

LinkedIn Mastery: An All Inclusive Guide to Mastering LinkedIn

By Nathan Kievman

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Introduction

At sixteen, I survived a life threatening accident. While driving back from a baseball game with a teammate, my tire blew out. The car flew down an embankment and hit a light pole before landing upside down in a dry creek bed. I woke up to find the engine in the seat beside me, a tire embedded in the windshield, and the car on fire. My teammate was thrown from the car and up the hill. I was able to climb out and up the embankment. Turning, I watched my car explode. Exhausted and stunned both my teammate and I were brought to the same area behind a nearby home. My teammate had dislocated his leg and I only realized later that I had broken my C-2 vertebrae.

When I opened my eyes again, I was in the hospital, surrounded by about fifty people: family, friends, teammates, coaches, and school teachers. The accident left me shaken. Not only was the experience a spiritual one for me, but a life-changing realization that relationships are what matter the most. They are the core ingredient to happiness with yourself, God, family, friends, and even in business with clients, co-workers or employees.

When I joined LinkedIn, I was surprised to see that their core motto mirrored my own life motto, which had never changed since the accident:

“Relationships Matter”

I have spent years using the marketing tools and strategies associated with the website, LinkedIn. If you’re reading this book, you are a busy person who, like me, is always looking for ways to improve your knowledge and life so that you can, in turn, help other to do the same. *LinkedIn Mastery: An All Inclusive Guide to Mastering LinkedIn* will

educate you, the reader, on why LinkedIn should be a strategic part of any business, professional, or personal brand by leading you through the key elements of a system that I personally implement. This revolutionary strategy will educate you on how to maximize your use of LinkedIn, helping to generate revenue, connect with the right people, create highly qualified traffic, generate leads, and discover newfound income streams using this popular social media service. You will also learn how to develop a marketing funnel and product path for your business within LinkedIn. As the founder and CEO of DemingHill, Inc., I have used this platform to grow my business and to create contacts, clients, joint ventures, an advisory board, friendships, fill my pipeline, International speaking opportunities and much more.

Most companies lack strategy and integrated execution when it comes to social media. Many LinkedIn's user activity centers on non-scalable, personal communication that ultimately, is not attractive to most corporations or successful business executives interested in scaling their business. These companies often have a disjointed pieced-together, non-integrated strategy that is not effectively driving the business goals of the company, even if key performance indicators (KPI's) are being met. Conversely, the main way LinkedIn offers corporations the ability to reach the users is from traditional advertising, which entails spending money on advertisement space within LinkedIn. Using only this method is the antithesis of what I teach: scalable, personal communications and interactions with highly targeted and highly specific prospective clients for you and your company allowing you or your company the ability to create large scale trust and credibility with your target market. Additionally, I help users learn how to attract the market and use LinkedIn to develop a highly targeted marketing funnel.

Using LinkedIn has accelerated my business success and added thousands of dollars to my pocket every month and in some cases, hundreds of thousands for my clients. Much of my current success with my company, DemingHill Inc., can be directly or indirectly attributed to LinkedIn.

When I first began using LinkedIn, my account sat unused. In fact, I didn't even remember I had an account until I went back to sign up for a profile. I took some time to create a catchy profile and really think through my goals. As a multiple-business owner, time is a rare commodity, and as such, I was uncertain whether LinkedIn warranted the effort. Yet ultimately, I saw its potential to increase my business sales and connections. LinkedIn automatically suggested I connect with two people I knew and one that I had lost touch with over the years. After reconnecting with the latter via LinkedIn, we spoke on the phone and began brainstorming. I then partnered with this executive to launch a product he had created. I helped him package it for a new audience and, through the power of LinkedIn, we were able to land a joint venture partner that allowed us to distribute this program to 900,000 targeted prospects. This is an amazing turn of events: I went from a connection notification by an automated process to a partnership in which we were reaching hundreds of thousands of people within months.

Using LinkedIn as an aid to my offline networking event strategy, which is a necessary segment in the marketing process, has great benefit. With so many local groups on LinkedIn, I have the option of joining as many as I choose (up to 50). For example, I live south of Cleveland, Ohio. There groups for Cleveland, Akron, Central Ohio, Ohio Business Professionals, and countless more. Get involved in your local groups, as well as the larger ones. It helps to put a face to the connection and may result in additional value and joint ventures in the future from local markets.

LinkedIn allowed me to learn about and contact people for my acclaimed business talk show, *Inside the Mind of a Master*. I conduct in-depth interviews with other world class business experts, such as self-made billionaire Bill Bartmann, bestselling author of the eMyth Michael Gerber, and New York Times best seller and four time multi-million dollar business creator John Assaraf. It is through my connections on LinkedIn that all of these associations were originated. I cannot think of any other social media platform that facilitates this type of connection process as seamlessly.

When I began sharing my social networking success with other business leaders and realized their experiences were not as successful as mine, I knew I was onto something. Because of my full schedule, it was imperative that I trim down the time I spent using social media, as well as leverage what time I did have to generate income. I was not disappointed with the results. Once you learn the proven strategy of making LinkedIn work for you, I'm sure your results will be just as phenomenal.

This site is ready with all the tools you need to grow your business exponentially, find your target market, and leverage your contacts. Beginning this process will take some insight to the right strategy, careful planning and the ability to have personal conversations with real people, which you will learn about in the next few chapters.

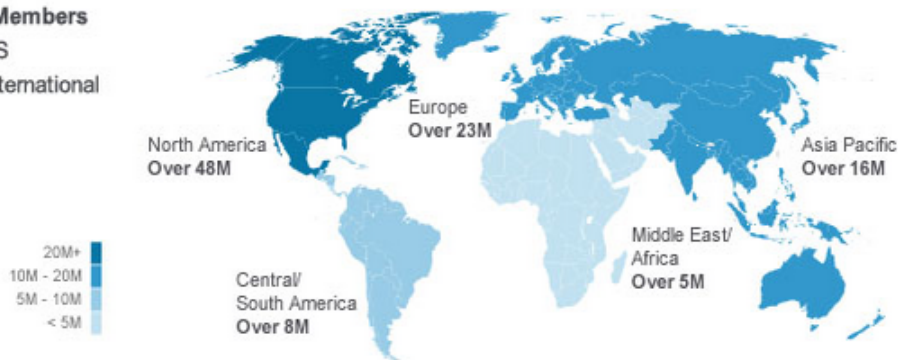
Chapter One: Why Use LinkedIn?

Conversations and relationships are being built between representatives of other companies and your prospects and clients, whether you're participating or not. In short, e-commerce is moving to referral and relationship-based buying models at light speed, regardless of what you chose to do to adjust your business model accordingly.

LinkedIn happens to be the best platform in the world supporting professionals, job seekers, small business owners, Human Resources and business to business (B2B) companies large and small. With over 75 million users and more than 3 million joining monthly, you need to take a serious look at this platform. LinkedIn's average member net worth is higher than the average household income for the readers of the *Wall Street Journal*, *Forbes*, and *BusinessWeek*. This professional audience is ready to do business. Are you?

The World's Largest Audience of Affluent, Influential Professionals

100,000,000 Members
44,000,000 US
56,000,000 International



Audience Profiles

	Male	Female	Average HHI	Average Age
LinkedIn	50.8%	49.2%	\$ 91,566	45
WSJ	58.7%	41.3%	\$ 87,273	48
Forbes	55.9%	44.1%	\$ 84,009	45
BusinessWeek	60.3%	39.7%	\$ 89,002	45

Source Link: <http://advertising.linkedin.com/audience/>

How is LinkedIn Relevant?

LinkedIn is relevant to you and your brand. LinkedIn is a social media platform that allows anyone with an account to connect to colleagues, build relationships with like-minded individuals and those who can further your business goals. It is also an amazing business development tool that has a huge potential to help your business generate massive traffic, leads, and newfound revenue streams. But where do you begin?

As a person within a company or brand, an executive, mid-level manager, HR services, marketer, professional, consultant or entrepreneur, the entire process of learning about LinkedIn can seem formidable and time consuming. Mastery takes time, but this is where *LinkedIn Mastery: An All Inclusive Guide to Mastering LinkedIn* becomes your ally. Read this book from cover-to-cover and use it yourself, or hand it off to your team members. Once the foundation is laid, you can easily and effectively navigate LinkedIn

with the right strategy and resources, helping you achieve the success you are seeking for your business or company.

In my business dealings, I run across many issues that affect good business practices. One of the top concerns is keeping an eye on the bottom line, which usually results in a tighter control of the cash flow. I don't know of anyone with a good business sense that is not looking for cost cutting measures and ways to increase profits. This is where the magic of LinkedIn starts to kick in.

I met OneCoach founder, John Assaraf, not long ago. He is perhaps best known for his role in the movie "The Secret," which quickly became a worldwide phenomenon. Meeting John might have been difficult for me before social networking came into play. He is a two-time, New York Times bestselling author, lecturer, consultant, and consummate entrepreneur. In the last twenty-five years, John has grown four multimillion dollar companies, including one of the fastest and most successful IPO's in NASDAQ history. His real estate company, Re/Max of Indiana, consistently reaches sales of over 5 billion dollars a year and his last internet business achieved a market value of over 2 billion dollars while acquiring over 100,000 customers in just one year.

Like so many of us, John was underutilizing online opportunities, including LinkedIn, so he hired me and my team to optimize his profile. We conducted a complete social media overhaul and leveraged all the channels within LinkedIn to his advantage, positioning him with keywords and developing his overall social media strategy. John is a believer in the strength of a well-organized and focus-driven campaign. We delivered phenomenal results and his rankings on LinkedIn "went through the roof," to quote John.

<http://www.linkedstrategies.com/testimonials/>

Are these results indicative of a typical LinkedIn user? They are if you understand the entire picture, which is the best kept secret within the largest professional network. Very few people know how to use and leverage it for their business needs. Applying LinkedIn

correctly will allow you to establish your business needs by leveraging the platform to the fullest.

What You Need to Know

Perhaps you already have a presence on LinkedIn, yet want to optimize this platform for better results but are not certain where to begin. Do you know the important assessment and evaluation questions every executive must know?

Here are a few:

- What does success look like to my company?
- Who is my target market? What is the decision maker's title?
- Do I have a social media strategy?
- Do I have an advanced LinkedIn Strategy for B2B opportunities?
- Do I have an established marketing funnel?
- Do I have an established customer product path?
- Do I have a content development and marketing plan?
- Do I have free content in the form of a whitepaper, video series, or webinar?
- Do I have a company blog?
- Do I have at least ten articles for my target market?
- Do I appear in 100 search results each day?

These and many other questions will be discussed and answered within the body of this book. For now, think about these ideas and concepts.

The LinkedIn power users and top producers are using this information right now to gain a share of the social mindshare of their audience— or what I like to call social bandwidth. This terminology, long associated with the rate of data transfer of digital files online, takes on an entirely new meaning when applied to the arena of social networking.

Bandwidth applies to the level of tolerance for communication via the airwaves, be it television, radio, or internet. Limited bandwidth refers to your target client and that customer's attention span for receiving communication through technology.

Clearly, a bandwidth that will expire further in the future is important to understand today. Understanding and taking advantage of user engagement is pivotal. It goes to reason that those who are there first to take advantage of the technology changes will be taken more seriously.

Consider the use of TIVO to filter television ads. Those who use it are true believers. Technology also limits our ads in the form of pop-up blockers and spam filters. Understanding the rules of engagement will create an atmosphere in which social connections, community members, prospects, and clients will consider you well-respected, extremely likable, and capable of meeting and exceeding their needs. The question remains, however, are you ready to go with the ever-changing wave of technology and keep ahead of the game?

No matter what your category or industry, whether you are a leader in the aerospace field, a non-profit, or a solo-entrepreneur, ranking first in your category and becoming an industrial thought leader will garnish stronger positioning in your company, greater value to your personal brand, more contacts, and more contract leads. This will ultimately drive greater income toward your bottom line. People buy from people, and if your target market is able to interact with you in a more meaningful manner, they will be more likely to buy from you and/or your company.

Do your goals include being the leader in your market? To do this, you need to own your "space." Owning space signifies the amount of social media property occupied by your target market. This includes groups, Q&A forums, and keyword searches on LinkedIn. It also includes blogs and dedicated social media platforms that are external to LinkedIn. Having the largest group for any particular niche is one of the primary ways you can own your own "space" on LinkedIn.

The old method was to pay for ads and advertising space. Most internet users consider ads an inauthentic and insincere method, although, some companies overcome this issue with creative and personalized campaigns. Regardless, you will notice that big dollars are being spent on advertising space. Yes, ads do bring about results, but they are not nearly as good as going, as my good friend Isaac Freed says, “belly to belly,” or in this case “digital belly to digital belly.” Another way to think about the digital version of “belly to belly” is “inbox to inbox” or “comment interaction to comment interaction.”

LinkedIn Potential for the User

This is the potential LinkedIn holds for you.

LinkedIn is a:

1. Professional Portrait to the World – Particularly to your potential clients, partners, alliances, etc.
2. Network Builder - Connect on a professional level with others who will be of benefit to you, either now or at some point in the future.
3. Messaging Ally – A powerful tool to promote your message to hundreds of thousands of people for free.
4. Traffic Generator – Reach upwards of 500,000+ email boxes on any given day.
5. Research Tool – Hone in on your target market.
6. Branding & Positioning Tool - Elevate and enhance your personal and business brand.
7. Attract Targeted People – Get noticed by the clients, partners, and alliances you desire by demonstrating topics mastery through your profile, keyword optimization, recommendations, and content sharing.
8. Community Development Vehicle – Opportunity to create your own group or network of targeted clients by leveraging LinkedIn’s 60+ million users.

9. Way to Help Others – It is a safe and secure vehicle by which to assist fellow users.
10. Marketing Funnel Automation – Attract your market into your circle of influence and establish automated lead generation processes, which will present you to hundreds or even thousands of potential clients every month.

The marketplace is ready for your service or product. In order to develop a relationship, the customer needs to know, like, and trust you... not your company! The questions you have to ask are these: how can you build solid relationships initiated through LinkedIn to generate new, highly qualified leads, prospects, and ultimately, clients? If you are ready to take it to the next level, let's go.

Chapter Two: Identifying Your Opportunities

LinkedIn is a multi-purpose and important leveraging tool. On one hand, it allows for cheaper marketing costs using Social Marketing. While this platform has a learning curve and takes time to manage daily, the initial costs are minimal. Social Marketing allows you to cut through gate keepers and initiate the “Right Conversations with the Right People” allowing for a more intimate relationship with your clients. Here you will be able to read your clients’ profiles for an improved understanding of how they operate, discuss concerns, and target those you want to reach.

By answering the following professional questions, you can begin to gain some insight:

1. What are your marketing goals?
2. What are your growth objectives?

You can achieve specific objectives through group discussion boards, which will allow you to target specific clients, increase your reach to new clients, and establish trust and credibility with these new prospects leading more effectively into clients. LinkedIn allows you to understand target clients better through profiles, activity and research polls. You can create partnerships and alliances with other like-minded people and even use this as a development tool to create your own Advisory Board for personal or business use, which is exactly what I did.

Early on, I realized my consulting practice was a much needed service on LinkedIn that would create interest because of the focused value I was offering. However, I was concerned that when my target client began requesting references, they would discover I was relatively new in this area of business consultation. Even though I have two master degrees, one in business and another in Sports Administration and had six years of experience running my own company, the social media strategy I would use was outside of my business world experience at that time.

I was concerned that they would question my accomplishments, ultimately leading to them to bypass working with for someone else. This was a valid concern, because if I were going to hire someone, I would want to know the answer to these questions as well.

I used LinkedIn as a resource to build an Advisory Board with a group of Partners that would eliminate this objection. It started when an old friend found me on LinkedIn. He invited me, and I joined him at a business-networking event nearby. He introduced me to everyone at this business-networking event. One of the people I met was a corporate attorney. Because this board idea was fresh on my mind, we discussed 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 advisor 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 complement 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 Expert, an Internet Marketing expert and three owners of Private Capital Firms to help round out our business expertise for the services we were providing and our go to market strategies.

