are currently 501 discussions going on right now. The one with the most comments is yours truly with 30 comments. We'll get into how to do this later in this book.

So the evolution of these groups has moved as you can see from a stagnate place with little value add for its users to this massive fast growing and constantly evolving niche networking opportunity where those who give the greatest value win. LinkedIn™ has even integrated an option to email daily or weekly the ongoing discussions and attach value add articles from other websites.

The purpose of the groups seemed to originally be about associating with an industry to help round out your interests for others to see. But is has now become a way to exponentially expand your network by being part of a group with mutual interests.

Before we move on, let's talk about how valuable a network is and why it is so necessary for your success.

Let's take a friend of mine named Lewis. Lewis started a group on LinkedIn. I am not sure how long ago he started it, but no longer than a year I assume from our

conversations. He now has 8,000+ members in his group. It's a very specific group and his group has grown exponentially. When I met him about a month ago, he only had 4,000 members in his group. Since then he has doubled the size of his group!

Now for all of you who are list owners, you know the value of a list. These groups can be directly correlated over to a list, which then can allow you to send weekly or daily emails. These groups can allow you to create some value for specific niche categories with specific interactions in mind.

So, understanding the value of a network is kind of like of understanding the value of a list, which is essentially your front door to your customers and the method through which you generate traffic to your website. Needless to say your network and understanding it is as important to understanding your customers' needs and wants. Understanding either will lead to massive opportunities.

That's it for now. I am sure there is more that I could get into right now, but for the most part networking is the core reason I've been able to build an advisory board, successfully launch an interview series, launch a successful coaching program, and create multimillion-dollar joint ventures.

Understanding networking is crucial to understanding the value LinkedIn™ brings to you and your business. I'm sure there is more I could get on the evolution of LinkedIn, but that will come from one of the top executives on LinkedIn™ for an interview, which I am already working on...so stay tuned.

## ***Using Groups to Generate High-Value Traffic to Your Website***

Read on to find out the variety of ways you can use LI groups to send high-quality, targeted traffic to your website. We are going to cover various ways to help generate traffic to your website through LinkedIn.

The first way is an indirect approach. Similar to how you become a leader in your marketplace. A lot of people know the value of doing articles and sharing one's expertise, but it's not just about sharing your expertise and value to the world. You must be able to do it correctly or it will just add to all the clutter that is currently occupying so much space online.

## ***How to use the Discussion Boards Effectively***

One of the best ways to generate traffic to a website through LinkedIn™ is to actively participate in the discussion board. In one day, you could generate hundreds, or thousands, or more of targeted, interested hits to your website by placing valuable questions on specific group discussion boards.

Let's go back to the example I used with the Dallas Blue business network for example.

As I go into the discussion board I see 501 current discussions. If I hit on the most comments a question I posed a while back pops up with the most comments. The question I asked was phrased specifically in a way that would be thought provoking, it was intriguing, it applied to this group, and it was not directly self-serving.

I posted this question,

***“If you were to have lunch with a Billionaire, what is the one most important question you would want to ask?”***

You may think that getting 30 comments is not all that many responses or that I was doing a lot of work for nothing. But that's not true. What happened is that I did this across 36 different groups. Could have done a few more but that's all I did. I did get a lot of responses to this question all the way across the board. I've got hundreds of responses thought out all the networks and they kept on coming for weeks and weeks upon weeks.

The value I received were direct responses interested in the topic, which was generic in nature, but asked because of an interview I was conducting. So this gave me ample content to figure out what my future audience would want to hear from this interview. These also were potential people that would like to visit my site and join my list at some point in the future.

But there is a little trick. It's not just about posting the question. This is one of the little inside secrets. If you pay attention to your groups, you're going to see some things that are pretty valuable.

***When you post your question is as important as the question you ask!***

Every single discussion board gives you the opportunity to accept daily emails or weekly emails on the discussion questions. When you sign up for a group, the default is for daily emails. Why is this important? Because each day a good portion of any group will get an email on the daily discussion topics. Usually this email comes at the same time. The beauty in this is you can time it and test it so that you are the top question or at least close to the first question in each email.

