

Barry: Good morning everybody! Hope you're doing well where ever you are in the country. Drop something in the box. John already hit a high. I think that may have been before I went live though. Welcome to ShowBiz Blueprint July 8, 2015, week 7, digging in hard and excited to be with you guys again.

Taking a breath man, because today we're going to cover something that is a key element in what we do in ShowBiz Blueprint. We're going to do some stuff live. I have an amazing guests. Webinar Wednesday, says my caffeine. I gotta get started on caffeine one day. Maybe, I've mentioned to some of you guys, I'm yet to have that first cup of coffee at 53 years old. Man, I don't know why. I like the smell of it, but I haven't done the taste of it. I'm afraid of maybe losing my teeth, or I don't know what it is.

Really excited to be with you guys today and digging into this. Audio is great, video is great, AV for the win. Nice, welcome everybody. OK, let's head into what we're going to be doing today. We'll pop back in live with our guest and I'll be back and forth live as I always do.

I want to get into the business though. Really, is that it? Am I missing out on coffee? I like tea. I do some tea. Bullet Proof, Bullet Proof is good. My wife is making some Bullet Proof tea with coconut oil and all these different spices and it's a little crazy that stuff. Let's dig into week seven. We're getting going to here. We're creating the CVI live.

There's a story behind this. I have tried making this thing in a webinar for you guys two times now. Both times there's been weird technical issues, and then it just dawned on me, maybe it's not supposed to be happening this way, so we're going to go ahead and just do it live so we can do Q&A stuff during it, so I can really just interact with what's going on for you guys, any questions you have as we're going along.

We use these as the final piece of the five part Sales Funnel. Some guys in here and gals in our other group have just been cranking them out, really working these things. I know one member of this group, the 2015 group has already booked a gig using one, before we even taught him how to do them. So I love that. We're going to talk about everything that goes into those today.

The power of LinkedIn, I reached into my network and this has blown me away who I've been able to bring into this program this time and it's proof that the entire networking thing that we're talking about, the connection thing works so well. These people that I've been able to bring you this time, they're all from just relationships I've had.

To be able to help them spread their word, and bring you guys so much value and insight and save you hours and years of trying stuff just by going to right to what works. Looking at Brian Keith Voiles last week, pretty fun.

Going up on the rank today, a guy who's published a beautiful book with a real publishing company out in the world, a leading authority in LinkedIn and how to use it. We're going to dig in to his world a bit today. I sure live on LinkedIn. I know I've shared that with you guys. It's valuable. We'll be using it and we'll find out. I'm going to do a little bit of grilling. He's not here yet, but I want to tell you, I've talked to him. I can see on the bottom that he hasn't checked in yet. I've talked to him a few times. He's not one of us. He's not an entertainer, he's not all lit up, but I'm going to keep pushing him to have some fun

here and we'll get him off his kilter. He's kind of serious but he has some wonderful information to offer. We met on Skype recently and just went through what he wants to talk about and I told him really what we need out of him so good.

Then we're going to do a module on live networking, just to follow-up the piece on LinkedIn networking and connection. I want to do an important piece on live networking. How some alumni are using it, have used it to change everything in their career, quite honestly. Nothing is the same once you get good at that. We will go through some of the tricks and tips we use, where to do it, how to do it, why it matters. You'll come of that real hot on that.

We'll also do some live Q&A stuff at the end, definitely leave in time for that as we do. Let me take a quick look at week six and what comes up. The final day of the connection challenge that Larry Bennet gave us, July 10. In two days we'll have touched over 100 connections. I will have, I'm not sure where you guys... how did you do? Will you keep going? Did you get started?

Also we talked about this but did you find a goal that works for you, if it's not three a day? Was it one a day, was it a couple a week? What did it feel like to have a goal in terms of business connections and execute it? That's one of the biggest pieces I hope you really took away from this, is just having a goal that is about your business. Not, "I hope the phone rings more... who can I call, whatever..."

Did we lose audio and video again? I hope not. I do know that it's going to the recorder though. I hope that's a local problem, please try refreshing. I just saw somebody pop up with a lost audio and video. Working now, whoow! I've learned to trust the system that it does at least record. There's only so much we can do. Refresh your screens.

Keep that feeling of having a business goal and executing it, not falling behind on it. If three a day was too much for you, wonderful... Oh, no, no, no, oh you guys, I don't want to do the whole audio thing. I hope it's alright. I apologize for that. I hope it's alright. Refresh locally, I'll keep going. Yikes, yikes, yikes, well I do talk about this webinar jam throughout the week in the webinar jam group and boy, it's getting good response. We have luck. I'm not sure what's going on with it. May have to go to a different system at some point. Ah, sorry about that.

Have your business goals, have your business goals and execute them in a way that you can do, that you can achieve. Don't get to the point where you're behind and you have some kind of toxic shame or guilt going on around it. That I'm not going to allow to happen in here.

Let me pop back on the screen share. Maybe it works better when I'm not on the live camera. Maybe it doesn't like my face. That's the final days of the connection challenge coming up in a couple of days.

Did you run a Business Card Funnel? That is a real, real, funnel and it's wonderful. Let me try refreshing. I'm going to hit refresh on mine. John said we're back, OK. I won't refresh mine. I was just about to refresh mine to see if it helped. You guys are moving as a pack here, I like it. If one of you freezes, everyone's freezing, so it maybe me. If that happens again, throw a note in and I'll try refreshing real quickly. Yes, no one should be alone on this.

I hope you ran a Business Card Funnel extensively detailed in the slides. I know each of those slides walked you through each step. Did you jump in? If you did jump in, what happened? If anyone had some luck with the Business Card Funnel, throw that into the chat box. Let's bring that into the conversation right now.

I don't think the chat is picking up much bandwidth. Let me refresh this thing. I will be right back. I'm back. Let me just make sure my webinar jam starts up. OK, I refreshed and came back. I hoped that works, no echo. I may have to knock on another door for webinar stuff.