I discovered these people by going to LinkedIn and adding the top three group sites on private equity and venture capital. I posted a question 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, yet not provide all the information. I wanted them to follow up with me. Within two hours, I had a private equity firm with two offices from New York and California, contact me. They asked a few questions and in my final email I asked for a profile, bio, and email authorization stating their agreement to sit on my board of advisors.

The next email I received from that firm was the desired info with a confirmation to join my board. More youthful at that time, I have to say I was pretty astounded! This was from an owner of a venture capital firm from New York, who managed \$25 M to \$60 million, at any given time, and although it may not be the largest firm in the world, this individual provided a level of expertise I needed for my company at that time. More importantly, he had knowledge and expertise in areas I do not and was willing to share it with me and my company.

This idea didn't require much of their time, and it presented tremendous value to them, that they could only obtain with a tremendous time investment previously. I essentially provided a solution to their need, in order to get their support. LinkedIn has made this possible. My approach with private capital owners was to cherish their time and provide much value. Why would they say no?

Be forewarned, not everyone is as they appear via their profile on LinkedIn, so I recommend thorough due diligence before jumping into a deal.

Regardless of whether you own a company, are starting one or are an employee, use these principles to create a personal advisory board as well as one for your business. Take a moment to answer these questions:

1. What areas would you like to learn more about?
2. What are your areas of weakness?
3. Are you familiar with the LinkedIn tools?

If not, take some time to learn about the ways that this platform is important to your growth and expansion.

If you are like me, your goals are to enjoy life, live your purpose while improving your business, communicate as an authority to your target market, build better strategic alliances, and make more money. Right? Then, let's continue.

Chapter Three: LinkedIn Opportunities Assessment

Most companies know their focus or target market. Using and understanding LinkedIn's tools and resources will allow you to broaden this base or get even more laser focused on reaching your market. The goals of the assessment are the identification of the critical knowledge necessary to make an intelligent and informed decision regarding your social media/ LinkedIn strategy. This is a good way to see that you don't get ahead of yourself as you move into LinkedIn and Social Media more heavily. Be sure to have clearly identified your target market prior to moving past this chapter.

- Who is your company's target market?

The more specific you are the better. If you know your target markets title use it. The more you know the easier it becomes to find your market to reach them, attract them, engage in conversation, build trust and credibility and to create a highly filtered, targeted group/ community. Although this question may seem mundane to many, I have had very few clients that new the answer to this question so thoroughly that they could answer every question without hesitation, as most clients want to serve all markets... you know the saying, "well we can really serve them all" or "this service can work for anyone." That is a path to failure online, you have to know who you want to reach in order to find them and help them find you!

Once you have identified your specific target market, research key people within this field using a key word search. You can research industries, industry leaders, and companies. With an upgraded account, you can expand your ability to find your market on the search features. The advanced search is at the top of all LinkedIn pages.

Once you've identified the people in your target market, by clicking on their profiles, you can view the groups they have joined if you scroll down to the bottom of their LinkedIn profiles. You may consider joining these groups at some point. Utilizing this method of research allows for a quick assessment of the number of people in the industry as well.

- How much competition is already in this space?

You can answer this question by using the groups tab to research on the LinkedIn Home page. Search for your competition using key words under the Groups Directory. Even if the market is huge, you still can begin your own group at some point. One of the keys to using LinkedIn successfully is to master the “Group Concept” so you can create a pool of your target market that has blessed you or your company with Authority, Trust and Credibility. A recent example is a community my company, DemingHill, created for a client. Although I can’t share the name as the group is private and exclusive. The group attracted 400 highly pre-filtered, then pre-qualified members within 30 days. After a couple months of establishing trust and credibility, we helped this client set up over 109 appointments from this client in three days!

Groups are made up of like-minded individuals who are all interested in the same style or type of information. In order to learn more about these groups, it will be important for you to join them. You can quickly analyze the groups by searching under your topics of interest in the “Groups Directory” link under Groups at the top of any LinkedIn page.

On the search tools page, you will find more options. For example, you can search for local groups, which is one of many advantages offered by LinkedIn. At this point, you want to figure out your opportunity for success. Ask yourself this question:

- Can I be number one, two, or three in this category?

You will soon find the groups that dominate by the number of members. These group leaders have already mastered LinkedIn in various ways. However, if you apply the strategies in this book, you will be able to create your own niche group and find great success for your objectives. Be sure to ask yourself how a Group/ Community on LinkedIn can aid your business goals. Ask yourself:

- What areas of our company can this social platform benefit?

Is it customer service, marketing, sales, innovation, PR? While social media is considered marketing, it is much broader. You can use your group to discuss product development, obtain feedback, find out what your customers want, monitor how their needs are changing, build your pipeline and much more. In order to provide real value, ask yourself this question:

- What unique value proposition do I bring to this market?

What do you have to offer your clients? Everyone wants value and in order for this platform or any other social media platform to work, you need to be value-driven. Creating resources to generate income is important and related to a marketing funnel that we will discuss in a future chapter. In the meantime, take stock of your inventory. Do you have any of the following resources? If so, how many?

- Articles
- A Blog
- Videos
- Podcasts
- Interviews
- eBooks
- Books
- Webinars
- Whitepapers

If this is an area of weakness for you, consider putting some of these products together before delving into the LinkedIn community. Now don't be discouraged though, read through the Group chapters later in the book to see the bare minimums you will need to establish a successful group. Now if you have no information to share, then there are many other areas to consider as you will see in the next chapter.

Chapter Four: Goals and Objectives

For me, using LinkedIn to provide a self-sustaining, brand positive and self-promoting digital community of critical mass full of your target market is one of the main objectives of using this platform. For others, it may be to land a job, or generate leads (clients), or strategic partnerships. Whatever your reason for being here, pivotal to maximizing your use of LinkedIn for you, your company, brand or practice, is the philosophy or strategy behind using the site correctly versus incorrectly. Understanding the importance of identifying your market and then developing a community with them, is the first step in creating a marketing funnel that attracts your target market and moves them through a process where they are eager to pay you for your product or service. These new clients are likely to refer their family, friends, and business associates to you (if appropriate), all the while raving about how you helped them... BUT ONLY if you set your foundation appropriately as people will pre-qualify you before they ever call via social platforms like LinkedIn, Facebook and your website.

If you are able to apply the following chapters appropriately, the growth with your market expands over time and becomes exponential if done right. Take a look at the following objectives as potential KPI's for you, your company or practice.

Growth Objectives Include:

- Build Brand Equity and Awareness
- Create Compelling & Cohesive Message for all Executive Profiles
- Rank for your Keywords within LinkedIn
- Create a Community of Target Market Members
- Create a Lead Funnel for Target Market
- Develop Conversion Tools
- Learn Target Marketing Strategies & Tactics
- Streamline and automate most of the Marketing Funnel

The focus is to create 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. However, when applied appropriately with advance business strategy, this tool becomes very powerful.

You must always put your client's needs first.

The sad truth is that many, people engaging in the discussion boards and elsewhere on LinkedIn are not Value Driven, this means they are concerned only for themselves or simply to push product, which is extremely obvious through their communications.

Put yourself in your target audience's shoes first. If you approach them honestly, ethically, and most importantly, with value, then you will attain success.

Generically speaking, people are interested in themselves. They are attempting to fill a specific need or focus on a current goal. Therefore, if you could be a master at discovering that focus, or understanding the needs of an entire industry and then focusing your offer on those specific needs, you could accomplish your goals at record speeds.

This is just the beginning of the strategic process. There are several more aspects to grasp in order to achieve success on LinkedIn.

Step-by-step analysis:

Step 1: Identify an objective

Step 2: Identify target clients that can help fill business objectives

Step 3: Identify target groups that contain the target clients and join them

Step 4: Identify the needs of target clients and learn their hopes, dreams, and fears

Step 5: Help target clients by sharing resources, news, questions, comments, etc.

Step 6: Engage target clients and then connect.

Step 7: Create an Opportunity for a Value-Add Experience with a Soft Sell

(i.e. phone call, webinar, video, article, etc.)

These strategic steps integrate various tools that LinkedIn provides, all of which have specific strategies designed for optimum effectiveness.

Let's say your objective is to raise capital for your business, but you don't know where to start. Your goal is to attract Angel Investors, Venture Capitalists, and Private Equity professionals. You need to learn what they want, right?

I used this exact procedure for my personal business and have attracted highly experienced VC's, PE's, and investment bankers. One sits on my Board and I stay in touch with the others often. How did this happen? Through the steps I explained and detailed above. Here is a step-by-step analysis:

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

Step 2: Target Client – VC Experts

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

After viewing their involvement, I then joined those groups. I took advantage of the search feature in the Groups tab.

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

In order to obtain real answers, I reviewed their profiles, and spoke with some of these people. Simply, this step consisted of profile reviews, connecting, and calling. These people were very open to help, once I was able to connect by representing something of interest to them. In this specific case I conducted an interview series, and asked them to answer questions relevant to their expertise.

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

Once I had the information and could discover their hopes, dreams, and concerns and I formulated questions that I knew would attract these individuals from the mutual groups. My goal was working with an individual that liked my business model, so this process addressed two mutually beneficial areas of interest to me.

I posted articles, made comments, and posted questions to further attract these individuals. This process worked and addressed that specific business objective I had at that time in my business.

Step 6: I engage my target clients, and then connected, eventually inviting them to take action or file the information away for a later contact.

Creating a dialogue and requesting to connect is a critical component of the process. However you need an "In" once they agree to the connection. Either have "in-mails" available to send an invite, you can use a common group, or if they emailed you, invite them as a friend. Please obtain permission first 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" (IDK) which can later become an embarrassment if you are reckless with invites. It can also be grounds for dismissal from LinkedIn if this is blatant.

Remember to keep the same face-to-face standards of business etiquette in a real world social setting, as you do online. This one simple example shows you how powerful LinkedIn can be for achieving your business objectives.

Chapter Five: LinkedIn Tabs & Links

In order to understand your options, you first have to understand your resources within the LinkedIn layout. The following is a list of the Tabs & Links available on any LinkedIn page.

Read more about the basic features and keep up with changes happening at LinkedIn here: <http://learn.Linkedin.com/what-is-LinkedIn/>

Use this following list as a quick overview to learn the LinkedIn framework. This will allow you to create a visual “Big Picture” of LinkedIn and further help you find new opportunities to using this platform for your specific objectives.

The Tools and Applications of LinkedIn

1. Home Page
 - a. Where you will appear on your connection’s profiles
 - b. Review Network Feeds from your connections
 - c. Where you find stats on who has viewed your profile
 - d. Entry point after logging into LinkedIn
2. Profile
 - a. Your portrait to the world - professional photos preferred
 - b. Make sure this page is fully optimized
 - c. The place to integrate applications
 - d. Recommendations – Third Party Perspectives on YOU!
 - e. Where you share your message, history, experience, contact info, etc.
3. Groups
 - a. Key into the target markets you are seeking
 - b. Starting point for building communities on LinkedIn
 - c. The best way to build a engaged following

4. Contacts
 - a. A cherished asset that can harvest great rewards
 - b. Your Network Connections
 - c. Search your connections networks for referrals
 - d. Use to import your database
 - e. Cap at 30,000 connections
5. Applications
 - a. Opportunity to add videos to your LinkedIn Page
 - b. Add applications - Blogs, WordPress, Google Presentations, Reading list by Amazon, Twitter, etc.
 - c. Best way to make a profile dynamic
6. Search Box
 - a. Best used for Sales Professionals, Entrepreneurs, Networkers
 - b. Use for JV or Strategic Alliance identification
7. Jobs
 - a. The public's main identification with LinkedIn
 - b. Great tool to find jobs
 - c. HR Departments can use for Passive or Active Client searches
8. Answers – Use the Q&A to position yourself as an expert
 - a. Get and give answers
 - b. Best used for regional, local professionals that are location based
 - c. Great forum of information
 - d. Use to build “Best Answers” awards by users
9. Companies – Great tool to search for people within a specific company
10. Outlook toolbar
11. Internet Explorer or Firefox toolbar
12. Polls –the ability to obtain feedback from members
13. Read the LinkedIn Blog at <http://blog.LinkedIn.com/>
14. Stay up-to-date with what is new on LinkedIn
 - a. <http://learn.LinkedIn.com/whats-new>
15. Terms and Conditions

- a. If you are going to use this for business, know what can and can't affect your efforts.

Become familiar and comfortable with all aspects of this website. If needed spend some time on this chapter learning about these features. Using many of these short-cuts and tools such as the Outlook tool bar or the internet browser features will save you time.

Chapter Six: Take control of your Image and Brand

There has never been a more important time to create and promote yourself as your brand. If you are the owner of your own company, a primary way to be a leader in your market is to perfect this process. You can do this by becoming a Thought Leader on the ISSUES that matter to your target clients and truly meeting their needs. Show your market that you are on the cutting edge. Let your key constituents know that you are a real person or that real people work at your company, and people will give their trust to you from this effort.

Those companies or individuals who are struggling have not mastered Thought Leadership, created an identifiable personal brand, or experienced control of their personal brand. The top 10% are still in high demand and work is still flying their way.

How can you use LinkedIn to achieve mastery of your image and brand? You must take ownership of your profile and make it compelling, concise, and attractive. This doesn't stop with you, for example if you run a company or a department and have many employees, their profiles reflect on your company, these should be optimized as well. Imagine if the average user on a social network has 130 contacts (on Facebook) and we assume the same number for LinkedIn and other primary social networks (probably low, this information is not available at this time) and we assume your average employee is on two social networks. Taking these assumptions and assume you have 100 employees at your firm, then you are looking at potential indirect influence to their networks in the range of 26,000 people (260 social connections to your employees with 100 employees). You can do the math for your company or department, but you see the impact this can have if utilized by your company, right? It's exponential!

Profile Mastery

As you read through this section, feel free to pull up my profile, and model it. You also should have received 3 Profile Overhaul videos with the purchase of this book. If you did not receive your instant access downloads videos, please email support@linkedstrategies.com for access. After reading this chapter, be sure to watch at least one of those videos prior to reading further.

You may also want to review my profile as you move through this book (be sure to drop me a note and let me know you are reading it now and if you feel so inclined to provide a recommendation, I always am grateful for the support). You can find my profile at: [LinkedIn.com/in/nathankievman](https://www.linkedin.com/in/nathankievman). Do note, that strategies are always adjusting, so what may work today, may change slightly for tomorrow. Another option is to have my company, DemingHill, create, set up/overhaul, or optimize your profile for you. To inquire about this service, please email inquiry@deminghill.com.

Here is an example of a profile page overhaul: Before


Basic Account: Upgrade

Welcome, Felice Gerwitz · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn Home Profile **Contacts** Groups Jobs Inbox More... People Advanced

[Vice Presidents - Be part of the Cambridge Who's Who registry for distinguished persons.](#)

[Edit My Profile](#) **View My Profile**

Felice Gerwitz 

President at Media Angels, Inc. | Author | Speaker | Consultant for Authors
| Radio Host

Fort Myers, Florida Area | Publishing



Felice Gerwitz Big project done one more to go. Until the next, and the next. What recession? 4 days ago

Current

- Radio Host at Information In a Nutshell Blog Talk Radio
- Vice President at Learning Online, LLC
- President at Media Angels, Inc.

Past

- Teacher at School District of Lee County

Education

- Florida Southern College

Recommendations 9 people have recommended Felice

Connections 187 connections

Websites

- My Company
- My Website
- My Blog

Twitter *NEW*

- FeliceGerwitz

Public Profile <http://www.linkedin.com/in/felicegerwitz>

- ➔ [Send a message](#)
- ➔ [Add Felice to your network](#)
- ➔ [Forward this profile to a connection](#)



Ads by LinkedIn Members



Are You a Vice President?