For example, there are 23,000 members in our subject network, the Dallas Blue Network. This is only one network! If I know at 3:05 that this particular discussion is going to send an email to me and I get it before it cuts off the questions around 2:00pm, then I can time when I need to post my questions with each group.

I can see yesterday that the email from Blue: The Dallas Blue Business Network came to me at exactly 2:19pm and I can see the last question that was posted on that email was cut off at 1:00pm. This tells me that if I want the top position on the email distribution, I have to post my question by 1:00pm to have the highest likelihood of being the top question on this email that goes out to just under 20,000 members.

The reason that's important is the top question on the email happens to get in the subject line. So for example, let's pull one out that came today. This is called the Entrepreneurs get funded. This email came to me at a time of 12:43 pm on Wednesday and on this email can see that the most recent question was by this gentleman called Max XXXX (for privacy I cannot use his last name). His question/post was, "Best recession remedy... think Positive." He wants you to click on it. And what happens is when you click on the question, you will get the body of the comment with more information. And the body is hidden; you don't see the body in the email format or the discussion board without clicking on the question/comment that is posted.

My experience is that very few people read the body. They would rather just glance at the questions or comments and may open it if it catches their attention. If you can get them to do this, you have won this game.

So if I go into my groups on my LinkedIn™ page and I am going to find these entrepreneurs get funded link. I am going to pull up Max's question, "Best recession remedy in... Think positive." Ok, I see that he had posted this and after he had posted this, here were five additional comments made that same day. So that tells me a couple of things. It tells me that:

1. When it's sent out and when I get it as one of the members of the group, there's a difference in time. So you have to figure out what that time is so that when you post your question you give yourself the best chance to be first on the mass email.
2. We know that the email we received says in the subject line, "Max XXXX and other Entrepreneurs get funded group."

His name is in the subject line because he was the top question. There's huge value in this little secret. Every time I'm able to land that top question, I get a ton more response because it is the first thing the email recipients will see and most of the

times there's a lot of questions in each group format and they're not going to look closely at them all, if any.

If you post a very good question, and it's the first one and you're name happened to come up in the subject line, then you have a high likelihood of people reading it and you could be literally distributing out to a 100,000 people through this question format throughout the various discussion boards. That's powerful because you do not have to do anything other than post one question on the several group discussion boards.

### *How to structure a question*

Most questions should be structured according to the interest of the specific group you are addressing. Keep in mind that you do not want to waste people's time. There are so many bad questions. If you look, you can learn as much in the group format on how to generate traffic from the bad questions. These questions are almost always self-serving and very rarely take into consideration the point of view or interests of the group members. If you are self serving in this process, you are not going to get the traffic you are looking for. Your questions have to help the people in the group. End of story. Put them first.

For example, a while ago I put all these billionaire question on the discussion board to targeted groups that I thought would have an interest in the word "Billionaire" and I had 250 hits in less than a half day of a very specific targeted audience who were interested in this word. I added 50 people to my distribution list that one day, not a bad day considering I had a raw website that wasn't well planned out, that wasn't well done and wasn't set up to capture visitors emails.

## ***How to Reach a Highly Targeted Audience***

We've briefly touched on this in the previous chapter, but let's get into it a little deeper. I talked with you about your branding. You have to know you're target audience in order to brand yourself, your website, or your business well. Who is it that you're serving? Are you serving you or are you serving your client?

You may already do this, but make sure you are brutally honest with yourself on this next point.

If you can get into the mindset of how to think of others first, you will revolutionize your business, your personal life, your spiritual life, and your physical life!

Everything will change for the better with this mindset shift. It might not happen immediately, but it will happen if this mindset is truly applied.