So I was just saying that I hope you ran the Business Card Funnel. If somebody did run a business card funnel drop something in the box, would you? Let me know how it worked for you, if you got any feedback on it. Please run Business Card Funnels. Please do everything I'm talking about, alright then, this is removed of all ego and desire to run your world.

What I want to do is just let you know that everything that we're talking about here should be run on time. Get in the habit of running what we're talking about here. It doesn't cost you anything to run any of this stuff, so get that Business Card Funnel going and let's hear some results from that too, if you had one, I'd love to do it.

The majority of focus was on copywriting. Did you step outside of your comfort zone around copy? Did you look at how you can elevate your copy? Did some of you follow up with Brian Keith Voiles? That's a very big piece of the offering he made last week. If you didn't hear from him during the live webinar, if you're listening on repeat, did you drop an email and make a time to do a five, ten minute check-in with him on your copy? That's a very valuable offering he made there.

I tell you, honestly, that was one of the most enjoyable sessions of ShowBiz Blueprint I've had out of 86 times putting this program out into the world, 86 sessions and that one, I gosh, was so struck by how real time it was and how the going back and forth and how everybody on this call just stepped up to not take it personally, but to really look at it through the eyes.

That was big. That was a big step for this group, and a big step for each of you to be able to do that. Did you get a look at your headlines? Did you work on simplification and refining? I thought the piece Brian did about just reading things slowly and mentioning that people have emails coming on. That they had phone calls ringing, had to be at an appointment and this email lands when the land on a webpage, and boy getting totally "unclevered" and revamp my homepage copy. Awesome Allison, "unclevered" that's great.

Yeah, get rid of it. I want to take a look at that later, actually. We'll jump onto that. Keep refining that stuff. The 80/20 rule. We talked about that towards the end of the last call and I would love to know that that is guiding your workflow. When you have two hours to work, can you spend 80% of that time on the 20% that really moves the needle? That was a nice ending piece we did last week. I spoke about it a little bit earlier in the program, but I wanted to bring it up again last week, because we're growing as people. None of this stuff is landing the same on you as it did in week, 1, 2, 3, 4, 5, or 6. Every week we get changes in our mindsets around business. I want to bring that in.

How are you doing with that idea of 80/20? Concentrating your time on the genius and pleasure parts that can move the needle? Is random social media or eBay, YouTube, is it grabbing you away still? Is perfection guiding you? All things that I want you to take a look at.

OK, Jeffrey, you said you checked in with Brian, but didn't hear back yet. Please write him again. I checked in with him again just to ask how it was going and he just told me what a great time he had. So I didn't hear about anyone who had written and I'm pretty sure we have the right email up. Yeah, it would have been bounced back anyway.

Oh, OK, thanks Allison. We'll pop that in, definitely pop in that piece. I'd like to follow-up on the copy, on what we did last week. Very good guys.

Today's agenda, we're going to dig in. I told you I had something going on with the CVI training. It went weird. I swear it wasn't perfectionism. This is actually that it just wouldn't come up the way that I wanted it to do and the way that I thought you guys needed to see to do this. I know there's all different levels of people in here with comfort levels. We'll talk about that, but I wanted to get this CVI training really usable for you guys, so that you could be doing them this week. So that you can all get one out this week. Wouldn't that be something else, and to do that I need the feedback from you guys.

Good so we'll do that. I reached into my network, and we're doing a deep dive with a special guest. I told you that. That is not working with producers. That is me forgetting to change a slide. We're going to follow up with a piece on live networking and time for live Q&A.

Let's dig into this you guys. Creating the Custom Video Introductions. These can be a bit technical, there's a lot of moving parts and it might not be your genius and pleasure. I get it. I do this entire process in less than 15 minutes. For me it's a worthy investment, very worthy investment. If you're working in a four figure price range and you can get the process of doing these down to a reasonable amount of time, 30 minute, 15 minutes, by working with everything in templates. It's a very good payday. If you're in the five digit range for your shows? My gosh, of course do these, of course do these and get very good at them, and get fast and have fun with the voice overs and everything. We'll go into all of that.

I wouldn't be surprised if the first one takes you two hours. That's just the way it is. I will give you my template. That will be available in the member area, but for the first couple, do what you need to do. Hire a twelve year old, hire a fifteen year old if you need to come in and show you how to do it. The links to all the tools I use will be in the member portal. You might know other ways of doing this stuff. Don't sweat the path.

Alright, we're going to go for the destination. Alumni have done Customer Video Introductions in so many different ways over the years. One gentleman has a set middle and just does an opening for it, a customized opening. So that middle always stays the same, and I think that's brilliant. Really, whatever works for you.

Keep your questions in the chat and I will stay up with you, I promise. If something pops up while we're doing something, that's the time to grab it and say I don't understand that. I'll stop off and that's why I

really finally decided to do this live. I'm so far away from the beginning stumbling blocks of doing this. I just realized I may not even know them. So I challenge you to do what you must do in order to make this a reality. What parts of this can you do? Can you write the customization pieces? Can you find the images? Can you fill in the PowerPoints, record the voice over? There's a bunch of parts to this and they all happen very fast.

So find out what parts you can do and what parts you need help with. Who can you send one of these to this week, or next week? I know some of you are already doing it.

I want to take a look at this because I brought this up on the page. Let me find this one. This is one that Michael did. He did this beautiful little CVI, Truly Magic Intro, and he coded it with some fancy code so that he can tell when it's open. I love that he does that. But this is one that Michael made, what was this, weeks ago? It was from June 16th, so three, three and a half weeks ago Michael got himself under, and just kind of went with what we did here. I'm going to kill the volume on this. But did this for a wedding. These will work for any market, guaranteed, but this is one he jumped into.

I was happy. We wrote back and forth about it, then he put this very cool note up. Let me see if I can make this bigger. Yeah, this is it. He put a copy of the email he got, After seeing your introduction video of what to expect I would like to book you for my wedding on December 15th, hey New Years Eve wedding, what's the next step in doing so?"

Pretty good, pretty good, I was really happy to see that and I think he made a comment here that they did it for more money, or one and a half times what he had pitched the money for before. It's powerful, powerful, powerful, powerful, good stuff. I loved seeing that he jumped into that even before we got going.