Find Out If You Are Eligible To Be Part of Cambridge Who's Who!
www.CambridgeRegistry.com

From: Benjamin Maddrell



Vice Presidents

Be part of the Cambridge Who's Who registry for distinguished persons.
www.cambridgeregistry.com

From: Tom Gricka

[What's this?](#)

Felice's Activity edit

Felice Gerwitz is now connected to **Tammy A Berryhill**, **Sonia Stoddard**, and 1 other person.

1 day ago

Felice Gerwitz is now connected to **Gil Michelini** and **Shelly Beach**

4 days ago

Felice Gerwitz Big project done one more to go. Until the next, and the next. What recession?

4 days ago · [Add comment](#)

Felice Gerwitz is now connected to **C.C. Cowan**

6 days ago

Felice Gerwitz Authors sell by speaking. Find out how today 3:30 ET <http://www.WritingandPublishingRadio.com>

8 days ago · [Add comment](#)

Felice Gerwitz Preparing for live interview with Shelly Beach on <http://www.WritingandPublishingRadio.com> Mon, 3:30 ET

Summary

President of Media Angels, Inc. | Publishing company with a focus on the Christian market | Author and Professional Speaker on a variety of topics | Literary Consultant, specializing in working with aspiring authors | Consultant in every stage of the publishing process | Book Doctor, specializing in feasibility, reviewing, and revising | Marketing for authors | Radio show host on a weekly broadcast for authors in every stage of the writing process

Specialties

Aspiring author consultant, publishing for the Christian market

 **Blog Link** powered by TypePad

Here is an example of a profile page overhaul: After

Basic Account: Upgrade Welcome, Felice Gerwitz · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn Home Profile **Contacts** Groups Jobs **Inbox (19)** More... People [Advanced](#)

[Learn Chinese Online - Live from Beijing with professional Chinese teachers.](#) - From eteacher Group

[Edit My Profile](#) **View My Profile**

Felice Gerwitz you

President at Media Angels, Inc. | Consultant for Authors | Radio Host | Author | Speaker

Fort Myers, Florida Area | Publishing

Felice Gerwitz Big project done one more to go. Until the next, and the next. What recession? 5 days ago

Current	<ul style="list-style-type: none"> President at Media Angels, Inc. Consultant for Authors at Media Angels, Inc. Founder and CEO Learning Online LLC at Learning Online, LLC Radio Host at Information in a Nutshell Radio for Authors
Past	<ul style="list-style-type: none"> Teacher at School District of Lee County
Education	<ul style="list-style-type: none"> Florida Southern College
Recommendations	9 people have recommended Felice
Connections	500+ connections
Websites	<ul style="list-style-type: none"> Media Angels Author Resources Video Education Platform Aspiring Authors Blog
Twitter NEW	<ul style="list-style-type: none"> FeliceGerwitz
Public Profile	http://www.linkedin.com/in/felicegerwitz

[Send a message](#)

[Add Felice to your network](#)

[Forward this profile to a connection](#)

Your \$100K+ Career Experts [The Ladders](#)

Felice's Activity edit

Felice Gerwitz is now connected to **Andrew Jenkins, Mark Goodstein,** and 18 other people.
1 hour ago

Felice Gerwitz is reading **The Silent Seduction of Self-Talk: Conforming Deadly Thought Patterns to the Word of God**
8 hours ago · [Add comment](#)

Felice Gerwitz recommends **Dan Poynter's Self-Publishing Manual, Volume 2: How to Write, Print and Sell Your Own Book (Dan Poynter's Self-Publishing Manual: How to Write, Print, &)**
8 hours ago · [Add comment](#)

Felice Gerwitz Big project done one more to go. Until the next, and the next. What recession?
5 days ago · [Add comment](#)

Summary

President of Media Angels, Inc. | Publishing company with a focus on the Christian market | Author and Professional Speaker on a variety of topics | Literary Consultant, specializing in working with aspiring authors | Consultant in every stage of the publishing process | Book Doctor, specializing in feasibility, reviewing, and revising | Marketing for authors | Radio show host on a weekly broadcast for authors in every stage of the writing process

Specialties

Here are 5 Quick Steps you can take to optimize your Profile in less than thirty minutes.

Step 1. Professional Headline:

Your professional headline is a snapshot of you. Think of it as your LinkedIn elevator pitch. You have seven seconds in which to catch the onlooker's eye, then another thirteen seconds to compel them to take action. You have only 120 characters in which to do this. Though there are many philosophies on this topic, we model the following structures for creating Professional Headlines.

Value Proposition | Value Proposition | Trust | Credibility | Title

Title | Value Proposition | Unique Success | What You Do | Trust &/or Credibility

Title | Unique Success | Value Proposition | What You Do | Trust &/or Credibility

A value statement or compelling reason for the onlooker to contact you

This is vital. You cannot be compelling to your market if people don't know what you offer or how to see your value proposition (how you solve their problem) quickly.

Step 2. Website Links

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 and blog and a PR piece about you. If you don't have a PR piece, then work on getting one. This should include information about your company and yourself. You can also reference a complimentary website as an affiliate if you do not have another site or PR resources.

When choosing an option to name your website links, or selecting the option that reads “My Website,” select the “other” link and write in the name/keyword/brand that you are promoting. This allows for further keyword dominance in your particular brand or industry.

Step 3. Vanity URL

Be sure that your public LinkedIn URL is either your first and last name or something close to that if you have a common name.

If you have a long tail keyword that you would like to use for your LinkedIn Personal link, than you may receive good search engine rankings for this, however I do not recommend this process as it can make it hard for LinkedIn members to find you.

Step 4. Summary/Body

I like to model the following criteria for any communications on LinkedIn or on the profile.

- Brief
- Concise
- Compelling
- Professional

Carefully selecting the order of information you wish to share in your summary is important because you want to draw the eye of the client to high impact statements or words. Use bullet points to draw the eye. In order to add bullet points to a LinkedIn Profile, you will need to create the bullets in a Word document and copy paste the content onto LinkedIn.

Step 5. Applications

Add one application to your profile today, such as the Reading List by Amazon, Blog Link, or Wordpress. These are easy to add and will take less than five minutes. Applications help to make your profile more compelling, interesting, and dynamic.

*Suggestion – Once you achieve success on LinkedIn, you will receive a TON of emails, therefore it is advisable to set up a free, dedicated email account. You may choose to have others, but make this your primary account.

Chapter Seven: Profiles & Keyword Optimization

Several points to consider in creating your LinkedIn profile are to use specific keywords in order to optimize your search capability. The ideal is to be found by those in your specific target market. Not only do you want to find key people, you want them to discover you as well. In order for this to happen you need to understand the way keywords work.

Strategy & Research

By researching the keywords applicable to your profession you will see the number of people in your collective space. For some of you with broad markets, the numbers will be in the millions and for other with specific niche markets it may not even number one hundred. In order to see your competition and those who dominate the market, studying the keywords used to describe your profession or services are a good place to begin.

Decide

Which keywords are useful? Only you can decide the words that are used by those who would search for the services you provide, or those you would search out as the ideal client. Are these words used by industry leaders? If so, they should be added to your list.

Gather Resources

Once you have formulated the market research, you will have a list of often-used keywords in your specific field or industry. Go through the list and select the words that are valuable.

You may wish to target several that are specific to your industry and decide if there is any way for you to climb in these search results. Some keyword categories are already “owned” by competitors. They have spent the time and resources to build their rankings and have attained success in a particular niche category.

For example if you search for “business” as a keyword, I will come up number one out of 8.4 million people at the time of the printing of this book. Now, I don’t rank number one for “business strategist” or “business coach.” The longer the word combination the lower the search results will be making it easier to rank in that particular niche category.

The ideal is to identify one or two niche words that are very specific to your professional or business objectives and work on obtaining a higher ranking with those keywords.

Implement

Do any of these words pertain to your specific services? If so you may consider using these in your profile. Use the words in phrases. In this way you can optimize those searching for you and it will help you to stand out from the crowd. When implementing keywords into your profile, not all places on your profile will be counted equally. For example the summary section or the company description section do not improve your search results. Don’t waste your time filling your summary or company description with keywords. Beware of those who claim this will help your rankings. I know from experience and the success I’ve attained using my carefully researched techniques and processes what works and what does not.

If you want more information on the keyword process you are invited to join one of our many workshops available on my website, or if you have yet to watch our 11 minutes video on how to rank over millions of other users on LinkedIn in a matter of minutes, you may enjoy that video on the home page as well at LinkedStrategies.com.

Chapter Eight: Master the Connection Process

Maximizing Your Connections

Mastering Networking is a wonderful skill to possess. 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 in order 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

You will hear this often in this book. The real question is how.

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 still seem to have a hard time reading minds
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?"

Open Networking

There are mixed feelings and debate concerning the maximization of connections on any particular Social Network. LinkedIn suggests that networking is not about the quantity of connections, but rather the quality. I believe you MUST expand your professional network as far and wide as possible using LinkedIn, but do this as exclusively as you can with your Target Market or Key Constituents. Why? Because this is the way Viral Marketing starts. The further you reach into the network, the greater exposure you gain for whatever message, product, or promotion you desire to share and the further into the network your updates will reach.

Your connections are similar to a garden vine. Morning glory will spread quickly, efficiently, and thoroughly. But if left unattended, this vine will completely overtake the garden. Your goal is to be like the vine and have lightly held roots on profiles and the home pages of your connections. You should then send updates to your own profile as often as possible (executives are usually only doing this once a week at most), which will in turn reach out to your networks' home pages in a non-obtrusive way. A quick way of doing this is to change, or update your profile via LinkedIn using tools like [Ping.fm](#) or [Hootsuite.com](#). By all means keep your personal connections, but do not limit or fear expanding your reach outward into the vast global market. In very few cases have we recommended not to expand one's network as wide, deep and large as possible. The few circumstances we have recommended a less open methodology were for clients that only worked on referral from close contacts and only worked with a handful of clients per year.

Until you are on LinkedIn, you won't realize who your connections know. If open networking is not your cup of tea, then simply skip this section. If you are interested in expanding your network, then the following process will help you add nearly 1000 new connections in less than forty-eight hours. This is an artificial way to expand your network and will not consist of any specific market group. Though I used this service (not

any longer), it is not for everyone. Another more effective approach is to build out a community full of your target market, then invite them to connect with you.

How to expand your network

1. Import your current connections from your webmail or outlook contacts

***ONLY DO THIS ONCE YOU HAVE OPTIMIZED YOUR PROFILE.

2. Visit OpenNetworker.com and purchase their program (minimal cost), then download the open networkers list and [Import into LinkedIn](#).

This process will typically add over 1000 connections within the first forty-eight hours. The connections will be full of recruiters, entrepreneurs, job seekers, small business owners, and social media consultants. Once you import these lists, you do not have to do any additional work.

3. Direct Invites – always effective, especially with a personal communication
For connecting with more targeted LinkedIn members, simply ask them if you can connect prior to sending an invitation. Always provide a reason for them to take action. Also, respect their time and take responsibility for the burden of effort to connect.

4. OpenLink – the most unknown source of invitations out there

According to LinkedIn, “The OpenLink Network lets LinkedIn users find and contact other professionals who are interested in meeting new people. The OpenLink Network is available exclusively to premium account holders. When you join the OpenLink Network:

1. You can limit searches to only people in The OpenLink Network.
2. You'll easily find people who want to meet other professionals.

3. You can contact other members directly through OpenLink messages.
4. The OpenLink Network icon helps you identify other OpenLink Network members wherever you see them.

What not to do to expand your network

1. Add anything else - such as numbers or words - next to your name on LinkedIn.

Often you will see a name with additional open networking titles next to it. This is against the terms of use for LinkedIn and puts your profile at risk of suspension. For example, Jane Doe LION +6300 is incorrect and should be replaced with Jane Doe.

2. Aggressively promote yourself as an Open Networker.

Telling the market that you will connect with anyone and everyone rarely serves a real business or professional purpose. This is an often-practiced mistake in my opinion. Why? Because if you do this, you have bought into the idea that the number of connections you have is a measurement of success for your professional or business objectives. This is rarely true. Additionally, it looks desperate and lowers your value proposition to the market. Some exceptions may be if you are doing this within a community or group you own and have built trust and credibility with the members.

Chapter Nine: Contribute Real Value

You may be tempted to give this section a cursory glance, but please read it carefully! Real Value holds different weight depending on the person and is definitely not intuitive.

This cannot be overemphasized, and is the key to success in my opinion in life, business, relationships, and yes, even on LinkedIn! The key to LinkedIn is understanding the strategies and tactics that help you or your company develop scalable relationships with your target market. This topic, “Get by Giving” is widely understood in the internet marketing world and is already common place. In fact, a common term used in the internet marketing space is “The Free Line.”

“The Free Line” is in constant flux and is always moving further, offering greater value to the market for free. The reason for this is all the clutter in the market. Gaining the attention of your market is challenging in traditional advertising, and this is already affecting online users. This is the main reason Social Media is so intriguing to Big and Small Business. Social Networks are where the people are spending their time today.

As professionals and business owners, it’s our job to “interrupt” our audience (in a positive way) in order to gain their attention and pull them in a direction that will give them a chance to seriously consider our product or service. This of course won’t happen if we don’t have compelling value oriented information or something that immediately solves a problem of our market.

As technology develops and adjusts to itself, more tools continue to come out to filter out the clutter, such as TIVO, Spam Filters, and Pop up blockers. In social media, the account

settings will have to include more settings to control these interruptions. LinkedIn spends a great deal of time and effort on this issue. In fact, many controls are already in place on your account settings page.

When I refer to “Giving,” I am talking about solving issues for your target market. Understand your market well enough to feel its pain, but then provide “FREE” information that will solve some of their problem. Whether they buy from you or not, they are walking away with a sense that they received real value. This is what I mean by “Get by Giving” - a percentage of those people will always buy from you because you gave freely first and invested in them by helping them to solve a problem they cared about.

If you have knowledge, assets, products, services, etc., then be generous to your connections. If possible, give freely often, but make sure it is tied into a marketing funnel, or you will always be giving and never tie this generous activity with making money. If you don't tie your activities to sustainable efforts, you won't continue and your market will suffer from the wealth of information you have to share. This doesn't have an immediate ROI, but overtime it will provide an ROI if you align it with your overall marketing strategy and established marketing funnels.

According to my good friend [Joe Pulizzi](#), author of “Get Content Get Customers,” Fortune 500 companies are currently dedicating over 20% of their entire marketing budgets to free content, and he expects this number to grow to nearly 50% over the next ten years!

You must give freely. If you don't, you won't be able to compete, so include this in your strategies and business models now, so you are not surprised later. Don't be scared because LinkedIn and the social networks offer the same opportunity to solo entrepreneurs as it does big business - it's all about building relationships. If we look at the root emphasis of relationships, we will find the core of creating quality interactions occurs by “Giving” first. Can you do this? I think we all can.

Giving is the centerpiece, the new model of internet interaction and eMarketing where there is a constant stream of information overload, confusion, and clutter. Everyone is attempting to break through the barriers, peak our interest, and catch hold of our attention, even if only for a few seconds. Relationships cut through all the clutter instantly, bestowing upon us trust and credibility, which in turn leads our market to tune into our message because they associate us with value.

No longer are we an interruption!

To achieve the “Giving” principle on LinkedIn, apply any of these following strategies or tactics:

1. Have a “Benefit” driven mindset towards your clients and peers
2. Demonstrate you care by sending out recommendations, referrals, or introductions
3. Answer questions freely in areas of expertise
4. Provide free content to your target market

LinkedIn’s system, the users, the applications, and the forums give us the tools to discover the “Perceived Value” of interest to the specific users or individual group members. This concept is pivotal because if you take action on a topic that you perceive to be important and it turns out not to be, you have not only wasted your time, but perhaps it has cost you money and credibility depending on the topic and issue. You must study the Collective Consciousness of the group, the needs of the target audience you are addressing, and form a strategy.