Let me give you an example. One of the programs I'm working on is a 3,000 product to real estate agents. If I don't put myself in the real estate agent's shoes, and become a real estate agent in my mind, how am I going to provide them something of value? If I do it right, I can make several millions of dollars. If I do this wrong, I make nothing. Think this is potentially revolutionary?

The same thing goes for LinkedIn. How do you reach a specific audience? It's not hard to reach the audience. You just have to figure out who the audience is. Once you've figured out for example that you have a need for your business then you are going to want to join a forum that has the people in it that can fill this need. Start posing questions that are thought provoking, are value added and will help you interact with the type of person that can help you fill this need.

Let's take the real estate example; we have a program that we're launching out to real estate agents. In this program we are constantly trying to find ways to directly get in front of this audience. LinkedIn™ is a great way to interact with these agents. Our immediate purpose with LinkedIn™ is to gather information from agents. Because I already have a joint venture established with a company that reaches nearly 900,000 agents, I won't use LinkedIn™ for direct sales until our launch is completed. So by posting thought provoking questions, on certain topics like the name of our product or what is going on the mind of an agent today. Those are great questions to post to real estate related groups on LinkedIn™ and that's a great way to garner information.

It's the same thing I do for gathering information from various business groups online to help my consultation practice. I used LinkedIn™ to reach a specific audience, contact my target audience, and join the groups that have the biggest reach, with several between 15,000 to 50,000 members. Don't be afraid to interact with people

on these groups. Get your hands dirty and figure it out. But just remember that anything you put out there is attached to your name, so think accordingly.

Be consistent in your interaction with the group members and become known in your groups as a constant contributor of value. And don't become known in the wrong way, always posting foolish self-serving questions, because you risk being written off as weird or a person that is wasting everyone's time and they will just start to skim over your future comments. When you put stuff out, make sure that it's of the highest quality and of the highest value with them in mind, not you first. Remember to do it consistently.

## ***How to Use LinkedIn™ to Answer Complex Business Questions***

So how can LinkedIn™ help you answer complex business questions? We've kind of briefly covered this already. It's all about how you post questions. Let's get into this a little deeper. When you get into the group forums, and you have a complex business question, you have a business question you need an answer to. Maybe it's a law question, an accounting question, maybe a question for venture capitalist, maybe it's a question for a consultant. There are people willing to give you time and advice on LinkedIn™ because it's natural for people to want to answer good questions that are inspiring, thoughtful and in line with others focus. When somebody asks, people naturally want to answer if they feel it is honest and that they are helping in some way.

It doesn't happen when it's super self-serving as I've said before. How do you balance this delicate area between being self-serving and being completely selfless? You can screw up all you want and ask whatever you want on the site and figure this out for yourself. Just be sure to do some market research first. See what questions have been asked that have received the most responses. Realize that if your questions are far off and different or are not intriguing enough to captivate your audience, then you probably won't get the interaction you are looking for. But the end of the world has not occurred, in fact, you probably will learn from it and improve upon this one-step. Fortunately, not much time is wasted with a screw up. Just be sure to go back into the forum and delete poor quality questions or questions with no responses that are not traffic generating in their focus.

Remember these three things when trying to get an answer to a complex business question:

1. Ask a question that's thoughtful,
2. Ask a question that keeps your target clients needs in mind,
3. Ask a question that if answered, will provide great value to your target client.

Let me give you an example of a question that I asked recently to a group of venture capitalists and private equity people for a purpose that I needed to fill and that's helping to create my board of advisers.

Complex business questions can be asked from the format of:

1. Identify all the questions that you need answered and what is it that you're looking to resolve
2. Then identify the all the types of people that could answer those questions for you.
3. Then go on to LinkedIn™ and join groups (a couple for each type of person you identified before).

4. Post thoughtful and selfless questions that will engage your target person, remembering to keep their needs and goals in mind.

If there is no way for you to bring value to these people, then you need to partner up with somebody that can bring them value. It's kind of a Tom Sawyer school of business approach. Meaning, if you don't have something valuable to add, find somebody that does, and bring him or her to the table somehow.