So these are applicable to any market without exception I guarantee you that this can lead to a TED Talk, or an entire concert tour. It can lead to multiple dates for one company that does internal training for the same training for different groups of people. These have no limits, these customized video introductions.

There are certain triggers that must be in place and that's another reason I wanted to do it live, was just to be able to really point those out and make sure that you understand what each slide does and what it has to do. I'll mention all those triggers along the way. There are a whole bunch of those and these come from all different kinds of advertising, psychology books, live conferences I've been at.

Let me invite you, at least for this next 40 minutes that we're going to work on this, don't get caught up in the how. I'm going to cover the how. You'll be able to watch this replay. You'll have support in our group. Get behind. Put your whole body and put your mind and your soul behind the WHY, why are you going to do it? The WHO, who are you going to send it to? The WHEN, that's one of the reasons I asked you to really just modify that connection challenge to what works for you.

Get used to having a goal around your business and keeping it, or even over delivering. Keeping your goal to a minimum and over delivering on it when possible. Don't get caught up in the HOW today.

There's going to be a lot of moving parts. It's going to be real easy to fold your arms and just kind of say, "blblblblblbl, don't know how to do this."

Awesome, Michael! Six times ROI on SBBP, wow for that gig. Good for you man. That had a lot going for it. You did a hell of a pitch for it, just a really nice CVI for it. It was on New Years and it's a wedding, a lot going on there that gave you the welcome mat to throw out some numbers that were beyond what you normally charge. Well done.

What I want to offer you also is to look for ways to make this your own. I'm going to give you my template. Like I say, I've seen people do this a number of different ways. Make it your own if you want. Hey, Ted just joined, yeah! Ted's our speaker coming up, probably in about 30, 45 minutes. So Ted, get comfy, grab a coffee and by the end of this you may want to be a juggler or ventriloquist, or something, but good to see you man.

Good, so look for ways to make this your own you guys. You don't need to copy mine, and that said you have total permission to do so if you want. It's completely up to you. I give this stuff for you to use. Yeah, I'm using it. Yeah, other people are using it. Is it oversaturated? I said this to you a few weeks ago, worry about what's in your own backyard, OK? Don't look for reasons why you can't do something. It's death, death.

Then let's go live, hunh, let's take one of these suckers live. Let me get my screen share back on. We're going to go live and I'm actually going to build one of these things for you. We're going to just look at how I do it. I grabbed one that I recently did that landed me a great gig.

Let me get the right screen up here. I have a lot of screens open. OK there we go. This is one that I used. I think I shared it with you. Yes, this is the one I played live for you guys. This landed me a good \$12,500 gig in Minneapolis in January. Let me come live. I'm a Californian, so worth every cent of it to go to that winter. I know you east coast guys are going, "No that won't be that bad." That's big time for me.

So we'll dig into that. Let me just start at the beginning of what happens in this and how we do it. So I do these in PowerPoint. You guys are welcome to use Keynote, Google Presentations, Prezi. I don't know if you know about Prezi, but these will all be links that we'll have in the portal area, all different ways to make screen shares. Also there's this dang thing, there's showing your face.

So as I mentioned, one of the members jumps on screen and does a little custom intro for each one. Then it rolls into something that is pre-tapped and the exact same for every person. How you want to do this, let's give that some time to breathe, but for now I'm going to show you what I do. Yeah, Prezi is way cool. I use Prezi in a really powerful presentation. I took the principles that I teach in this module, right here into my 30 Day Sugar Free program and I used a Prezi for this. This is the first video in my launch sequence for 30 Days Sugar Free when people opt in to see these videos.

You'll see this Prezi begins in about 10 seconds and I'm live on camera at the beginning of it. I go on live. I build a little tiny bit of social authority, being the author of the number one best-selling book, and then I talk about what we're doing and then here, in a few seconds, this is what a Prezi looks like. A little more powerful than a PowerPoint certainly. There's movement to it, there's fonts you can play with and

these Prezi are free. I don't even pay for this. This is a free account on Prezi and it allows me to really emphasize the story with a visual element and then I will just cut back to make the big point there with the different graphic element and then I cut back to live. Then this keeps going. I bring in Prezi throughout this video. Another nice one here.

So can you do this? You can make these things look a million different ways. I'm going to tell you this is unfancy. This is even a 4 X 3 box that hasn't even gone widescreen. At least this version of ShowBiz Blueprint I opened up to be widescreen. But my Customized Video Introductions, these things are still running on a square. I will update those, but the problem is, with updating these is this thing works like a champ for me. This is borderline like fishing in a barrel for me when I just even have a little bit of a beginning of a lead.

So let's talk about this. I grab their logo from the very top. This is a template. I just grab the latest one that I've made and I jump in and I change this. So what we are going to do right now is I want to bring this back to live, and whoever puts the first company into the chat box, I will use that company for this demo and we will just pretend that we have a gig for them. Unless somebody has a gig that they're actually working on right now and wants to pitch one. Go ahead and throw that in the box and I will just show you exactly how we're going to do this live and I'll do it with one of yours.

I'm going to remove some of the mystery from this and show you, yes. Who doesn't love fishing in a barrel, Faith. My goodness, GE, let's do it with GE. Way to go. Should we do it with LinkedIn? That would be fun. Let's do it with GE, the first one I said.

Let's pretend that we're getting called to a trade show for General Electric. Let's just look up trade shows, General Electric tradeshow. MG design exhibits... no that's an ad, I don't like doing ads. Here's GE's trade show and seminar schedule. GE analytical instruments, trade show. Here's where they're at. So they are at the Fuel Ethanol Workshop. So they're having a booth there in Minneapolis.

I don't have a user name, maybe I need a user name for that. These may not be the best, but we can dig that up if we need to. That's in Shanghai, China, we probably don't want to be pitching that one right now. Let's just do this. Let's assume that we're doing one of these pitches right now... let's pretend that we're stepping in to pitch ourselves for a GE Water and Process Technologies – GE Power and Water.