This will allow you to familiarize yourself with the pulse of the group. You will see who the people in this space are interacting with, and learn how you should pose your questions. Providing real value will cause members of any group to engage with you and to appreciate the value you offer.

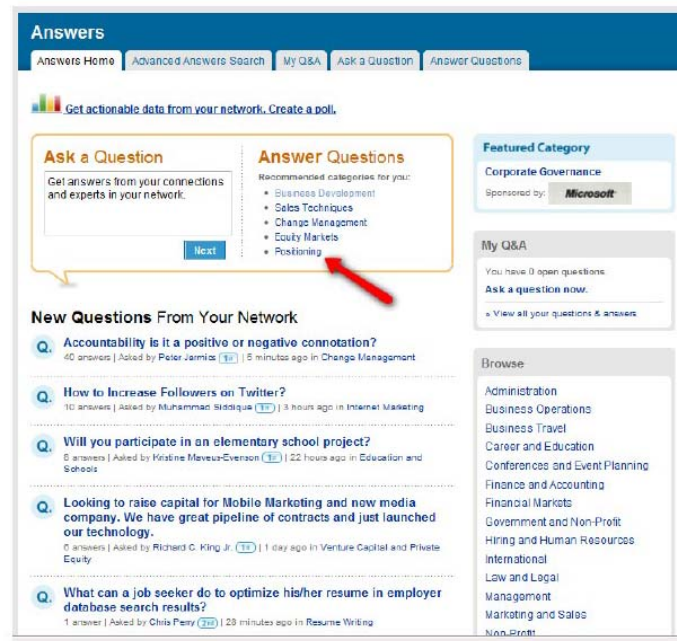
Steps to Creating Real Value

1. Know Your Target Audience
2. Speak to their issues, not about products or services
3. Market Research to Verify – Crowd Source in the Group
4. Test it – post comments and see if you get responses or traffic from it
5. Frame your comments with a passive voice inviting dialog and comments – “If you” or “You may enjoy”

Additional ways to Add Value on LinkedIn

Questions & Answers

Use the Questions & Answers section of LinkedIn to help build your authority on specific topics. Each week, the answers that are awarded “Best Answer” by the facilitator of the questions are tallied and LinkedIn awards the most Best Answers rankings on the top of the page just below the Answers Category.



Give Freely

One example is my blog, LinkedStrategies.com/blog. I also perform charitable works and donate a percentage to those less fortunate. Life is bigger than our initial problems. No matter how difficult we believe our particular situation to be, someone else has a harder time. So, my two cents, if you live in gratitude, it will change your life forever!

By applying the principles I used in this book, I was able to receive value from giving value. This happened when I chose to give away my interview series to the public instead of charging a membership access fee. I strategically decided to use the value incentive and change my entire website, in order to freely give away my interviews.

The interviews are very valuable because they are filled with content at a deeper level specifically on business development; marketing strategies, joint venture strategies, the core values and what has helped the individual personally to become a success. I used LinkedIn to market the free information. I specifically marketed the interviews to target audiences via groups.

While not expecting comments on the discussion boards, I knew that the questions would drive traffic to my website. In fact, I posted an intriguing value-add statement on nearly all my groups. Within hours I surprisingly received applications for my services and contacts about Joint Ventures, and received the expected activity on my website. I received 245 unique visitors from this effort, more importantly they were focused and targeted. This ultimately lead to contracts for my monthly consulting service (not terribly cheap) and a joint venture contract worth a significantly six figures upon completion. This came about by using the strategies of contributing real value as well as strategic planning.

Recommendations

Don't forget to give recommendations to other members of your data base or group that you have done business with. This procedure is your online referral system. It allows people who wish to hire you or your firm a snapshot of your work ethics, the way you service the needs of others as well as a look at your clients. The best way to obtain recommendations is to give them, freely. Of course it is important to be honest and fair in recommendations.

Once you have given a recommendation, you may wish to ask for one in return. You have the option of posting this comment on your website or not. This information will be available to all those who look at your profile.

Chapter Ten: Research and Strategy

Understanding your target client is imperative to success. Obviously doing this will help you close more deals, and provide more valuable content that matters to your clients. Obtaining the answers to important questions is vital as well. This platform allows you the perfect tool to obtain valuable information.

Answers for Your Complex Marketing Questions

As an added benefit, you can use this platform to answer complex questions. Perhaps you have a complex question relating to business, law, accounting, or a question for a venture capitalist, or a consultant. There are people willing to give you time and advice on LinkedIn. It is natural for people to answer good questions that are challenging, inspiring, thoughtful and in line with one's focus. When somebody asks a good question, experts naturally want to answer, if they honestly believe they have the knowledge and can help.

How do you create a balance between being self-serving and being completely selfless? First, be sure to do some market research. 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. In case you have posed a poorly written question, you can go back into the forum and delete it.

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.

Complex business questions can be asked using this format:

1. Identify all the questions needing answers and resolution
2. Identify all the business people that possibly possess the answers
3. Join LinkedIn groups, a couple for each type of person previously identified
4. Post thoughtful, selfless questions to hook, and engage your target person remembering to focus on their needs and goals

Perhaps you do not possess the necessary value for your target group, in that case partner with a qualified expert or company who can bring them value. Think of this as a type of Tom Sawyer school of business approach. Meaning, if you don't have something valuable to add, find an expert who does, and bring him or her to the table. Look for someone with compatible or complementary strengths.

Partnerships and Strategic Alliances Example

To further emphasize the importance of alliances is the case in point. I met a person at a seminar and contacted him, after viewing his profile on LinkedIn. Providentially, after connecting, we became good friends. In fact I am currently working with him nearly full time on a joint project set to launch. After viewing the assets and value that complemented my own, I realized that if I could help him achieve his vision and goals, he would certainly be open to working together. His assets include a website with a distribution to 100,000 people, a great network and an amazing number of extremely valuable contacts.

My proposal met his needs and goals, and we became partners on a project launch together. Since I brought value to his life, he 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 my interview series with this contact, which added the additional credibility necessary for me to launch my successful consulting & coaching program at that time.

This had to be a selfless interview purely about bringing value to the self-made billionaires business focus, or I wouldn't have been granted 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 to achieve. The networking capabilities alone are the easiest way to get answers to your complex business questions, effectively, cheaply and easily.

Chapter Eleven: Reaching Your Target Market

Obviously, you are on LinkedIn for a purpose. If not, stop and figure out your goals and objectives. Social Media can be a huge black hole on your time if you don't have direction or focus!

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! "Professional" or "Social" networking is all about developing relationships. Your clients, prospects, target market, or key constituents all have changing needs. Be engaged in their life, their experiences, and their environments in order to understand their true needs, desires, hopes, and dreams. If you really do care, then people will become your "Raving Fans" because you are investing in them simply by being authentic, sincere, and real.

As a company, you must develop an environment that fosters the needs of your market. Social Networks, including LinkedIn, are full of people - individuals that are part of bigger networks, such as companies, associations, etc. - engaging in one communication at a time. As a company, you need to develop methods and processes to scale your authenticity and sincerity as a company. You must consistently initiate communications that result in improved:

- Trust
- Credibility
- Rapport
- Communication Channels

When you follow these steps, your target market will come running to 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 unless they can find you.

I have researched and tested various strategies on LinkedIn with many clients that engage in our LinkedIn Mastery Initiative. A few times, clients were adamant about engaging in a direct marketing campaign, which skipped the steps that we have found to be so critical in LinkedIn: building trust, credibility, rapport and communication channels. These campaigns produced poor results by our standards. The results are drastically different when these elements or trust, credibility and communication are included. As a company, you must integrate a communication strategy that is personal in nature and has the look and feel of an individual verses the company. Always keeping integrity and authenticity at the forefront of any communication or campaign you run.

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. For example, one of the programs I'm working on is for real estate agents. If I don't put myself in the real estate agent's shoes, and get into the real estate agent's mind, how will I provide something of value? Done correctly, I can generate several millions of dollars, incorrectly, I make nothing.

Conversely, the same applies to LinkedIn. Reaching a specific audience is not hard. First decide on the target audience. Once you've discovered, for example, what you require to meet your business goals, and then join a forum with participants who fill this need. Start posing thought provoking questions that are value added, and this will aid your interaction with the type of person that can help you fill this need. So, by posting thought provoking questions, on certain topics, or discovering the needs of our market by watching what they talk about, I can ascertain the information, and be sure to take action on this information as we move forward in our plans.

In my consultation practice, I use this very same, systematic approach for gathering information from various business groups online. I use LinkedIn to reach a specific audience, contact my target audience, and join the groups, several with a reach between 100,000 to 300,000 members. Do not allow fear to deter you from interaction with people on these groups. They are still people, the worst they can do is say, don't contact me.

Dig in and research to obtain the information you need. Remember that your name is at stake, and whatever you place online will reflect upon your character and your brand, so think accordingly. Be consistent in your interaction with the group members and become known as a constant contributor of value. When you post, make sure that it is of the highest quality and of the highest value with your target group members in mind. Remember to do this consistently. The adverse effect is to be known in the wrong way, always posting foolish self-serving questions. You will soon run the risk of being written off as weird, a person that is wasting everyone's time, and your future comments will be skimmed or ignored.

A wonderful example of this is [Christine Comaford](#). She is brilliant and amazing at creating Trust, Credibility, and Rapport. She masterfully uses social media - in this case LinkedIn - to attract customers interested in receiving her free products. This translates into people deciding to opt-in to her email list, and participate at her webinars. Christine doesn't engage in any pressure tactics. Surprisingly her teleseminars are filled with value; I thought to myself, WOW, she really cares! After several months of her giving things away, in the form of free teleseminars, webinars, free resources, etc., I could tell she cared about her audience. I wanted to help her back. I knew that she really cared about me personally, about my business success, because of the massive amount of value she provided to me, her target audience.

The next time I received an email inviting me to spend money on one of her workshops. I opened my wallet! Now I am Christine's client. This all came about from providing real value consistently enough to create Trust, Credibility, and Rapport.

What does this mean to you? Model this scenario, but tailor it to your target audience, attend the same groups, and give freely. Put yourself in your potential customer's shoes. You are an unknown. There is no relationship. You would never attempt to ask a stranger to marry you on the first date, and if you did, you would most likely be turned down. So why try to sell to a stranger? Spending a great amount of energy and money for low returns is the old way of marketing. Turn the process around by creating inbound inquiries and attracting your market.

The following steps reference a simple description of an inbound marketing funnel process that you or your business should model and follow within LinkedIn.

We will go through a more detailed explanation in a future chapter of this book.

The 7 Steps to Creating Inbound Inquiries through LinkedIn

1. Know your Target Audience
2. Give High Value Content for FREE!
3. Exchange free content for Opting In
4. Set Up a back end capture process – opt in pages, teleseminars, webinars, etc.
5. Interact with Target Audience on Groups
6. Answer Questions
7. Attract people into your Social Circle of Influence – Connections or Group Members in Your Group

Remember, the foundational principles for generating business through LinkedIn are developing Trust, Credibility and Communication Channels. These apply to everyone, from the corporation down to the individual entrepreneur.

Chapter Twelve: Groups to Generate High-Value Traffic

Traffic is the highly sought after commodity in today's world of internet marketing, but an even higher sought after item is **Targeted and Pre-Qualified Traffic**. I consider LinkedIn to be one of the best sources for this type of traffic.

The fastest and most effective way to get the largest exposure is through the group message board. If you post thought provoking, value driven questions at the correct time, you can generate quality, targeted, and niche oriented traffic to your website daily. This translates into potentially reaching tens of thousands to high hundreds of thousands of people daily. In order to do this you must post at the right time each day which we will discuss later in this book.

Mindset of Posting Questions and Comments

You cannot be directly self-serving in your groups and get any kind of beneficial response long term. It is human nature to post discussions such as:

- Offering discounts on products or services
- Blatantly and non-authentically offering a poorly thought out free offer that is obviously attached to a sales pitch (remember, providing an offer is ok if it has real value)
- Spamming groups with the same messages over and over again
- Posting "I need a Job"

Let's take the last statement as an example: "I need a job." If someone posts this, would a business owner, entrepreneur, or executive be compelled to check out the person's profile? Do you believe someone else would either? Not likely. This type of post is not strategic and gives the impression of a self-seeker. Clearly, the majority of the people in

groups tend to begin their group participation in a self-serving manner. However, I implore you to think differently and challenge this mindset.

You can easily attain information to help show the types of conversations and interactions on any discussion board. Perform your own market research by visiting the groups and simply observe. Notice the questions that receive the most responses. Model this type of question, and post similar questions to garner interest and interaction between you and your group. The goal here is to pull people into your circle of Social Influence as a connection, or into a group you own. If your profile is optimized, this will help further your objectives while intertwining your name into the larger network that will expand your reach.

Unfortunately, each group contains members who are rude and not interested in adding real value. They are simply there for their own benefits and purposes. While I am in groups for my own self-interests...I understand that if I don't provide value, I will be pushed outside of the "Circle of Trust" and not be allowed back in.

We ultimately want to attract personal awareness, generate traffic to our website, promote our brand (personal or business), reach a specific audience, and/or build our business. All of these lead to reaching our objectives – typically increased revenue or interaction with key people. This is understandable, but the desired results are obtained after giving value first.

There are many ways to create free publicity for yourself and your business or brand on LinkedIn, I have identified six major categories:

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
6. Use Joint Ventures

Groups allow for many marketing opportunities. Two of the main opportunities are through group discussions and news article submission. One way to use discussion posting strategies to get into hundreds of thousands of email inboxes on any given day, is timing, which we will discuss later on in this book

In the group discussions section of the group, “Blue Dallas” I posted the following question:

“If you could ask one question to an Executive at AOL, what would it be?”

I had an interview with the Marty Conway, the director of business development and strategic partnerships of AOL.com. The day before the interview, as I was preparing, I decided to post a basic thought provoking question on several forums that I felt would be of interest to those members interested in strategic partnerships. Or, at the least what an AOL spokesperson had to share. It worked. There was a lot of interaction. This question was at the one with the most comments, at the top of 501 discussions at the time of the posting.

When I place the same question about a Billionaire on the targeted groups’ discussion board I estimated I would have a smattering of interest in the word “Billionaire.” Surprisingly, however I received 250 comments in less than a half day from a very specific targeted audience, interested in the question. In one day I added 50 people to my distribution list in less than 15 minutes of work. 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 visitor’s emails.

This question created:

1. Ongoing traffic.
2. Massive credibility

3. New Business

People that answered the question wanted to see who I was and what I did because this question was thought provoking and had wide appeal. As an added bonus, this question created an awareness and interest in me. It placed my name on top of the “most comments” section in many of the groups where I participated and continued to get responses, well over a month after the posting.

If you are interested in any of the interviews from my series you can find it here at an old website of mine: BusinessSuccessUnlimited.com

As you can observe, the group evolution has moved from a stagnate place with little value for its users, to this massive fast-growing and constantly evolving niche networking opportunity. Those who give the greatest value win.

Another way is by the process of posting a news article submission; you can use this method to actively generate traffic to your blog or to article sites such as Ezine.com. One of our clients implemented this strategy and documented an increase in traffic from fewer than two thousand unique monthly visitors to around twenty thousand unique monthly visits in just a couple of months, by applying only this strategy as the driver for that traffic.

Go into any group and click on the “news” tab. You will see a button/link that says “Submit a News Article.” Simply paste the URL of your article from your blog or article site and hit submit. You’re done. Duplicate this effort in all applicable groups and watch the traffic start to begin the flow.

Chapter Thirteen: Group Ownership

My main purpose in owning and developing a group is for business reasons. To add value to the market on as many issues as possible, in order to generate a healthy income and revenue.