## ***Partnerships and Strategic Alliances Example***

To bring this home, let me get you a specific example. I met a person at a seminar back in April. I contacted him as after seeing him on LinkedIn. It just so happened that after connecting with him, we became pretty good friends. To the point where now I'm working with him nearly full time on a joint project were working on launching. I looked at all the assets and value he had that I didn't have and I thought to myself that if I can help him in some way achieve his vision and goals, that certainly he would be open to helping me. He had a website with a distribution to 100, 000 people. He had a great network and an amazing number of contacts, extremely valuable contacts. So I proposed something to him that met his needs and goals, and now we are partners on a project launch together.

Because of the value I brought to his life, he has introduced me to a few of his contacts, one of which happened to be a self-made billionaire. Ultimately this led to the launching of y interview series with this contact, which added the additional credibility necessary for me to launch my successful coaching program.

This had to be a selfless interview purely about bringing value to the self-made billionaires business focus, or I wouldn't have got the interview. How did I get this interview?

I leveraged my partner's access to a large audience and distribution channels. He was willing to help me because I had offered my help to him first and then provided value to his life.

Understanding the selfless mentality is key to you being able to integrate LinkedIn™ into a process that generates you traffic, credibility, money, contacts, alliances, or whatever else you are looking for. The networking capabilities alone are the easiest way to get answers to your complex business questions, effectively, cheaply and easily.

## ***How LinkedIn™ can help you create free publicity for you and your website.***

There are lots of ways to create free publicity for yourself and your business on LinkedIn. I identify six major categories and they are:

- 1. Post Questions on the Group Discussion Boards*
- 2. Maximize your Access to Groups*
- 3. Create your Own Group*
- 4. Maximize your Profiles Effectiveness*
- 5. Find Offline Events to Participate in Locally or Nationally*

## ***Leverage your Connections Contacts***

### *Post Questions on the Group Discussion Boards*

The fastest and most effective way to get the largest exposure is through the group message board. If you post questions at the right time, that are thoughtful and provoking, and are valuable, you can generate quality, targeted, and niche oriented traffic to your website every day. You can potentially get in front of 100,000+ plus people every day. In order to do this you must post at the right time each day. Remember as was discussed in previous chapters, that you check when the daily email comes from the group and then the next day you make sure to post your question just before the cut off time, usually about an hour or so before you get the email.

### *Maximize your Access to Groups*

If you maximize your group access, you would have 50 groups (LinkedIn's limit). If your average sized group is 5,000, you could increase your potential reach to 250,000 potential daily eyeballs through the discussion boards mentioned above. This is the best way to maximize exposure, but make sure that the groups serve a purpose for your end goal. Meaning, if you are selling baseball bats, you might not want to join a group for basket-weavers.

### *Create your Own Group*

Another way to create free publicity is create your own group. There is a whole unique process to creating a group. I have to say I have not mastered this yet, but if you would like to walk through it with me, I have started the process a couple different ways and I will be sharing it soon. Regardless, it is still ultimately about the steps that we've talked about. Put yourself in the mind of your target user.

### *Maximize your Profiles Effectiveness*

Your profile is where the world of LinkedIn™ users see who you are. It must be a good reflection of your true talents and value-add propositions. These value-add propositions should reflect what you are trying to achieve, your purpose. It should ring to the person with whom you are looking to connect. Make it Pop. Make it Sharp. Make the visitor leave with a sense of wanting to connect and be a part of what you are doing.

Fix your profile, make it the most effective you can, the most streamline you can to help attract people to your website, to who you are, you are not just your job though your job will be one of the highlights. You can put a lot of other things in your profile. Make a list of all the things you specialize in, your hobbies, your interests, your

projects you've done, the people you've worked with. Figure out who you really are and who you really want to be and use this profile as an opportunity to start bridging that gap.