I'm going to go to Google and I'm just going to do GE Power and Water. I'm going to click over here to images. This is the part where you're going to want to start watching the replay you guys if this is too much for you. I put that in, I hit Google images, and I'm going to bring up this screen real quick. I'm going to hit view image here. I'm going to grab this URL. I'm going to copy it and then I'm going to come back to my PowerPoint.

I'm going to right click on this little bad boy and I'm going to hit change picture. Alright, I'm going to stick in that URL I just grabbed and Boom! There's the GE Power and I'm going to make it a little bigger so it doesn't look like I don't like them, because I like them. GE Power image. I even like the colors. They even work with the colors I have here.

If they don't, if their logos are radically different I may just grab these and change the color real quick just by grabbing this and popping a new color on here. So this is an animated slide. The animations are already built in. They'll be built into the template you have. Let me just hit this thing. This allows me to play this image here.

So, I'm just going to play this. Boom, Boom, and Boom. During that part of the voiceover, I'll just talk. I'll just talk. But anyway we're not getting to that part just yet. Let me run down here. Same thing here. I still have that image, so I'm going to click to change that. I'm going to insert the GE logo. It's just coming out a little too small. So let's just grab a corner and make that bigger. I'm going to pop over and just find out, what was that thing again? This is their Fuel and Ethanol Workshop, 1-4 in Minneapolis. So I'm going to boom over to here. I'm going to spell Ethanol wrong probably – Fuel and Ethanol Conference. Ethanol, I don't know why that sounds like a Mexican dish I had for dinner or something, but anyway, and the dates on that were June 1 through 4.

Good so, you know what I'll do down in this place, I'll just grab one other image and I'll just look at GE Power and this again. You don't need to get complicated. You don't need to do perfectionism in this stuff. Just go right here, same thing, I grab the image. I view the image. Sometime these go to websites so it's a little tough to do it, but no it didn't. Once again I'll grab this URL, pop this into here.

You guys may be asking yourself, Barry, is this your genius and pleasure? It's a genius, it's very easy for me, is it a pleasure? The results are a pleasure and I whip this out pretty fast. When I was doing a lot of these I would have people make these for me because it's so easy. So I just change the image and then I would just record the voiceover.

So that's it, that's that slide. It's so easy. From here there becomes a lot less customization. That's probably about the most customization you really need to do. So this is the follow-up. So at this point you've already done the first couple of steps of the Sales Funnel. You know who you've talked to: is it a producer, is it an end client? So this was Doug Green I'm going to make it. He doesn't work for a company, so he's at GE so I'm just going to leave it there and I'm going to bop that out of there, so we don't even need that thing.

Here I'm going to put in the details. This is tradeshow entertainment. All this does is guide me in what I'm saying. This is just a little bit of a visual reinforcement so that they can see that I understand what's happening. I'm going to put in here that you have a 2000 square foot booth, expecting 50,000 industry attendees. All these words are what comes out of the conversation that you have with the person. All these words come right out of there. I'm not making any of this stuff up.

Who are they? They're buyers, engineers, marketing, and vendors. That's it, so that's enough. Here I would grab the same thing. I would get tradeshow pictures. I'm not going to confuse them with a message, so here I'm going to change this from perfectly fine audience, I'm just going to leave that booth, and I'm back over to Google and I'll probably grab something... if I don't, I have one that I've bought over the years, or I've taken on my own. Boring tradeshow booth.

Look at this guy. So I don't know, this could be a fun fake bloody limbs, yeah, ya know, that one may be a little too... an empty booth. Empty tradeshow booth. So this is perfect. You got a couple of dudes who

work at the booth and their sitting there checking their phones. Kind of a worst case scenario, as anyone will tell you who's working the tradeshow booth. I'm going to click on that. You guys know what I'm going to do, change picture. I'm just going to stick that picture in. I'm not going to make this fine booth a nightmare booth because I'm going to play this down. I'm going to use some triggers in this. I'm going to get them thinking about, "Oh my gosh, what if it does look like this?"

I forgot to mention, I'm already using a trigger called surprise and unexpectedness up here. By making them a custom piece, I've already kind of caught them a little bit off guard. Yeah, you want to do that, and you want to do just a quick introduction. This introduction is about a trigger called likability. So right away I've done a little work for them. My voice is up, I'm smiling into my microphone and I'm just doing something that deals with likability here, and I'm opening the door for a continuing conversation that we've already had.

Here, this one I'm talking about some credibility because I already told them that I know what's going on. We've met with them. This one, more credibility because I've already talked with Doug. I've already gotten into this thing. The authority, that comes in a little bit latter, and I'm opening up interaction and conversation. So this is a very big piece of it is I'm inviting a conversation and expanding on the conversation. That's why I say, "After reviewing the details." They know this isn't just a blank thing.

Chances are this little video that you send is going to go to a whole bunch of people, so get this out of the way first. Come up that you've talked with somebody and you know this stuff and here's what I know about it.

This is the nightmare booth and here I'll put their booth, the GE Power and Water booth, and here I'll put the exciting, crazy... I have pictures for this that I'll use for my own booth, just with big crowds. For the sake of this we'll get one here. Tradeshow booth, big crowd. This kind of thing is more the image that they want. Now these are very branded. If you could find one for GE or certainly the best ones are you on stage. Great ways to deal with that, because ones like this, you're not even seeing who is on stage, you're just seeing a massive crowd. So grab this image. Copy that. Come over here, change picture and let's just pop this in here just for the example of this.

Here I'm going to say exactly like I did in my video that you guys saw, "This is more what we have in mind for the GE Power and Water booth." Average twelve views per client. Yeah, isn't that amazing, Michael? That thing gets passed around. Good, and I've seen ones with even more than that and repeat looks and they keep digging into these things. It's good stuff. That was really tapering down on the customization here because this stuff you grabbed all from your conversation with them. There's no creative writing here.