This will include a massive following of potentially passionate and engaged followers that are positive for your brand and they will self-promote the group on their own because they enjoy the value they are getting from the group. The group itself is one of the tools for implementing a cohesive marketing strategies within LinkedIn that will help you as a company achieve your goals.

Groups are not for everyone nor desirable. And, a co-leader or perhaps a group manager may be advisable if you can affiliate with someone who is considering creating a LinkedIn group. Yet, to truly understand the potential for your brand read the following and assess this when you consider your goals.

What is the benefit for owning a group? There are so many benefits, here are just a few:

- Landing new jobs
- Adding new contracts
- Attracting your target market
- Building brand awareness
- Building thought leader position and credibility
- Being considered an authority on issues or topics that your group solves or serves

Perhaps not all list owners understand the tremendous value of a list. These groups can be directly correlated over to a list, which allows you to send weekly or daily emails. Ideally, these groups permit the creation of value driven information for specific niche categories with specific interactions in mind. Understanding the value of a network is similar to

understanding the value of a mailing list. Essentially this becomes your front door to your customers, and the method through which you generate traffic to your website. Needless to say your network and understanding the value is equally important as understanding your customers' needs and wants.

LinkedIn has integrated an option to email daily or weekly the ongoing discussions as well as attach value add articles from other websites. Originally, the purpose of the groups was to associate with an industry to help round out your interests for others to see. However, it has now become a way to exponentially expand your network by being part of a group with mutual interests.

Strategy: Inbound Marketing

By examining the large groups I follow or those of your competitors you will find the reason the groups exist. In other words you will understand the groups focus fairly quickly by the title of the group or by what the group discusses. People join these groups because they are areas of interest. The emphasis is to attract the people interested in similar topics.

Who are you trying to attract? What are the most pressing questions your target market is asking? What is keeping them up at night? What titles do these people represent? Are they presidents, Vice Presidents, CEO's? Ultimately the common thread is business and revenue growth. By understanding and solving your target market's problems, within the context of your group, you will stand out as a thought leader and someone to follow.

As you can see my group, Linked Strategies, is an example of a focus group. The purpose of this group is to provide insight, answers and strategies for users on LinkedIn. The group logo should clearly state the focus of the group. Your target market has issues that you solve and that should be the name of your group in some way or form.

Peers vs. Prospects:

Go to the “Groups” directory and pull up the name of an industry or title of a group. Study the groups that target your market of interest. Learn about their members, needs, and read the highest read posts to obtain additional information. One example is a group I have worked with, “One Coach.” One Coach doesn’t say anything to members that may want to join it, there is no value proposition. There are ways to format your group and it should have a value proposition built into the title. One Coach: started off as employees and franchise owners group.

I recommended they change their logo to reflect their mission. Now, anytime anyone sees the group, they will see the purpose very clearly in the name, “Business Growth Network”, once they join, they will see the “One Coach” logo brand, for branding purposes. In going inside the group the typical discussion categories are listed. This group contains a sub-group named “Peers versus Prospects,” the “prospects” is the main group; this is the entry point group designed for those seeking additional information. The “peers” is for the members of the company, or can be set up for a business with employees. The group structure I would suggest if you own a business with clients is to have a catch-all group as your main group, and sub-groups for paying clients, employees and different niche target clients.

For further clarification the sub-group is exactly the same as the main group in every way except it drills down to a topic specific or target market. An example is a group titled, “Jobs” that has grown to 200,000 members in under a year. They have twenty sub-groups (the maximum allowed) and each of their subgroups has between 10-20 thousand people. Sub-groups include: Europe jobs, Canada jobs, IT, Marketing, HR, Candidates, Projects, etc. You get the point. They were able to build their group based upon the topics offered as well as the focus in these job specific markets.

If you have sub-groups, peer members or employees they are automatically part of the main group, so the numbers count twice. The value of the sub-group is a marketing funnel mind-set. The entry point to your group on the broad scale is the business growth network that is the issue based group. This will add hundreds if not thousands of members to your group. Additionally, this will allow you to target information to your specific group member's needs, while being under the broad overall topic of the group. It is easier and more specific to function in this manner.

If you are in the main group you can request to join a sub-group similar to a main group membership request. As group owner this function may be set to become visible to the search engines or not. By default it is visible. Few people market sub-groups but obviously the "Jobs" group has done a very good job with this.

Integrating Your Expertise

Most of the value given within the group is article driven, with a summary of the information and then a link to the group owner's blog post or website. You need to have articles, if you cannot write them or do not have the time you can outsource. The group you begin or own should be in your area of expertise. Therefore it will be easy for you to add value based information that is funneled in from this external source, such as a website or blog. Your article based information will be the main source of content for your group. It should answer a question or fill a need.

Groups can contain areas of interest to the market, and should contain your value proposition. Remember a group is specific to assisting a specific issue of need to your members, with this is the focus, your members will remain happy and participate more readily.

Attract people into the group if the title of your group says something to the participants about solving a problem. You can create a large group with no monetization possibilities if you are missing these features. For example there is a number one group on LinkedIn

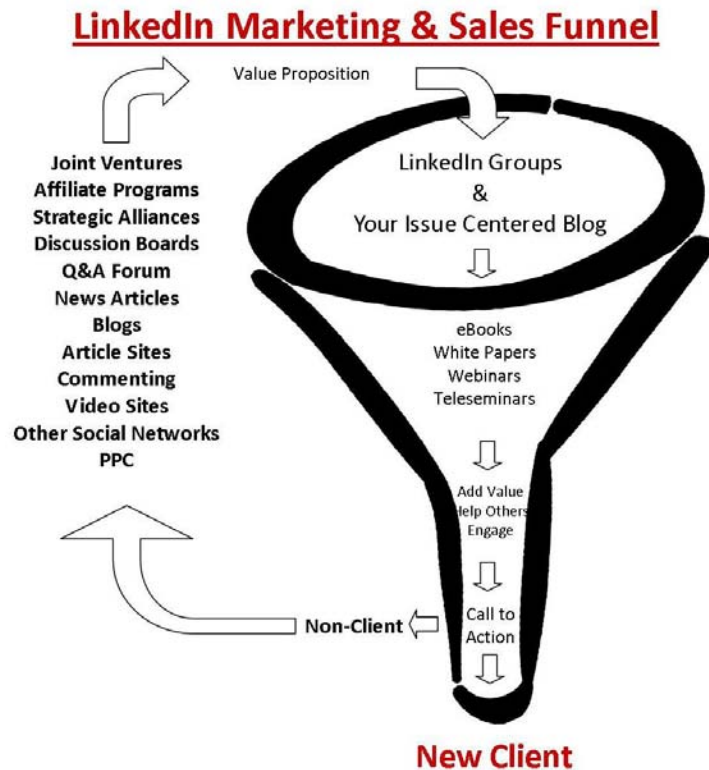
with over 224,000 members. With only a handful of feature discussions, this group is heavily moderated, and controlled. Perpetual value is not created; this group does not an experience theme, an expertise theme that is being shared with the members. This is not wrong, but it is obvious the group leader's philosophy would be different than mine.

When you look at the specific way I set up my particular group you will find some aspects that are inviting:

- Welcome new members
- Workshop announcements
- Articles such as:
 - Five Simple Ways to Make the Most of your time in Linked In
 - How to add video to your LinkedIn profile
 - Additional Articles: some are static and others change

Chapter Fourteen: Marketing Funnel Model

A marketing and sales funnel can be automated if you understand this strategy. On the left side of the funnel are the marketing strategies we use. There are many more available. This basic outline is a very good place to begin and I have found it to be highly effective. With some ingenuity you can tweak this to target your specific market. Any of these marketing channels need some sort of communication of value to your market. There is a circular relationship as you can see by going this illustration.



Top of the Funnel the Value Proposition

The top of the marketing funnel is the way that people come into your door, and the way they engage with you. The group is an example of the top of the marketing funnel. Here they will receive (via an auto-responder) a value proposition with no monetary gain. This is not a value proposition to sell a service or a product. If half of a percent responds negatively it is like a big echo chamber and it is loud and painful. This is to be avoided at all costs. It is much preferable to receive thank you messages!

Why are people coming to you? Because you can solve a solution or provide the advice they need, whatever that may be. It is a very easy process to join a LinkedIn Group and if you communicate a message of value to your contacts, many will join your group. They are already members of LinkedIn, which makes it a simple process to join. The group itself is the key factor in this marketing funnel, and starting point.

Value Proposition

This will be article or video based, and the goal is to bring people into your circle of trust. This should not be tied to a service or a product. It should give value without any monetary gain. This will insure there are not any complaints, but rather that you will receive thank you notes.

Group and Blog

Your blog is for your client base and is off site. When you are structuring your blog and set it up your goal is to offer tremendous value. This proposition is for your target market. You should be able to massively attract market share to your sites. Your blog should be set up with a very specific call to action with an opt in feature for additional information. Your group should be seeded with articles that are topical, possibly from research that has been conducted with an aim at solving your target client's needs. You should feature articles that have credibility, trust, and a call to action, in the form of looking at what you have to offer.

Setting Up Your Articles within your Groups on LinkedIn

There is a specific strategy for setting up your articles. In the groups tab, you will find a place to add articles, This opens up a box, with a place for a title and the body of the message. Your article title is very important, should be value driven and engaging. You will then paste the text of a featured article underneath the title, ideally with a link for your blog, where the original article resides. Features such as hyperlinks do not work in the article and that will encourage the reader to find your blog post article, where these features are actively working.

If you have additional features such as a video that can be viewed via the blog, include that link as well, at the bottom of the post. Make sure your website or blog is set up with a call to action. While the article is freely given and value driven, the information should be compelling enough to engage the reader. This reader will want to learn more about you, and what you offer, which takes us to the next step.

Middle of the Funnel

Building Trust and Credibility

This is the next step. You are leading your members a little further into your circle of influence. It is pulling people through to take action with your services or the next phase of the marketing funnel which is the lead capture. Building your credibility and trust from the content of the articles and communication, is pivotal within the group itself.

Building trust and credibility is a key point and many of the largest groups do not give value and I am incredulous that they don't. You can receive so much trust and credibility by having featured discussions. Usually group managers are featured in the first section with featured articles. You can look at them and see if there are value propositions to pull

people into the middle of the funnel. It is the next phase of the marketing funnel to bring in the potential comments

Some of the larger groups are all about keeping order and recruiting managers to keep up with the group. There should be value rich content to the interest this target market even if someone else is the guest contributor. It will keep people engaged on the group. You want people to join because of value and solving problems. It helps to have a viral spread where others will tell about this great group.

Structure matters when they join you have the ability to give them something for free. In the management tab you should have a welcome sent to your new group members. A resource category they can access with one call to action not multiple. Drive people into the webinar.

Articles can be posted for new people to the group and they can be old messages, such as a welcome to your members. A handful of articles don't change. You can add new articles and those can be switched out. You can post articles by other people and when the article is in there it should be a call to action at the bottom. The people may connect or email directly. You can invite your readers to join you for a free webinar or have you invite them to check out your blog.

If you add an article from someone else, make sure it is tied into your headline and there is a call to action.

Bottom of the Funnel

Compelling Call to Action

This is taking the member closer into the call to action. They go either to your website where they can view your blog post and your information and see that your call to action is cloaked around a value proposition. The call to action can be a webinar. A webinar is not dynamic it is never changing. The articles and offers can change and will keep people

coming back. Posting articles to the group can be many categories or a few. Whatever is your major call or the number one need for your target market is what your focus should become.

If you want them to opt into a webinar realize this is static content, in other words this does not change. Yes, you can change your Webinars and keep updating them, but articles are much easier to change. When you have a call to action the most recent information will be available for the potential customer to view. One call to action rather than many would be best.

Any of these items is a wonderful way to encourage your members to engage with you further. They include but are not limited to:

- Blog
- Teleseminar
- An Interview Series
- Webinar Series
- Video series
- White paper for free with no opt in
- eBook
- Free eBook
- A “real” Book

Webinars are highly popular if they answer a question or the specific need of your target client. People will come, if it is a risk free, value proposition. It allows you to engage the group members in a more intimate setting. Personally, I prefer holding webinars to attract potential clients. If this is not your area of talent, enlist someone who can do this for you. It is not the only method, and you can streamline this technique to fit your individual business needs, by making it more scalable. Webinars have a limited span in numbers. The most you can get any given session is up to 1000 people into a webinar. If you are a

larger organization, this may not fit your needs. A white paper or electronic reports may work better with larger corporations or groups.

Chapter Fifteen: The Relevance of Groups

LinkedIn Groups are most valuable for B2B organizations, alumni groups, business related information based companies, associations, HR departments or Recruiting related organizations. Additionally, service offering organizations, Consultants, Trainers for example, also would benefit greatly from LinkedIn Groups. Enterprise would benefit across the board in the HR departments, but only if focused appropriately with an effective go to market strategy. Ultimately, LinkedIn consists of business owners, professionals, employees (potential job seekers) and active job seekers. If your organization can benefit from any of these categories, LinkedIn is a highly relevant Social Network for your business and Groups are a primary method for reaching these markets.

Developing a Group on LinkedIn has many short and long term benefits. Creating a group of specific individuals on LinkedIn with a similar interest allows you to successfully and more efficiently pursue your business or personal goals on LinkedIn. Users of LinkedIn and people in general like to align with relevant groups, some of which are alumni groups, associations, memberships, interests, exclusive communities, information sources, and peer groups.

As the owner of a group, you are able to privately communicate with all members as well as message the whole group every 7 days in a mass message, called “Group Announcement.”

7 Reasons for Developing a Group on LinkedIn

1. Establish yourself as a Thought Leader
2. Create Instant Trust and Credibility
3. Establish an Authority Role

4. Create a Reason to Have a Conversation
5. Build Relationships with the Right People
6. Grow Your Network with Highly Relevant People
7. Achieve Specific Personal or Business Goals

Group Development

Group development is about the setup process. The LinkedIn Group technology allows members to create a digital location where people can meet and visit at will. This infrastructure changes over time, but the basic fundamentals of a group provides any LinkedIn user the ability to “Pool” targeted and specific types of users into one digital location.

As people continue to tune out newspaper ads, banner ads, and commercials on television, they are still interested in things that solve their problems or provide solutions in some way. People are now provided the opportunity to make the choice to listen, and give us their time, energy, and money to move them as a customer into our marketing funnels or to our websites, or other destination points.

There is enough chatter that is useless in Groups. Doing it right is not that common and when you do, it is rewarded. The goal of a Group is to grab the attention of your Group Members initially with the title of the group and later because of the influence of other members, available content and networking opportunities. As I mentioned earlier, the Group must address a problem or need, in order to pique the interest of the potential client enough for them to join. If you want to create a sticky group that is growing, is quoted, and becomes viral, you need to create real value for your targeted future Group members. You must have a value proposition and the credibility to create a successful group. Value propositions can be figured out by putting yourself in the shoes of your target members and identifying their top 3 needs and concerns/fears. Creating credibility may be more challenging for those with little credibility, for example if you are a start-up or solo professional, however, if you can write interesting articles or can partner with others that possess that credibility already, then your solution is not far from your reach.

Once people notice you on LinkedIn you have to be clear about the next steps of that relationship, especially if they are someone in your “Target Market” what we call our “Target Filter.” You have to clearly know what to share and the destination or action you would like them to take. This has to be natural and value oriented to that individual or they will feel like they are being sold and not take action. What you need to do, ethically and authentically, is direct them into your group or connections because that allows you to create and continue an ongoing dialog with this individual. Groups can be a great way to pull people into your marketing funnel effectively and authentically if you set them up as described in the following categories.

Requirements to Create a SUCCESSFUL Group

I structure my groups with value driven information in order to create successful passionate, engaged, members. The following list provides the needed steps to successfully create a purpose driven Group and establish an effective marketing funnel.