If you are nowhere near where you want to be, find a way to attract people that are a reflection in whole or in part of where you would like to end up and connect. Find a way to interact and learn how they got there. Then lay out your plan to get there and mark it along the way by updating your profile each step of the way.

### *Find Offline Events to Participate in Locally or Nationally*

There are always networking events going on in your area and nationally. Use LinkedIn™ to connect with groups in your area that have to do with your interests and find out what events are going on. Look up LinkedIn™ Events for your area. If for some reason there is not, you may have an opportunity to put on an event, even if it is simple, to promote your company, website, and your services or products.

As mentioned earlier, this is a way I met my first Board Member and Partner. Events bring you face to face with people and provide more opportunity to establish trust. Take advantage of these events whenever you can and watch the opportunities come flying at you.

### *Leverage your Connections Contacts*

Just get involved. You have connections, and if you don't, start meeting people and start off as an open networker to start connecting. Grow into a more specific targeted group of connections and begin to find ways to bring your connections with a vast network, some added value. This will open the doors to expanding your network and meeting people that can help you today in your business.

For example, coming out with this book, we have used this concept on LinkedIn™ to share with the vast connections my connections have. If every one of them has a chance to at least see it, then I will have reached into my expanded network of 5.4 Million people. Do I think all these people will see it? Not even close... but there is that odd potential isn't there. Maybe this book will strike a chord and it will virally spread throughout LinkedIn. I pray it does, we will certainly love your help making this a reality.

## ***Personal Success Stories Using LinkedIn™***

### **Launching an Interview Series**

The launching of my interview series was a fun experience. A while ago I ran into a friend on LinkedIn™ that I met at a seminar. I hadn't conceived of an interview series as a

way to generate traffic to my site and build credibility, but it would come soon thereafter.

Upon the realization of the value of an Interview Series, I contacted this friend because I

wanted a big launch to my program. I knew he was co-owner in a program with a self

made Billionaire. I put some ideas together to present an interview offer that I would promote everywhere to help his cause and mine. Go figure, he accepted.

I give all my interviews away for free on the front page and do it for credibility, to learn for myself from these people, and most of all, to bring tremendous value to my audience of entrepreneurs and business owners. In all, I have conducted interviews with Spike Humer, the COO of the world's most prominent marketing guru, Jay Abraham, the COO of the 49ers, the strategic partnership director of AOL, the director of sponsorships for Crocs shoes, many successful business owners, and many more. We have so many more coming. We're doing another with Coca Cola's vice president of strategic marketing and it just go on and on.

By the way, I only started that program a few months ago and I've been able to get all these interviews with the help of LinkedIn™ and with the help of networking the concepts that I've shared with you here in this book.

## ***Creating an Advisory Board***

Creating an advisory board, we've talked about that in pretty good depth but LinkedIn™ has been a key aspect in my ability to build an advisory board. In fact, every member of my advisory board is a direct or indirect result of LinkedIn™ connections.

Don't underestimate the value of your network or other people's networks and don't be afraid to ask people for help in meeting somebody in a particular area. You must be fearless and respectful.

## ***Offline marketing with real people and businesses***

Offline marketing with real people and real businesses, I have mentioned earlier but I'll mention it again. You must network and look for connections that have a tie to your past... whether where you went to college, your hometown, your favorite team, whatever. I did this and found a new friend that happened to be best friends with an old friend of mine. This new friend, Lewis, was well connected in Ohio, where I just moved. He immediately wanted to connect and meet up so we did at a networking event that he was attending with hundreds of business. He introduced me to three or four key people one of whom is now a current partner and my corporate attorney. This connection led me to another current business partner and our CPA. All of this happened because I looked to network online with an offline focus.

Another example is how LinkedIn™ notified me of a contact between two people I knew, one of whom I had not talked to in a while. After reconnecting through LinkedIn, we jumped on the phone and started brainstorming. Now I'm a partner with him on a multimillion-dollar product. He created it. I helped him package it for a new audience and now it's in a prelaunch phase. We will be able to distribute this program out to 900,000 potential targeted eyeballs. Of the 1.3 million total audiences, 900,000 of them is our potential reach. That's not too shabby.