Here you're just having some fun with some photos. This stuff, be on your feet, be smiling, and paint the picture here. What does this do to you? My gosh, look at this, even look at these two pictures side by side of the booths. This one right here on the left? This is the one that's keeping them wake at night thinking, "Oh my gosh, if this is me my life is over." Right here. If this is it, this one here on the right? "I am loving life."

This one on the right, this is the one that they want so badly. This one on the left is what is keeping them awake at night. That's the picture that we're going to paint in this beautiful piece. Right now we're moving into authority. We're going into what's Raspyni and why should GE care? This slide doesn't change at all. It starts down here for me and I say over 100 events a year and for those days yours is all that matters. This one I might customize in my voice of tradeshow and I may just say, "Over 1000 tradeshow days in our career." I'd get some kind of math together on that for what that makes sense for.

These I definitely would customize on a tradeshow because they're not trying to expand camaraderie among guests. Here they're trying to quickly inform prospects of the biggest points, so I always talk about in tradeshow, I talk about taking your marketing sheet and grabbing your top three points and here I would say, "Your tradeshow is all that matters... inform and engage... large crowds..." this one I'll say, "make your top three bullet points shine."

I would add more to that in my verbal and we'll do this when we do the recording of it. "Create a buzz of the tradeshow floor." This is nothing except what they would love to be in here. So there's what I'll talk about on that slide. Then I just say that the tools that we use are those that we've garnered from over 200 national TV shows, over 2,000 corporate events and just for fun, we're four time World Juggling Champions. I will put that in there.

What will they see? So this is a little bit tricky because we grabbed a tradeshow one. This template is really geared towards just a corporate event, after dinner event. These are all stacked photographs that you can see appear one on top of another while I'm talking. I have these all set to come in one after another because that's what happens when I'm talking. So this is what happens in the background. I would at this point just have different pictures of your tricks, of your songs, of your whatever you're going to do, your body art. Whatever you're going to do at that tradeshow or at that event, that's what lands right here on this page.

Just give them a variety, because what you're talking about during this is you're going to be explaining. You're going to be painting the picture of what's going to be happening, building your likability, building your social proof. A lot of social proof is handled on this previous slide. I didn't mention that, but this is all about social proof and authority. This is you owning that you know how to do this stuff and here's the social proof at the top of this one.

This one you're continuing to paint the picture. I do it with a handful of photographs that I just have scrolling in, not that fast for some reason. They're coming in a lot faster in this little demo than they do when I'm running the PowerPoint slides. I know why, because these are on clicks. When I do this on clicks I get to control the speed of them, so I will just do something like this to go along with my talking. Then I will just play it out.

Then I have something that applies to them come in at the end. This is one for this company. This is a picture off their website. So easy enough to change these photos. I've showed you how to do that. You may want to do this a whole different way and I would love to hear about that too, Michael. Oh good, I'll hit those questions in a second.

So this slide, this one is about painting the picture, putting them into place. Then we jump on to how will they feel? People at tradeshow and corporate events are so tied into the feeling that we give their audience. For you to even be calling that out, that is a huge bit of credibility. That's authority because you know where you're at, so always talk about the feeling of what the audience will feel. These I've tested over the years. All I do here is plug in the company. They'll just know that GE is and GE is.

This is boring stuff to sit here and type, it happens fast, and then in the message when I'm recording it you'll hear when I record it that I literally embody the energy. Benefits of laughing. These are alright for a tradeshow, they may not be great for a tradeshow because people aren't really looking at about being connected as a group. They're going to feel educated without even knowing it.

This is what we tell our clients who hire us for tradeshow. We're going to fill your clients brains with info about your product without them even knowing it. Another benefit of laughing is it's very different, and you can just put it this way, than the rest of the day. So different than what they're going to experience for the rest of the day.

This one I'll do my same picture trick on here, change picture and just stick another picture from GE, so I'm not worried about that, or from the tradeshow, or maybe even the logo of that tradeshow. I may just go grab that logo and stick that right there, not a big deal.

Here we go, the ultimate in continuing the authority, likability, and social proof. This is a big slide for all three of those triggers that have to be hit on this one. Resources that show that we're worthy of GE and the Fuel and Ethanol Workshop. I'll say that differently, you'll see in there. This stuff I don't change. This stuff I just leave right here.

This last one, I'll just grab that first slide. I'll just grab this element right here, copy it, stick it right down here where this one is, then the dates here. This is just to give you time while you're watching it. The order on this will be a little weird because I didn't do it the same way, but again details, don't worry about that.

This is it. In my world, in my life, I spend exactly five minutes, maybe less doing this? Three minutes doing this because I have all the info and I just run through and type it and I'm not talking about it out loud while I'm doing it. It's just Boom, Boom, Boom, and Boom.

Let me pause for questions here. Michaels tracking his through a very cool web system. Not a problem doing that. I'm going to show you how to do that today. In another way that tracks it for you. So that's it. That's it for the PowerPoint. I will then save it as something else so that I don't resave it under my same name and I'll just go to my directory and stick it under the new company. So wonderful. That's quick.

Then we have this thing. Then what do we do? Then I use a program called Camtasia Studio. I don't want to go heavily into all the different options for this, but there are an unlimited number of ways to collect screen flows, to take those. This is certainly my favorite. I think the price on this is under \$100 to buy it. They also have a free version that I've never used.

Oh yeah, Jeffrey, sorry about that, you'll get all the comments on the replay page. Jump back in make more comments. So Camtasia Studio, my favorite by far I use for this. I will show you now what I do for the next step. I reduce this down to a sort of half screen size box and I take it here into presentation mode, so I'm actually just seeing the whole presentation and there's my lovely from the 80s square box that should be a wide screen. I come back to Camtasia and I hit record screen. Then I just stretch these boxes so that I have exactly what I want. This one is set pretty well because that's what I always use. I use that size screen. It's not important the size, You're showing this in a small, not HD. So what is this one? This is 889 wide, plenty big. You're going to show this in about 640 and people go full screen, that's fine, do whatever you want here. Don't get hung up on the HOW.

I'm not even going to bother with all of the other details technically. I'm going to run through this thing and actually record this thing for you right now just so you can hear what happens and how I do it in real time and then we're going to run over it to the editor and take a little peak at the editor.