Create Your Group

Setting up a Group seems pretty simple, and for the most part it is. However, the most important part of the Group set up is the Strategy; identifying the name of the Group, the Market you are serving, how you can reach that market, the strategic structure of the Group (i.e., subgroups or not), and the appropriate and ethical call to action to translate this Group into revenue or value to you as the owner.

Aside from Strategy, there are nine fundamental areas to fill out:

1. Logo - Create your group using the logo that clearly identifies your value proposition to your future members. This should not be a Company name unless it's an alumni or employee Group, or the Company name clearly describes the Value it provides in the name.

2. Group Name – Strategically think about this as though it is something that a member would be Proud to have on his or her profile. For example, putting Grove, Anderson & Waldo Group as a hypothetical law firm doesn't serve a purpose or value to an end user, whereas a group titled, Legal Solutions or Legal Resources for Business Owners, would be significantly more valuable and clear.
3. Group Type – There are several options here, Alumni, Corporate, Conference, Networking, Non-Profit, Professional, and Other. The style of Group will determine how you are found on the search and other than that is not important after you define the Group.
4. Summary – This is keyword rich and the primary method for being found on LinkedIn Groups search. The summary and the description box must be keyword loaded if your group is open to the market and will accept anyone. This is not relevant if you have a private or exclusive community. As you are inserting words, look at other groups in the groups directory. Here you can search for keywords of your competitor's groups. For example the word "strategies" will bring up the number one group with the word "strategies" in their description however it will not pull up the number one group for the keyword "Strategy" unless it is included in the description as well.
5. Description – This is not accounted for in the keyword search engine. However can provide clearer explanation of the Group and reasons an onlooker may want to join.
6. Website – This may not be your primary website, you may put here a link to a specific landing page or to your blog for additional value. Try to have this tie in with your overall marketing funnel.
7. Group Owners Email – You may want to consider establishing a dedicated email for all of LinkedIn, including for your Group, just be sure it is monitored.
8. Access – Here you need to decide if you want to have your Group freely accessible to the whole LinkedIn community or if you want to have qualifying criteria and restrict access. If you do choose to restrict access, you will need to approve all members manually in your management features under "Requests to Join."

9. Location – This is most relevant for regionally focused or city focused groups.

Graphic: Create a Group

You own and/or manage 10 of a maximum 10 groups. You may own and/or manage 0 more groups.

Logo:

Your logo will appear in the Groups Directory and on your group pages.

Choose File No file chosen

Note: PNG, JPEG, or GIF only; max size 100 KB



I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* Group Name:

[Text input field]

Note: "LinkedIn" is not allowed to be used in your group name.

* Group Type:

Choose [Dropdown menu]

* Summary:

Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

[Text area]

* Description:

Your full description of this group will appear on your group pages.

[Text area]

Website:

[Text input field]

* Group Owner Email:

ncklinkedin@gmail.com

*Access:

- Open Access: Any LinkedIn member may join this group without requiring approval from a manager.
- Request to Join: Users must request to join this group and be approved by a manager.

- Display this group in the Groups Directory.
- Allow members to display the logo on their profiles. Also, send my connections a Network Update that I have created this group.
- Allow members to invite others to join this group.

Pre-approve members with the following email domain(s):

[Text area]

Language:

English [Dropdown menu]

Location:

My group is based in a single geographic location.

* Agreement:

Check to confirm you have read and accept the Terms of Service.

Create Group or Cancel

* Indicated a required field

"Seed" The Group - People and Tools

A Blog

Preferably use Wordpress as the Blog platform of choice, however any blog will work effectively for the Group “news feed” option. A Blog is typically considered the centerpiece of any Social Campaign and in this case provide you the ability to integrate more effective calls to action, leading Group members down the marketing funnel and closer to the “Magic Door” (where they can buy from you).

*If you do not know where to begin, review the Bonus material included in the Purchase of this book, the Wordpress Video Series walks you through how to set up a Blog on Wordpress

Articles

A minimum of 3 to 5 available articles will allow you to effectively “Seed” your Group with quality content that is relevant to your new members. These articles can be from your Blog and can be guest contributions, syndicated posts, etc. the point is they are pointing toward your blog and they are digestible on your blog. To get your group set up you at least need three articles to aid in establishing the “Reason” for a LinkedIn user to join. These articles need to provide real and quality value to your potential members.

Marketing Funnel

A marketing funnel as detailed in the previous chapter allows you to draw people into a value oriented call to action. This Group is not always about creating direct sales the goal is to generate Trust and Credibility with your market, which will lead to more referrals, a passionate following, and quality targeted relationships that lead to sales.

Integrate LinkedIn Group with Blog and Website

Be sure to access every possible way outside of LinkedIn to have potential members join or have the ability to join, because that will provide you an easy method for knowing more about them via their LinkedIn profile while helping you to continue building Trust and Credibility. This integration should be on your website, blog and your Email signature.

Invite Relevant Influencers

After you have set up the group and added the handful of value oriented articles, identify a list of friends, associates, colleagues or other LinkedIn members that are influential, and invite them to join your Group. Provide them a reason; make sure it is worth their while. Once you have at least 5 of these influencers in the Group, you are ready for the next step... Growing your group!

Group Optimization: When Group Keywords Start to Make a Real Difference

When you search for groups in the group directory on LinkedIn you will find a list of groups categorized from largest to smallest that include the specific keyword. You will note the size of the groups under each of the descriptions. When your group is larger than the last group found on the first search page, your keyword will make a difference. For example, if we search a group titled, “Sports” we will find a series of groups the smallest of which at the time of this writing is 4,500 members. No matter what the relevancy of your group is to sports, if you have more than 4,500 members in your group, and you place the keyword “sports” in your overview description you will rank on the first page out of 3,306 groups (at the time of this writing).

Include identifiable keywords in your Summary category under “Group Information.” When you are editing or adding a Summary, for example sales or leadership are not in my group’s description, so I added the word sales and leadership. Take out duplicate words. Do not add commas after a clear first sentence using correct punctuation, as it is wasted space. When you go back to the search and use the keywords you added, you can bump yourself up fast, effectively and instantly if your group has large numbers in place already. Terms are sensitive such as consulting vs. consultant vs. consult as they are all considered three separate terms. Use general keyword terms first, and be sure to include these words in your description.

EXAMPLE: Linked Strategies Group Summary Section

The #1 LinkedIn Strategies Group focuses on Creating Professional Success on LinkedIn. CEO COO Executive business marketing social media PR consultant entrepreneur internet management sales author director New York San Cleveland Chicago Ohio Boston Texas Venture Florida California Harvard University

Group Structure

Here is a general outline:

1. Create feature discussions under the “Managers Choice” that will stay available at all the times.
2. Add other articles and discussion threads from time to time – I recommend 1x to 2x per week.
3. Use four to six feature articles to seed the group with real value.
4. List webinars and free workshops via “Announcements” and/or in “Managers Choice” posts.
5. Other Value Propositions depending on your group’s needs.

I choose to have ten feature articles in my Managers Choice at all times in my group, you can move them around if you are the group administrator in the number one, two or three spot in the way that they appear. By having this core set of quality articles I have valuable content and can add to this, delete the articles or add new ones at any time. Strategically you also need to decide where the “Call to Action” will end up. Is it subtle and at the end of articles via a link? Is it never posted in the group, rather done via announcements? Maybe your market suggests neither of these are applicable, then you would potentially private message them to introduce yourself? Whatever your strategy for integrating a call to action, be clear, test it, and improve on it consistently and you will find great value from your LinkedIn Group.

As your Group grows in size, moderation will become more relevant. You can moderate the conversations in the discussion threads with many new tools in the management feature. You can allow them to filter through without review, or you can stop all posts and comments requiring complete moderation of the Group. This shows both extremes, the management tools now allow for both extremes to be the choice of the Group Owner. Consider this strategy in relation to the exclusivity of your group. Higher moderation will allow you to keep wayward and self-serving contributors from hijacking the conversations. These marketers can take over and the community may react back negatively back to the individual and or group owner, or simply leave the Group. The entire conversation can spiral down very quickly.

Up until November 2010 and nearly 30,000 members Linked Strategies Group was allowed to self-moderate. But ultimately members and passionate followers had enough of the spam and promotions that comes with larger groups. They started their own discussion and made group rule recommendations culminating in the current group rules:

EXAMPLE: Linked Strategies Group Rules

1. All posts must relate to LinkedIn or Social Media
2. Add value in what you are sharing
3. Be considerate, thoughtful, and kind to all members and assume naivety before assuming misconduct
4. Post Promotions and Jobs in the appropriate tabs
5. Help moderate the group by sharing these rules with offenders

Setting up your Group doesn't have to take a lot of time, but to do it well and thoughtfully, be sure to review all the above sections and you will be on your way to laying the perfect foundation for your Group and position yourself to begin the next phase of the Group; Growing it.

Chapter Sixteen: Marketing

How to Grow Your Group

How do you attract people into your group? Most people have a hard time getting over 1000 members. What you are about to learn will allow you to easily surpass 1000 members if you follow the suggested strategies. In fact, less than 10,000 groups have over 1,000 members out of the more than 500,000 total Groups on LinkedIn at the time of this printing!

These strategies helped one of our clients, in an eleven day marketing campaign, go from 0-8,500 members, attracting Humana Health, Wal-Mart, and Bank of America into their marketing funnel and providing them an opportunity to be considered for consulting services. Utilizing this group, the group owner was also able to become an Amazon best seller, land several speaking engagements, position her brand in a leading role among her peers, and generate many mid-size consulting opportunities. Another client grew an exclusive executive group to 400 members of exact target clients and proceeded to build trust and credibility resulting in over 89 appointments to discuss services.

Creating Your Marketing Message

You can invite potential members by sending LinkedIn members a message sharing why they should join your group. Typically something as simple as sharing a few articles that are interesting will be sufficient reason for a LinkedIn member to join your group. Many people will say, “Join my group on LinkedIn.” There is no value given or any reason why anyone would want to join the group. When I invite members to join my group I include value incentive articles. Be creative and specific to your niche market and be sensitive to their needs.

For example, in your subject line, introduce yourself; be personable, yet professional at the same time. Send them an invitation that addresses the issues of your specific target market. When you are personal you will find more people will respond.

Many marketers are familiar with direct marketing campaigns. Traditional “Copy writing” styles are not as effective in the social space. People don’t want to be spammed with advertise-styled messages at any time, let alone as a personal message sent internally through LinkedIn.

Put yourself in your target market shoes:

- What would you want to feel?
- What do you want to receive?
- How do you want to interact?

Do you enjoy receiving a message from a company or a person? When you are talking to someone do you want to know their personal name or talk to a team? In LinkedIn their motto is “relationships matter.” The structure of LinkedIn provides limitations to providing direct company communications with individual LinkedIn members. Outside of LinkedIn advertisements and partner messages, companies are not able to communicate as a brand to their target market. So, the only alternative left is person-to-person communications with your market. In this regard message and personal communication with soft calls-to-action, will be the most effective.

Example LinkedIn Group Invitation

Body:

I thought you may enjoy some recent articles geared toward staying up to date on LinkedIn Strategies that will positively help your business or personal objectives on LinkedIn.

You may enjoy some of the recent article posts:

- ~ How to integrate video into your LinkedIn™ Profile
- ~ How to Build your Social Credibility on LinkedIn™
- ~ 5 Simple Ways to make the Most of your Time on LinkedIn™
- ~ The 7 Steps to Generating Real, Targeted, and Profitable Business from LinkedIn™

I would like to personally invite you to join me in this group.

To access the articles join me in the #1 LinkedIn™ Strategies Group at:

<http://linkd.in/LinkedStrategies>

Best,

~ Nathan Kievman

Auto-responder Template

There is an auto responder feature in all groups and should be filled out when you are ready to begin your group. This message will go to each of the people who are the new members of your group. Find this access under the “Manage” tab in your Group then look for the “Manage Templates” link on the left. Click on managed templates and edit the

categories appropriately. You can set it up to make all, requests to join, approved members, and declined members receive automatic messages letting them know of the action taken by the moderator, manager, or Group owner.

Communicating your Message

You want to communicate to your other group members. Be a member of the target members group. Wherever your target members are where you need to be. You can let your personal contacts know about your group as well as your group members. Be careful to avoid spamming your competitors groups or attempting to lure away contacts from other groups by mentioning your group in posts. If you continue to give value you will be considered a thought leader and people will contact and follow you.

Etiquette

Follow the guidelines and the rules that LinkedIn requires of you before you send out the messages. You always want to give value. I can't repeat this enough. We ran a test for a client with a book they were selling. They insisted that the book offer must be part of the response in the offer. It was not the way we normally set up a value proposition and in my mind it was a social disaster waiting to happen. We ran a three day test to measure the feedback from the campaign which was negative in response to the direct promotion. We asked the client to let us try it our way using the protocol and etiquette DemingHill has mastered though the year and the results were astounding. The client was still able to maintain their best-selling status via Amazon and as a result of the campaign we set up. They were able to increase their ability to maintain the best seller status on Amazon, increase personal connections, increase their book sales, their group membership and still sell books.

Chapter Seventeen: Accelerate Your Growth

Joint Venture Opportunities

You can accelerate your growth with outside intervention working on various strategies such as joint ventures. We grew our group from 1000 to 7000 members using little effort of our own only by making some great partnerships with other group owners.

“Joint ventures are essentially a partnership with a strategic twist,”

- Jay Abraham, author of *Joint Ventures from Mediocrity to Millions*.

JV opportunities are the best use of your time, and you can use them to grow your groups. There are many ways to use this situation. You can leverage your time, efforts, energy and money. Some of my clients have a very large reach and represent millions of people in their database. If I can provide them and their list member's value, I have a decent opportunity to promote my group at exponential rates.

Once you have established a marketing funnel and can predict outcomes, you can add to the value proposition for the potential JV your conversion rates and if available any affiliate offers. Also be sure to not make money to be the core of the issue, their database is the core issue, protecting it while providing it real, credible value.

By identifying the number of groups that would be appropriate to collaborate with, your biggest challenge will be in communicating with them. Most of the members of the groups are business minded and they won't send out mass messages to their groups unless they are value oriented. They are protective of their lists. Their number one focus is to protect the list, you don't want it damaging to their personal brand. They want to recommend something legitimate.

If you can identify smaller groups that are around 1000 members, who also want to grow their groups this may be a better place to begin. Even if you do not have any members you can leverage your talents and your expertise.

Once your group is established and polished, run a small marketing campaign to seed your group and then approach others you want to partner alongside. The value in the joint venture itself is the third party credibility. You want to find a group that has complementary services that will benefit from what you have to offer. Understanding your value proposition to them is important. Even if you do not have a great number of people in your group, if you have a service that will benefit the other group members interested in working with you.

There are tremendous amounts of opportunities to connect with complementary associations that represent your market, outside of LinkedIn that are not currently LinkedIn members. Create a collaborative effort with the association to create a new venue for leads for them, using this social media platform. This can simultaneously create leads for yourself as well. If you can get them to say yes, it is a highly, advantageous opportunity.

Chapter Eighteen: Group Management

Risks and Opportunities

When you create a group you are forming a community of individuals that have the opportunity to one talk to you and to one another. Knowing your group may be open to spammers is important. Fine tune your settings in order to control update processes via email. You can check the box when you join a group to set up how you desire to receive emails notifications. You can allow or disallow other group members to send you a message you will need to decide on the networking possibilities involved in this as an individual. You can be a member of 50 sub groups and 50 regular groups. You choose the groups you want to be active in and your ability to communicate, and expand your network

Who is Responsible for Monitoring?

Group ownership carries benefits as well as responsibilities. Who will monitor your group? Will you be the only one? Will you hire an employee? Answers to these types of questions must be determined before you proceed. If you decide to hire an employee in the office or virtual assistant, be sure they adhere to your requirements, rules and terms. Will you give your employee the right to identify fake profiles and get rid of them? Who will review your group's daily email to make sure spam is not being dumped in at the top of your email lists? Will you post rules, terms, and posting guidelines to your group? Or, will you allow your group to self-moderate?