So the offline marketing with real people and real businesses is real. It's a real process and it will help you. There are so many local groups on LinkedIn™. I live just south of Cleveland, Ohio and there's the Cleveland LinkedIn™ group, the Akron LinkedIn™ group, the Central Ohio LinkedIn™ group, the Ohio Business Professionals LinkedIn™ group, and so many more. Get involved in your local groups as well as the larger ones. That's it for the offline marketing with real people and real businesses.

## ***How LinkedIn™ led to a JV contract worth \$400k with a special***

This story is crazy how it came about. It actually came from applying the principles that I have shared throughout this book. When I chose to give away my interview series to the public instead of charging membership access, everything changed. What I did was I changed my whole website and I gave away all of my interviews away for free, even though they are really valuable interviews. The interviews are full of content at a deeper level specifically on business development; marketing strategies joint venture strategies, the core values and what's helped them personally make it to where they are today. As I gave them away, I decided I'm going to go on LinkedIn™ and market this give away. I'm marketed the interviews to specific target audiences. One of the groups I've mentioned earlier, Entrepreneurs get funded, was one of the groups I focused on.

I didn't expect that I would get any actual comments on the discussion boards, but I knew that the questions would drive traffic. I posted an intriguing value-add statement on nearly all my groups. Sure enough within hours I had applications for my services and contacts about Joint Ventures, and just a lot of activity on the website from focused targeted people. I brought in around 245 unique visitors from this effort, but they were focused and targeted, ultimately leading to a contract for my monthly consulting service, priced at \$1,000 per month and a joint venture contract worth \$400,000 upon completion.

## ***How LinkedIn™ led to a successful high end coaching program***

So after I ran my free giveaway of all our interviews, I had a request for details on my coaching program. I scheduled our meeting for the next Monday (4 days later) so I could create a coaching program. I had been thinking about it, but had not formalized my thought process on pricing or what my model would look like. After carefully thinking it all through, I decided to do a high-end program for only 30 businesses at \$1,000/ month. Along with it I decided I would offer a cheaper more generic version of the hands on business specific higher end program.

So we had our meeting, talked a couple of times over the next week, and inked our first consulting job. The reason they chose to participate is they found my statements on LinkedIn™ and visited my site from the question. Then they listened to the free audios and knew they needed what I taught. How else would I have ever connected with these people out of Kentucky without LinkedIn™?

Now take the other contract as contacted by a television station. I have nothing about TV on my website. Nothing at all. I am obviously involved in what perceived to be media because I'm doing interview series but really that's it. I have some videos on my site of me because I do think that the videos are the future of the website. But I digress.

So back to the TV people. This woman contacts me about needing help on a TV program and raising a bunch of money. Her program is currently in front of 30 million homes, her and her husband produce their own shows and they contact me because of the credibility they saw in my LinkedIn™ page and my website. She says "listen, we want to raise \$600,000 so that we can achieve our goal of getting on a cable or satellite network."

First off, I am surprised. I tell her "I'm sorry I really don't know if I can help you." Then I think to ask her about her problem since I have her on the phone, so I ask her what she is trying to achieve. And she said to me, "well we really need to create a higher quality program to get our show on the programs like TruTV™ or the Travel Channel™ or channels like that." I asked her what she needed to do to accomplish this goal and she said she needed \$600,000. I asked her what that would get her and she said \$300,000 for a 3-camera production crew and \$300,000 for the 42 shows. I asked her, "If I can bring to you the production company, would you be willing to give up some of your profits to work with them if they were able to fund the cost of the production?" She said, absolutely!

And so I made two phone calls and that got the deal done and we get a finder's fee up front of a substantial amount of money and a nice hefty percentage of the future profits all of which could amount to upwards of \$400,000 over the course of the 42 week program.

# LinkedInto Marketing