A quick message to Ted. I know we're running a little bit late here, probably about ten to fifteen more minutes to this. I hope that's OK. You can drop that in the box. Thank you, thanks so much. Let me hit record on this. It's going to give me an F10 to stop recording. It's going to give me a 3, 2, 1 and I'll be live. I don't worry about the pressure because I go through and edit this.

So I go back to the very beginning and get myself together. I take a big breath and then I do this opening slide with no voiceover. Because I'm going to be playing some music during that and that's just the intro to the show. So I'll let this run and then you'll see how it rolls.

"Hello GE Power and Water! Barry Friedman, one half of the Raspyni brothers, and we see you're attending the Fuel and Ethanol conference June 1st through the 4th in Minneapolis, Minnesota. After reviewing the details with Doug Green, we see that you're expecting 50,000 industry insiders inside that beautiful conference center. A 2000 square foot booth space, very nice and you're expecting buyers, engineers, marketing and vending people from the Fuel and Ethanol Conference... After reviewing the details with Doug Green, we see that you're expecting 50,000 industry insiders in a 2000 square foot booth space. Throughout the day buyers, engineers, marketing people and vendors from the Fuel and Ethanol world. While this is the ultimate nightmare booth, with a couple of guys check their cell phones, this is way more what we're thinking about building at the GE Power and Water booth, 500 to 1000 attendees a couple of times an hour in that booth space, really filling it up. So what's a Raspyni and why should GE care? Well over 500 tradeshow dates in our lives and for those days yours is all that matters. We inform and engage large crowds a couple of times an hour. Make your top bullet points shine, and we create your booth to be the buzz of the tradeshow floor. The tools we use we garner from over 200 national TV shows, over 2000 corporate events and, just for fun, four time World Juggling Champions and we will bring a lot of that to your booth to both draw crowds and make your bullet points very, very, memorable. What will your audience see? Well they're going to see... (pictures) using all sorts of incredible props and stunts using golf clubs and bull whips, delicate china, throwing knives and what is this? Ethanol tools? Yeah, we'll probably involve some of that in our performance. What will they feel? Certainly the benefits of laughter, the anecdote to stress, pain and conflict. Your audience is going to be educated without ever even knowing it and this experience is going to be very..." and if you make a mistake like that guys, watch this, "and this experience is going to be very different than the rest of their

day, that's guaranteed. From the message they're going to know that GE is creative and progressive, and that you guys get the job done and they're going to continue to count on this just as they have for probably upwards of 100 years. Resources that show we're worthy of GE and representing you folks at the Fuel and Ethanol Workshop: six time presenters at the annual TED conference, over 2000 corporate shows since '86. Guinness world record holders, and yeah, we'll probably bring some of that to the tradeshow floor... Guinness world record holders, and yeah, we'll probably bring some of that to the tradeshow floor. A link to a one hour performance below, not that we're going to do an hour at your tradeshow, but take a look at what happens when we customize our message for a very specific audience and expect that for yours. Also a link to a letter is just below about our customization skills, how we get inside and really work with a client to extract the juice of what they want their audience to know. We're going to work one on one with you... And we're going to work one on one with you throughout the entire process so that we can make sure the message is shined like a piece of gold. OK GE Power and Water, the Fuel and Ethanol Conference, June in Minneapolis. We are the Raspyni brothers and we hope to see you there, so long."

OK guys, then I'll hit stop. Then I'll hit save and edit on this thing. Let me go back to custom pitches, create a new folder for GE. I'm just going to save this as GE. So we're just going to save it and exit. That's going to bring up my editor. So a couple of things I want you guys to note in there. I just keep going. I have a huge amount of energy for these things and I just get fired up. I drink some water, I take some deep breaths, I kind of run around. I want to catch these people off guard. I want to go to town on them. Then I'll run through and I'll clean this thing up. It's quick, it's easy, I can tell from the sound waves here what's going on. If you've never done any editing, I'm going to put some tutorials for Camtasia in the resources section just so you can see it. I don't want to spend our time doing all that this morning, but basically just a quick picture. This is the preamble I was doing for you guys before I went live. So I'm going to grab the little red dot and I'm going to move it over to where I begin.

Let's see where did I start? I started right here. Yeap, I started right here. So I'm going to highlight that part, the green at the beginning and the red at the end and just delete it. So here's what I have at the beginning. So I'm going to clean the whole thing up. It's very fast for me, when I'm not teaching at the same time. I'll go through here and make sure there weren't any mistakes.

I'm going to keep going on this. These things always end up for me at about two minutes and forty seconds. So there's still some messiness in this one that I haven't gotten rid of. I'm not going to go through it here for the sake of keeping this lesson moving. But that is exactly what to do. I end up at around two minutes forty-five seconds – two thirty to two forty-five on all these things.

The next piece that I do is that I add in another audio tract and here I get a piece of music that I always have. Custom Video music, I always use the same music in this thing and I just grab it over here to the resource box then I put it down here on the timeline. So now this thing sounds like music and I just need to edit down the audio. Easy exercise, I will show you the quick version of that and certainly tutorials are out there when you need to do it, but here's what it sounds like going out.

It's a little long, so I'm going to cut out some of that beginning, cut out some of this dead blue screen here. Some of this is like watching paint dry. I probably didn't leave that on the screen long enough. I

probably left that a second longer if I wasn't teaching it. No big deal, if you need to do that I simply grab a screenshot of that and just extend it out a tad – easy enough to do.

Not really worth showing right now but there's a bunch of other ways to fix it up. Good. Hold tight one second here, let me just show you what I'm going to do. That's about five seconds, that piece right here. I'm thinking of the best way I want to handle this for you that makes the most sense. I'm going to come into the middle of this screen right here, I'm going to hit this little cut tool right here. One technique certainly to do it. I'm just going to cut that. I'm going to lock this audio. I hit this little lock button here and lock the audio and I'm just going to cut this video right here. You can see now this is two different clips now. So there's the one clip here at the beginning and this one I just want to lengthen it. This is a little bit of a screw-up. I think I'm going to fix this for you off line here so that you're not here sitting watching this. I want to move right to the audio part. I'll fix this little piece here and do a quick screen shot of the easy way to repair that is.