Identifying Fake Profiles

Usually a fake profile has 0-5 connections, no picture or more likely a snapshot of a photo-book picture pulled off line somewhere. They will have all sorts of names that

don't make sense or look contrived. Anyone with zero connections and 50 groups are suspect. They may have a university listed to make it appear more credible. These members would not be allowed to join in the first place if you set up a approval system.

Rules and Guidelines

What is it that you expect? I personally don't put up rules and terms if someone is not respectful and thoughtful, we will delete them from the group. If something comes up over and over again, it normally comes from a fake profile or a spammer. We normally don't delete people from the group, but we will delete fake profiles and delete comments that are offensive.

Creating a plan for group maintenance will require some thought. The benefits far outweigh some of these minor inconveniences involved.

Chapter Nineteen: How to Generate Traffic from LinkedIn

Many times people choose to follow the larger groups, especially as those groups are first to come up at the top of the search queries. In looking at the larger groups, I search for the value proposition. Some groups are focused on keeping order, and keeping out spam. Some groups may post the rules, and remove those who are not in compliance. The group owner should add value-rich feature articles that are posted by the group's owner, even if someone else wrote them. In this way, it will keep people engaged and give someone a reason to come back and invite other members. There should be more valid reasons to joining a group, other than desiring to be in a group with a Vice President of a particular corporation, or other notable people.

People mainly join groups if the content contains information they want, or solves a problem or issue. Articles are positing tools to show that you care about the needs of your group members. You want to finely target those you invite to your group based upon their needs. You don't want to invite just anyone to your group. You can send an invitation via the LinkedIn group tab. Make sure this is well thought out.

Another way is to go to the group discussion of the current groups you belong to and post an article. You can use one that is your most popular article. The one I use is, "Top 20 Recommendations of LinkedIn Groups for Business." I found the article on my blog and captured the URL link for the article. Since this is too long to paste, you are advised to shorten a longer link with a method, such as bit.ly.com (which can also track the number of clicks on the web link for you).

You can use the text of the document and paste the URL within the text of the article. If you have the article on a word processing program, you can use this or copy your text from your blog post. Make sure there is some call to action at the end of your article, such as joining a webinar. In any of the text, such as the direct URL for the article make sure

to format it with the http:// before the address. If you do not, the hyperlinks will not be active. You want to make this as easy for the reader to use and accept the call to action.

The end goal is to have a content piece to post on LinkedIn. The article will not have hyperlinks which will encourage the reader to go to the original article post, so they can click on the links. Once I have my article ready to post, I look for a group to add this content. I decide on one of my groups dealing with Entrepreneurs.

The first thing I recommend you do is look at the current discussions to see which has the most activity. You can easily find this by clicking on the “Most Comment” function key. Once there, read some of the posts. Now you want to paste your article, and copy the format. You will be posting this article in several of the groups you are a member.

Timing is Everything

You can post a discussion question, or answer a question at any time. Make sure your question gives value and is well structured. Structuring questions according to the interest of the specific group you are addressing is key. Do not waste people’s time. There is an overabundance of bad questions that are almost always self-serving. Your questions must help the group.

But if you strategize and schedule this process you can have the most recently posted comment and be found. This is a very high level strategy that can insure you are in the group email digest. Every group has an email digest which goes out on its behalf. Depending on how you have set up your email to receive group digests, you may receive them daily or weekly. On a particular time of day every group will be swept by LinkedIn, and this software will take a snapshot of the top three most commented topics up until that part of the day. Any day a digest is sent out those top commented topics to appear in an email to hundreds, or thousands of email accounts. Being the most commented is very important and understanding when a particular group sends out an email is equally important.

Here is an example of an email I received one day to illustrate timing. As an added bonus, the top question on the email happens to be highlighted in the subject line. I received a post with the heading, “Entrepreneurs get funded.” This email arrived at 12:43 pm on Wednesday and I noted the most recent question, posted by Max X (for privacy I cannot use his last name). His question/post was, “Best recession remedy... think Positive.” When you click on his question, you receive the body of the comment with additional information. The body is hidden; you don’t see the body in the email format or the discussion board without clicking on the question/comment posted.

Experience shows 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. The goal is a catchy title, when they click you have won this game.

Visiting my groups on my LinkedIn page I will be taken to the entrepreneurs get funded link. Reading Max’s question, “Best recession remedy...Think positive,” reveals his post and I note there were five additional comments made that same day.

This is what I ascertain:

1. The time of the last post and the time group members receive the post, there’s a difference in time. Therefore, you must deduct the best time to post your question, to ensure the greatest probability of the top spot on the mass email.
2. The subject line, “Max X and other Entrepreneurs” get funded group, appears first.

There’s huge value in this little secret that Max’s name is in the subject line because his is the top question. Every time I’m able to land that top question, I receive considerably more responses, because this is the first thing the email recipients see among the many other questions in each group. Busy people are not going to look closely at all other questions, if any. Posting a very good question, and having your name appear in the

subject line, ups the probability and likelihood of people reading and clicking for additional information. In essence, you are literally distributing your message to 100,000 people through this top seeded question not only on one, but throughout the various discussion boards. What a powerful advantage

You can post a discussion anytime or as many times as you choose daily. To post, open the tab for “Post a discussion,” In the larger section I paste my article and open it up to see how it looks. Enter a topic that is eye catching and place a few marks in front such as:

*****Top 20 Recommendations of LinkedIn Groups for Business**

Once you add this information hit enter to make this live. You can review the information and you have up to fifteen minutes to edit the document. Read it quickly to make sure you have it looking the way you want. Check your hyperlinks to insure they are “live.”

If I post this at the wrong time it will be buried in the discussions and no one will see it. But, if I post this at the right time, it can become a viral message.

Typically the digests go out at different times for different groups. You can backtrack the time when you look at when you receive your group emails. For example another, email I receive is from an Innovative Marketing PR Sales group, one email I received came in at 12:45. I made a note of this time and also the comment that showed up in my email. By clicking on the comment link, I am taken directly into the group discussions. Here I search for the particular discussion I received and note the time it was posted, which is at the bottom of the post and in tiny writing. The comment was posted about two hours prior. This will tell me when I need to post a comment. The LinkedIn group times does change.

As a group owner you want to be respectful of your group. If you want the comment to be the one on top consistently, you may anger the group members. Yet, as you participate in other groups you will note, you can come up fairly consistently in the inbox by

following the method of posting about two hours before the message is scooped by the LinkedIn software process to be included in digest emails.

How many people can you be in front of? By going to the advanced category at the top of your search, you can look at your groups to determine this number. The total number I can contact at the time of this writing is about 980,000+ people. This number is for the particular groups of which I am currently a member. I can also send a message to my second degree contacts within these groups via an introduction, because I share a group membership with them.

If the timing is right you can become number one, two or three at the top of the group discussions. This is by far the most important strategy out there and understanding how this strategy works allows you communicate with a large number of people on a consistent basis.

News Feeds: Strategy

Another overlooked opportunity is news feeds. What most people don't know, and virtually no one does, is that there are three categories that pull up in the daily digest (the emails that get distributed to inbox of members every day). One of which is the news discussion. So, we want to know how we post a news discussion in a way that causes it to show up in the daily digest. This is not the most commented discussion that normally comes up in the group. It is very difficult to come up first in this list. Most news topic posts only get 30-200 views because they get buried in the river of content coming through, which is why timing is everything here.

The question is how do you come up on discussion group in a prominent way, and how do we post a digest so it can be found? There is not a search feature to find the articles. The best way to rank is by catching those who visit the page and time when to post your article for the most exposure. The most traffic is going to hit any group right after the

digest goes out and the most viewed articles or news posts will be viewed from the daily digests.

There are two ways to look at this strategy

1. Posting it so it shows up in the news digest. It won't get you a lot of exposure if it is buried under too many posts.
2. When the group digests goes out into emails, the highest traffic time for any group is about thirty minutes after the thread goes out.

If you strategize this, you can schedule your news article to achieve high exposure at the most populated time.

Questions & Answers

Your end goal if you are on LinkedIn is to bring targeted people you are seeking into your circle of influence to allow you to build trust and credibility, thus new business overtime. This is part of pulling people into your marketing funnel, which builds trust and credibility. What most marketers do incorrectly and social media as a whole is they use it as a direct sales tool before laying an appropriate foundation.

The only way to make it work is to provide value oriented and a direct solution to their problems. Something they can digest and view and think about it on their own time. The marketing strategy on LinkedIn should follow in line with the marketing funnel and the call to action. As you are drawing people in, you need to let the people know about the group. This area is a lot of work for minimal results. But it is very popular on LinkedIn.

There are two parts one is asking a question and the other part is answering it. There are a lot of people spend a lot of time answering questions. You can be awarded a "best answer" which is given by the person who asks the question. If you are awarded a best

answer, it will appear in all of the news feeds and many people will view this. It also helps if you answer the question as one of the first people and in that way you will be viewed by those who look at the questions. Many more people read the questions and answers then spend time participating. You can leave a value proposition or show your expertise in a segment in which you are familiar.

By posting a question you can add additional information if you want and then categorize this question. This feature is helpful for regional discussion if that is important to your business objectives. You can then go into your data base and send this question to about 200 people on your list at one time. This is a great way to get responses.

It can be used for innovation, market research, to get advice from experts and most people will email you back with a pitch for their business. You could add an additional comment or point everyone back into the discussion thread, found in my group. In order to read the post they need to join the group.

Commenting

If you comment at the right time and in the most popular conversations, it is a high end strategy. Go into groups and identify the most commented on topic. You want to add value to the reader, and then to grow your group. You want the reader to filter through an article that is embedded into your group, which will cause them to join your group. As you look at the conversations you may notice that some are just conversational and not pertaining to business and receive a very high amount of comments.

To find the question that has many comments, look at the news feeds and click on the discussions to read the posts. Note which questions have the most discussion, and the most comments. If you find a question that you can comment upon the way to do this is to go to your blog and write a blog post that pertains to the question. Then go to your news feed, post the article and embed the blog URL, then post your comment on the question, and lead them to the answer in the news feed. If I do make a post, it will go out

to all the members that are still following it. When you make a post to a group, you automatically follow it and if too many comments come through you may ultimately need to unfollow the comments if the emails are overwhelming. Try to follow the comments for a day or two, or if you are able, hire an assistant to handle this for you.

Blogging

The main reason for a blog is to integrate your articles into the LinkedIn community. I like to use Wordpress the best as it is optimized to work the most seamlessly with LinkedIn. There are hundreds of tutorials and templates for Wordpress. There are other options if you are already using Blogger or Typepad, or perhaps your own website. Other blogs can integrate into your LinkedIn page, but don't work as well. The posting of articles to your groups can lead to tens of thousands of website leads.

The other idea of Blogs is the rss feeds and when the click throughs come, you can bring them into your marketing funnel, in order to engage your leads. The articles are very important. The value proposition is content. The content has to be unique, trustworthy, and however it is digested doesn't matter. It must have clarity, be concise, compelling and brief.

Chapter Twenty: Conversion Tools and Lead Capture

The lead capture philosophy is in a state of metamorphosis. The old model asked for someone to “opt” into a mailing list in order to receive the “Free” product, video or other value proposition. It still works to a degree. The new model has the experts claiming through testing and experience that giving away the material, entirely for free without asking for an type of commitment in the way of a name or email address will result in far more conversions for consulting and real world business, ultimately sales, than requiring an optin on the front end. Test this for yourself to determine what is right for your business model. Many of our programs require emails prior to receiving content, and others do not. You will need to find what works for you best.

[Joe Pulizzi](#) is a leading authority on content development. He explains the concept of being “open” to the market, rather than having a “gate.” That means allowing people to have the free information without requiring the person to opt into a mailing list in order to receive the information.

The example he gave is a program he was giving out on content marketing. It was free, and the only condition was for people to opt into an email list. He embedded a links leading back to his information online, into the documents, and was able to engage they had 3500 opt ins, 3 new clients, and 5 speaking engagements nationally.

What is the free proposition and what is open to market? [David Meerman Scott](#), author of *The New Rules of Marketing PR*, had another approach. It is a phenomenal case study on this topic. He gave away 100,000 copies of his entire eBook and then sold his books in the book store in the thousands. He became a best-selling author. The result was thousands of new followers of his blog and speaking engagements.

This is a hard thing for direct marketers, the publishing world, and sales people to grasp. It is where the market is moving and you have the opportunity to give away your information for free, in the hopes that the content is so compelling and value driven, that the outcome, or back end product sales will exceed the value of the book sales. For example, a video series can be given away for free, and if it becomes viral, viewers will be drawn to your site and through your well thought out marketing funnel.

Social media is all about experimenting and testing various models. Take this innovative model and integrate it into your group. You can ask your group to do product testing, and this will allow you to test, adjust, and tweak a product that your valued niche market is interested in, and later creating a product using these specifications.

At one point I had planned a conference in Florida using the topic of social media. Three thousand people opted into the webinar program, interested in hearing more about the Florida conference. Subsequently, we found through questioning the attendees, that people did not want to travel due to finances, time or travel constraints.

We ultimately learned an online webinar was preferable, so we changed the format and went with a LinkedIn eight hour workshop online in real time. In that way the participants could interact with me in a live webinar format, and then view the video again at their leisure. Using your group for feedback is the best way to obtain and deliver what they desire in the way of product and service.

Conversely, offline marketing can work with a tie into 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, because we will soon have fully integrated internet ready TV's and anyone can pull up any website they want on TV to watch anything they desire. You must be ready for this change to capture market share from the big companies that will not quickly 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.

He is a perfect example because he has a great story about becoming the media, experimenting and testing what works, which is part of a \$3,000 course he teaches. He has given me permission to share a portion here, with you.

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. Within a month of setting up a website that was informational based, almost like a newspapers site, they landed their first client and they could track this deal directly to this program Larry set up, for well over \$1 million in revenue, in just under one month!

Understand the media and its uses in order to get your target audience to seek you out, will pay off if you provide valued information via a platform. Large companies tend to be slow to understand the value even with an entire marketing staff hired for this purpose. The traditional marketing strategies don't work as well in this new environment of social media.

Conversion Tools

In sales people need to see it at least seven times before they purchase, people will see it, download, and then forget to read it. There are many opportunities to be in front of these

people with value centered info, and we have discussed these strategies at length in this book.

When you send messages make them personal and invite them to share in your great resources—repetition is key, yet there is a fine balance before you become intrusive. Your value proposition must be intuitive and the opportunity to share real.

If you have easily available share tools on your blog, your information can go viral much easier. The process of adding value, engaging and connecting until they decide they want to be a client must be optimized in this way. Have you given true value by engaging them in this process? If you are a success and they find the value proposition useful, they will share the information if you make it easy for them using these tools.

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

- On LinkedIn:

 - www.Bit.ly

 - Create an account. Shorten URL's and tracks numbers of click throughs. Useful for tracking and testing your campaigns

- LinkedIn Outlook Toolbar

 - You can organize the multitude of messages easily with some features found at the bottom of any LinkedIn page. Go to tools and you will find the bar link there.

If you use a URL to your website, using Bit.ly with a specific name will allow you to track the number of users, and for you to gauge the ratios and conversion numbers. In all of the messaging and testing we have pull through rate ranges between 10-20%. We know for certain about 1000 people will join our group in a week or two. We have

between 1,800 to 2,000 new members each time we have a campaign. If you are not concerned with the statistics, you do not need to use this method to track the URL's you use.

Using and becoming familiar with the following resources will allow you to become integrated with LinkedIn. If this is not your area of expertise, consider hiring technical help in the form of outsourcing to a webmaster or designer.