Let me switch over to the audio channel here. What this does is this gives me control over this entire lower piece here, this audio two. I'm going to lock this audio one for now so that it doesn't change while I'm doing this, and I'm going to come in right here to where I start talking. I'm going to right click, I'm going to add the audio point. That gives me an audio point here and I'm just going to slide that a little bit to the left so I start fading down and then right here where I start talking I'm going to add an audio point and I'm going to pull this down to about 18 or 20. That's a good level for this kind of thing and listen to what happens here.

<RECORDING>

Ok, so that puts a little bit of an audio track behind it. Just a little bit of something to keep the movement going. Then I move all the way to the very end. Then I pull this back down. At this point I didn't add another audio point. This one, is it 23? A little hot. I like it more around 18 or 20. I come here and I deal with the end.

You guys may have noticed when I watch mine, I always have that nice ending on it. Here's how I do that.

<RECORDING>

I always like that nice ending. So here's what I do on this one. I come in here and I put it... so check this out. Listen to the audio on this one.

<RECORDING>

There's a point where I say GE every time. And I say it nice and loud, "OK GE!" So what I do, I look at that and I use this little tool right here to tell me how much is left. So I pull this red over and I look at what's left to the very end. I come right here where I do that loud.

<RECORDING>

OK GE, then I pull this out and it tells me the duration. And it is 10 seconds, 30 frames a second it's 10 seconds, so I'm going to grab 10 seconds from the end of this song. I'm going to go back 10 seconds, it

says duration 10 seconds, let me grab a little more and I'll just X that out. And here I'm going to come right to where I do this thing. I'm going to slice this audio and I might do this a tad more carefully. It's not difficult. I'm going to slice that. I'm going to delete that, and I'm going to paste my 10 seconds of audio right there. Can you guys see what happens here? I get that nice ending now.

<RECORDING>

My audio, my ending 10 seconds, I'm going to overlap that. Check out, here's why this is all possible, because on this first track I'm bringing this back down to where I was at the beginning. This sound track is running small underneath the whole thing. It's running at 20% underneath the whole thing. That goes down and this first audio cue on this one I'm bringing back down to 20 also so it matches and we go live into there. Then we just raise this sucker up for the end of this thing. I'm going to add one more audio point and bring a slower fade up while I'm saying goodbye to them.

<RECORDING>

Boom! And we're out, and that's it you guys. Not a ton to do on this thing. I go under here to produce and share. I click that I want it for the web. I hit next. I select my folder where I want this thing. Raspyni custom pitches, I'm going to put this in the GE one. Didn't I have a GE one I just made? Yeah, GE's here. I'm going to call it GE and this thing is ready to go. It runs its production schedule, while that's happening real quick I just want to take a look at the questions and see where you guys are at right now.

What's your source for royalty free music, Barry? Yeah, I have a few that I use. I'll put that in the... I buy so much royalty free music though. I found that one, and it just started working so well, in the custom pitches that I've used it for years. It wouldn't hurt to change it, but as you guys know, I kind of like to see what's going on.

You guys are talking some good stuff here. So you guys are talking about some stuff you use. So here this is finished, this is done. Now we're at the point where I get to put this thing live on the air. A couple of ways to do this thing. I'm going to suggest if you guys have a WordPress blog, that you go in there and just do it. I put this on Raspyni.com/insider/WPadmin.

I put them a number of places. This is kind of my favorite place to put them. I log in here. Someone is going the yell at me for having that called Admin, I know. The number one name that gets hacked in there. Let me just come in here and grab one. Let me take a peek at one here. I'll use this one and I'll hit duplicate on this one. A bunch of these things in here. This is the one for that group.

I'm just going to use this as a template and I'm going to just quickly modify this thing and stick in my own video file. I use Vimeo. I love Vimeo. I have a Vimeo Pro account. I think I pay \$150 a year for it, but it lets me completely control my videos. What I want them to look like. What I want to show after them. Who can see them. The days, as we talked with Brian last week, of using YouTube is a very last resort in my world.

Another way to do it and some people do this, is use something called Amazon S3. We will put a link to that. I used to certainly use that a lot. This is just allowing you a place, and Amazon S3 is wonderful. It's cheap, cheap, cheap. You won't even notice the bill over the course of the year. It may cost you \$5, but

it puts your data, high speed data in servers all over the world. OK, so everywhere in the world, so it plays locally to wherever someone goes to view it. We'll put an S3 tutorial in there. So you can store a video there and just plug it right onto your WordPress page, if you're going to use WordPress.

A lot of ways to do this stuff. I stick it in here and I put in the Vimeo code. So if you come into this, you'll see right here, this is my Vimeo code right here. I put it right here. I frame, Vimeo gives you an Iframe when you upload it. So I simply grab that text and I put it in here. Here's my one CVI for United Hardware. I just come into the settings, I do imbed and I grab the imbed code. I copy that I just go over to my page and I just past it right here. That's it. Then that thing shows up here.

So for the sake of this demo, let's keep going. Let's upload this video to Vimeo. Let me grab that Raspyni custom pitches, let me grab GE. This is where Camtashia saved it to GE.MP4, a small little file, what is it 2 meg. It's going to go up so quick. It will be up in a second.

Then I just run through a series of quick bit of privacy. I hide this from Vimeo. I imbed this only on sites I choose. Then I don't let people download it. I just get rid of all this stuff. You can comment on all this. I just say no one. Save the changes and then there's one more thing I like to do on the imbed. I take away the title so it doesn't show. I turn off the Vimeo logo, and I default it to play in HD. You'll be able to see any of that in the replay.

Some folks are using Wistia. I see that and I know Nathan uses that. Definitely use Wistia if that's something that works for you. All this falls straight under don't get involved in the HOW. Then I grab the imbed code and this is for GE Water and Fuel Trade Show. For this I make it simple because I'm just going to send them this link. Here I'm just sticking in the Iframe code. I make this video box the size I want. Because it's square I make it 640 X 480.