Additional Suggested Tools

Blog Options: www.typepad.com or www.blogger.com

Communication Vehicle:

Webinar Tool: ie. www.GotoWebinar.com or www.WebEx.com

Teleseminar Tool: ie. www.instantteleseminar.com or -
www.unlimitedconferencing.com

Assets/Content:

eBook, Whitepaper, Webinar, Video Series, Interview Series,
Membership Site, Book, Articles

Email Manager with Opt-in Capability

www.1shoppingcart.com

www.aweber.com

www.Infusionsoft.com

Merchant Account for Payment Processing

www.paypal.com

Any Merchant account can be added to www.1shoppingcart.com or
www.Infusionsoft.com

Integrated with LinkedIn:

- Email Manager with Opt-in Capability
 - www.1shoppingcart.com
 - www.aweber.com
 - www.Infusionsoft.com
- Merchant Account for Payment Processing
 - www.paypal.com
 - Any Merchant account can be added to www.1shoppingcart.com or www.Infusionsoft.com

Other Social Networks

The purpose of this book was to concentrate on the assets of LinkedIn without discussing other social media platforms at length. Yet, it should be mentioned that you can set up accounts on Facebook, Twitter, YouTube to drive traffic and achieve your personal or business goals. A Facebook Business or Community Page and Twitter can both be effective if used correctly. Remember the rules of engagement you have learned in this book. These can be successfully used to create relationships on all of the other social platforms as well.

PPC : (Pay per Click) ad campaigns, or LinkedIn ads that are associated with a well-placed marketing funnel used with LinkedIn can be highly effective. The eMarketing group does this using LinkedIn internally and driving in traffic from external sources with Google using the search engines.

With the rise and success of social media, you must insure your media portfolio contains all of the necessary accounts to integrate the marketing strategies together.

Chapter Twenty-One: Automation

Automation Philosophy

This is a very hot topic among the social experts. Most people want a turn-key system. But, inherently the community at large, if they knew it was all automated, would be appalled. There is this tug-of-war over the concept of automation among those who are well connected on social media outlets. Every aspect of social media can be automated, or you can outsource.

You can set your LinkedIn, Twitter and Facebook to send out messages automatically that are preset for a specific time. Yet, it is still important to have a personal voice to engage the community in order to fulfill your marketing objectives.

True CEO, and company presidents, trying to manage or build multi-million dollar business don't want any part of this interaction. There is a natural tendency to push away from this process. They do not want to be engaged in a one-to-one process, or in the daily discussions. They look at their time as better used for other things that will bring in a larger return on their time investment. They can see automation as scalable. So, there has to be a way to blend the process to share a personal message, have your market thank you for the message, and still give you the opportunity to engage whether that is you or not. When your target client becomes part of your awareness, your company awareness that is when you are going to engage, directly.

My philosophy behind this is that you can automate everything that is not pertinent to you. There is an expectation that you have a personal voice and you engage the community that responds to your information.

Objectives: what is your objective? You are on a social media for an objective. You want to meet people you want to network you want to engage. The philosophy centers around your objective.

What is the philosophy and what are the things that can help us achieve that objective? Depending on your objective the philosophy will change.

My objective is to connect with directors or VP's of marketing or digital marketing at companies with 200-10,000 employees. I can set up a process, where my team, or in this case my automated team of virtual assistants, can sit and watch and manage my profile. We will set up some responses ahead of time for the frequently asked questions, such as those pertaining to upcoming webinars.

The generic questions are something they can easily respond to for me. If you have a good virtual assistant or real assistants, they will understand who you are, perhaps mimic your personality and they can easily respond for you. I would highly recommend you use a full disclosure saying who they are, not everyone does this, but it is important to have honesty in this social space.

When the discussion goes through the funnel system and is filtered down with some identifiable areas of your interest that is when you can jump in and take over. Start engaging when there is a request for a speaking engagement, new joint ventures, or something related to selling product or services.

A good use for a personal assistant is after a webinar. Recently I held a webinar with over 700 people in attendance, and we sold many books. These people have blessed me by giving me permission to come into their circle of influence with the purchase of this book.

They have given me the authority, by buying this product and wanting to know more about it. I then set up my Outlook tool bar for my assistant to handle the flood of incoming emails. My written responses are ready for the most frequently asked questions about my products and services. This can be easily handled without my direct involvement.

There are messages set for initial contact to the individual who purchased the book. This is my voice, it is me, I wrote the message, yet I am not hitting the send button. If there is a response, it is flagged and that person comes into my radar. When it comes to me, I am going to engage that person then.

If you want a company that is scalable that is going to grow into millions of dollars per year, then you need to begin to delegate some of these tasks in order to work toward this goal and make the best use of your time. There are only so many hours in the day, and you can't do everything. You can respond to every email but it does not need to be you.

Automate what you can and have a personal touch to all responses. Be sure you or your assistant knows it is always kind, polite and professional, and it is with your voice, whatever that may be. There are a couple of popular books being sold that claim you should respond personally to all emails, even if that response is no thank you. I'm not a fan of that method, yet you must set your own standards, and put that process in play. Everyone has different objectives. Decide when or if your assistant is going to handle incoming emails after an event, what needs to be identified to be brought to your attention and how this process will work for different situations. Telling your assistant what your call to action is for your particular situation makes this process easier. For me it is an identification of specific keywords that may come up. In this instance I am notified and attend to the incoming email. The next chapter will deal specifically with setting up this type of procedure for your business.

Chapter Twenty Two: Outsourcing, Virtual Assistants, and Assistants

There are three key components in using an outsourcing company on your behalf.

Message Management

Email management and group management, requires a serious amount of monitoring for spam and fake email accounts. You or your assistant will monitor the procedure in order to assure these emails are not included in the daily digest to your group participants. If spam emails are number one through four in your group's incoming email account, there may be some complaints.

Marketing & Promotions

- After a webinar, eBook or other type of marketing promotion it is imperative that you set up the way emails are handled.

Sales Process

- You must be engaged in the front end where you are setting up the information for your target client to make a decision.
- Monitoring incoming emails that address specific questions from this call to action, looking for the keywords that will determine whether they can be answered by an assistant, or must if the emails must be personally addressed by you

Daily Activities

- Checking for incoming emails targeting the keywords that will require your individual attention
- Monitoring emails that are general in nature and can be answered with a template message that is created by you, in your voice specifically for this purpose

Risks of Outsourcing

Finding the right assistant that is a combination of all the assets required to complete the job is a challenge.

Risks include

- Finding someone who can follow your directions
- Finding someone that you trust
- Having a backup
- The whole process of the automation process stops without an alternate plan

Your Voice – Automation?

You can create templates for reply posts that can be followed for basic answers to questions, yet there are always going to be messages that are outside of the realm of the templates.

Your replies can not be a created by a “traditional” copywriter. There are many copywriters that have tried to get into the LinkedIn space, and I see this because I receive their messages. Their approach is off. You have to remember any communication you make on LinkedIn is a one-to-one, personal communication. The voice you have cannot be a direct sales letter. It cannot be a traditional copy message from a copywriter. We had some very skilled and successful copywriters work for us and had miserable results. The reason? The voice on social media is different than the voice in the direct sales and marketing worlds. It is simply less in your face, a hard sales pitch does not work well with a one-to-one communication. This type of copy seems inauthentic in the attempt to create trust and credibility.

When you are writing your letters as a template or model for your assistant, you will want to include a handful of responses that are respectful.

For me, writing in a passive approach has been very successful with an invitation to view my articles. I usually invite with a casual invitation. Saying something like, I thought you might be interested in reading this article, or you may enjoy this recent article works. If not, my tone remains, “all the best and see you later.”

There are many outsourcing programs that are heavily marketing their services within the LinkedIn community and other social media platforms. You may want to use them, perhaps for message management and other smaller activities, but most just don’t get it. I highly recommend you don’t use them for marketing and promotions. The way that they do it is very challenging and it is one thing that LinkedIn is fighting. When you are engaging your market and communicating with them, you want to use the elements you have learned in this book and on my webinars.

You don’t want to communicate to 1000 people with the same message five times; it is destructive to your campaign. You also don’t want to send a message that does not have a personal feel to it. Most outsourcing companies don’t have a competent enough staff to

put the first name in there, and it is important to use a name and make it personal and not a group letter.

Engaging Your Market

Communicate. The market is being communicated to automatically and when they get into the group, and they have about five articles that are value driven. You can engage them via the comments on the groups or blogs. The call to action is imbedded in your blog, and all the components in bringing them within your circle of influence are there.

This is such a powerful opportunity to bring them into the groups and the blogs, where you can add value and help them before you've ever started the engagement process. They should be saying, "This person knows what they are talking about", "This person really has helped me." You must remember that you are adding value before you begin the engagement process. Now that you have added value in several points in the initial value proposition they will be more willing to check out the webinar, eBook, or the link at the bottom of the blog post or article.

Now you've added value in several places. You added value in the initial value proposition, when they were invited to your group. There they received even more value propositions in your group they have several different options to receive value. If it is an eBook they can email you to receive it and then your virtual assistant can manage that list. You have an opportunity to engage them now.

If it is a webinar it is a one way communication but you can have live Q and A. If it is a blog post or articles, you can talk via the comment thread. If it is a book or eBook, you can invite them to email you so you can bring them into your circle of influence, so that you can follow up or have your virtual assistant follow through with contacting them.

You can then bring them into your circle of interests ultimately into a call of action. You don't need to engage with everyone but you do need to reach out to your target market.

Scalability

You get the idea of how this automation can scale. You can send out and communicate a few messages via non-traditional methods joint ventures, strategic alliances partnerships, or affiliate programs. Or use more traditionally known and widely used methods such as an advertising campaign using pay-per-click, or LinkedIn ads, and targeting your market using value proposition as part of the ad. This will result in a good click through if the value proposition is created correctly. Use bit.ly or a similar URL shortening method to track the statistics. You may decide to use a URL for a page on your website and forward them to the sources from there, so you can measure the amount of traffic going through your site with Google analytics.

How large do you want to scale? The scalability using my method is quite large. The ability rests upon understanding the marketing funnel, with a viral trigger that will spread the spread to others. You can use this technique on many social networks.

Chapter Twenty Three: Success Stories

I'd like to share with you some of the business related success stories I have in regard using LinkedIn.

Interview Series Launch

Upon the realization of the value of an interview series, I contacted a friend to assist in creating a big launch for my program. I knew he was co-owner in a program with a self-made Billionaire. I put together a proposal to present an interview series. I would promote this everywhere, in order to support his cause, as well as mine. He accepted. Giving away my interviews for free on the front page of my website, not only created credibility, but brought tremendous value to my target audience of entrepreneurs and business owners. As a bonus, I learn as well from these amazing people. To date 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, Coca Cola's Vice President of strategic marketing, the director of sponsorships for Crocs shoes, and many other successful business owners.

Surprising the success of the interview series came quickly, only several months after it was initiated. I attribute this success of obtaining the contacts and the interviews to the information contained on LinkedIn as well as implementing the networking concepts that I've shared with you here in this book. If you are interested in listening to any or all of these interviews they can be found at <http://www.businesssuccesslimited.com>.

High End Coaching Program

After my free giveaway of the value-based interviews, I had a request for details on my coaching program. I had created a high-end program with a limit of 30-businesses at \$1,000/ month. Along with this option I offered a less expensive, hands-on version for those getting started. After the initial meeting, and ensuing discussion over the next week, I inked my first consulting job. The reason the customer chose to participate in this coaching program is related to the discovery of my statements on LinkedIn and visits to my site after reading the question. After listening to the free audios, they recognized the need to learn and my coaching program was a perfect fit. Living in Ohio, it would be difficult to connect with people all over the United States prior to LinkedIn.

Television Producer Dilemma

Another LinkedIn meeting was with a television producer. I have nothing relating to TV on my website or profile page. Apparently, the perception of a marketing expert becomes evident due my involvement in the media, due to the interview series. A producer contacted me in reference to her television program. Her program currently airs before 30 million homes, and she and her husband produce their own shows. They contacted me due to the credibility they garnered by my LinkedIn page and my website. She requested my expertise in helping her to raise \$600,000 to achieve their goal of obtaining a cable or satellite network.”

At first I was surprised as this appeared to be out of my area of expertise, until further speaking to her. I asked her some key questions, such as her goals and needs. Her goal was to create a high quality program to appear on the channels such as TruTV™ and the Travel Channel™ . To accomplish this goal and she needed \$600,000. The cost was for a \$300,000, 3-camera production crew, and \$300,000 for production of 42 shows. I proposed a quick option. I suggested I could introduce her to a production company, in exchange for a share of her profits to work. They would work for her, and fund the cost

of the production. She quickly agreed. After two phone calls, we closed the deal. I receive a finder's fee up front of a substantial amount of money and a nice hefty percentage of the future profits. This could amount to upwards of \$400,000 over the course of the 42 week program.

Large University Online Master's Program

With the success of our marketing strategies, we took a major US Master's Program and implemented the strategies included in this book. The result was hundreds of highly qualified inquiries into the program, 5 immediate accepted applicants with many more in the queue for the following years program. Considering the program only held 25 spots, this campaign generated \$125,000 in revenue for the program.

Talent Acquisition Specialist

This client hired DemingHill, my services company, to implement these strategies to reach her market more effectively with the aim of building sustainable relationships with the right people. After implementation, the end result was an exclusive and private community of highly qualified and pre-filtered LinkedIn member in her community and over 50 appointments from a group of fewer than 400 members.

Final Thoughts and Recommended Next Steps

After reading this book, I suggest that you go back, highlight your areas of weakness, and work on those first. Then look over the book again for nuggets that can help propel you or your business to the next level. If you have any questions, join our [Linked Strategies Group](#) and post your question in the appropriate featured discussion or reach out to me directly on LinkedIn, you can message me as a member of my group.

LinkedIn is the real deal. Whether you are an executive for a big company or a solo entrepreneur, LinkedIn is full of affluent professional users. Growing at estimates of two to three million new members a month, no company can afford not to optimize its presence in this space.

This is the place to create sustainable, high value oriented communities or relationships with your target market. You will be able to provide a human look to a corporate face in some cases, or professional insight and innovation in others. These communities and relationships on LinkedIn will help you and your company reach new connections, make new friendships, develop raving fans, and funnel those interested in your authenticity and credibility over to your website or blog with the tools provided in this book.

About the Author

Nathan Kievman is Founder & CEO of DemingHill, a Leading Corporate Social Media Consulting & Marketing Firm. DemingHill is a consortium of the top thought leaders in each of the core disciplines of Social Media. Companies hire DemingHill to solve one or more of these problems:

- To identify real business ROI driven Social Media solutions
- To find a "Done for You" Social Media service for business
- To recover from a failed or stalled Social Media initiative

His experienced team has consulted with Fortune 500 companies, INC 500 companies, well known business leaders, and many small to mid-sized businesses. Members of the DemingHill team have:

- Generated over \$30 Million in revenue for B2B company through Twitter & LinkedIn
- Run the largest LinkedIn Strategies community & taught over 30,000 LinkedIn members
- Attracted over 39 Million views & nearly 400,000 subscribers on YouTube
- Amassed over 1,000,000 Facebook followers & 1,000,000 annual website visits
- Managed the launch of the most successful online community (per Ad Age), with over 1.5 Million monthly visits for a Fortune 100 company

Mr. Kievman is also host of Inside the Mind of a Master's Interview series, which features top world business leaders such as Bill Bartmann a self-made Billionaire,

Michael Gerber author of E-Myth, and many other Business Executives from companies such as Coca Cola, AOL, and Google.

Additionally, Mr. Kievman is considered one of the leading authorities on LinkedIn, having taught over 30,000 members and owner of the #1 LinkedIn Strategies group. He is the author of three books on the topic, including the upcoming national release, "An Executives Guide to LinkedIn."

Mr. Kievman holds two masters degrees in Business and in Sports Administration from the highly acclaimed sports program at Ohio University. He is married to his beautiful wife Leah and has three vibrant children. He currently resides in Cleveland/Akron area of Ohio.