Then I can switch over to this view, and down here I can come over and change the text. This is introduction for GE Tradeshow. Hello to the team at GE. I'll have more examples of this for you guys to dig into my text. Good, so this has it. Our letters of recommendation, none of this changes, this is all the same. I hit publish and then we can go view this thing and this thing is ready to play.

This thing is ready to go. I highlight this, I put this in a letter to them and I shoot that over to them and a follow up. Just like I showed you in the five part sales funnel. This is exactly what they end up getting. This way I don't have a way of tracing how many times they open it. I don't personally worry about that too much. I don't now. Let me show you a completely other way to do this using another system that I would like to talk to you a little bit about. I have a special deal for you guys to be able to try this thing for I think three weeks free and then it's cheap as life after that. If you end up wanting to use this thing.

Let me grab one of mine. Delta Awards 2014. Let me bring this one up. This is a program called Populr.me and I have a link for you guys to be able to try this. I'll send that to you. This is another way to do it that is all 100% drag and drop easy. So this is one that I did as a sample one for Delta for a date that they were having. I really like using my WordPress page. This gives you the added benefit of a bunch of templates you can use to lay out right out of the box. Also this does great tracking about how many people have seen this. You can look at the analytics on this. So Populr is a really good option. I'm going to put a link to this and a video of how you do this.

This stuff is all drag and drop. Any one of these corner things that I hit that I want to do. If I want to change this for the GE piece will just click this. Add their photo to it. I can put a couple of photos in here and they'll cycle through beautifully. Go through here, change the text the same way we did there. Here I stuck our promo real instead of that you would just put the URL to your video either on VIMEO YouTube or S3, wherever you want to put it. You simply put your code right here and that video plays right there.

Let me grab that VIMEO code for you real quick. You guys getting lost, you getting dizzy, you moving around? I know this is one you're going to want to review to find the pieces that you need for this. I hope I'm right... a little extra pressure teaching this stuff then just showing it. I'm completely willing to follow up on this during the week. I don't want anyone to get lost on this. I want you to just be able to say I'm going to do this. I'm showing you now in a bit of a rush form, but anything that gets blocked on this. There's that ready to go. I'll change the name of this to custom video for GE. All this is just changeable by just clicking on it and doing the text. I'll leave this page available to you guys. I'll put this page in the resources along with another little demo that I made on using Populr and the codes that you can use to try it for free.

So this is great. This is good stuff. Let me jump back to the webinar, see where we're at and make sure everyone is...

Love it. Simplicity.

Dean, I'm not sure what you're talking about the emails. But I do have a lot of my emails bounce. I'm not sure why and when they sent me a link to an article on MailChimp. Oh definitely. No I don't send anything through them. I know there's a way to do this when you go here to publish and share. There's a place here on the page where you can put in their email, but no way man, I don't do that.

So here's what I do on here and I insist that you guys do this if you're interested in finding out stats on this and this will just be a quick piece of the lesson. It's called a tracer link. So I'll click on this to collect a tracer link and I'll put GE Tradeshow and I'll say get tracer link and that's it and here's my tracer link. So now every time they open this, I'm going to get a link. I'm going to get an email that says, hey, they just opened this thing. So definitely use that in email.

Follow up in your contact it's the last piece of your sales funnel. So you're just going to jump into that and email them that link.

OK you guys, I have to stop this. I feel terrible about Ted. I'm going to apologize. I told him top of the hour to a quarter after and I'm already 45 minutes late on that. I really did a bad move on this one. Ted, first off I see you're still there. Can you make your camera live and can we just see where you're at as far as time. I will take the rest of that training off line you guys.

Ted, you still there?

Ted: I'm here.

Barry: How are you doing on time man, I'm so sorry.

Ted: I've got another webinar at 11:00 so we can crank through this.

Barry: Awesome, let's do that. Let me just introduce you. Let me hand it over to you. I didn't realize how time goes when I start teaching that man. I hope that wasn't terrible for you.

Ted: It took me about five years to learn what you just taught in an hour, so.

Barry: Yeah and the recording of that will be available. It's very valuable for that.

So let me introduce you real quickly. I've talked about LinkedIn during this. I use my network to dig in. Ted Prodromou, who's going to be teaching, he's the author of *The Ultimate Guide to LinkedIn for Business*, published by Entrepreneur Press. Books are difficult to stay up to date is something like this, so reaching out into the network and bringing him to us live. I told him who we are, what we like doing, how we have fun with this stuff and he's come here to update everything. Talk about how we can use LinkedIn in our business and really give value to other people. So that in a year from now we are the people, six months from now we are the people that they are trying to connect with, and we have an opportunity to do that because of the way we have of presenting stuff in the world.

Without any further ado let me hand this over to Ted Prodromou and man let's talk about LinkedIn.

Ted: OK, thanks for having me here. I'm going to crank through this presentation pretty fast. I'm kind of off today, my neighbor passed away last night, so I was up all night. He was only 58 years old, so that really sends that message that don't hold back in life. You got to go for it. I'm kind of not in my best mindset today, so I apologize for that in advance.

Barry: Thank you for being here and our hearts... I know, our sympathies go out to you and thank you for showing up man, even in that appreciate it.

Ted: So I'll switch over to the PowerPoint here. I've got the usual 42 windows open on my computer. Can everybody see my screen?

Barry: Yes, I certainly do. I see it in the building mode, not the presenting mode.

Ted: Can you see that screen OK?

Barry: Yeah I see it in the building mode. You may want to kick over to presentation.

Ted: How's that?

Barry: Yep, that's still in the building mode, maybe you need to click into presentation mode.

Ted: I've got to share the other screen, let me share that first.

Barry: If we have to go with that one, it's fine. At least we can get the points, though the animations might be lost.

Ted: I'll share the other window. How's that one?

Barry: Let's see. That's just a thin strip of black, I'm not sure what it's showing.

Ted: I've got the two screens going, so that's probably confusing things.

Barry: I always do that too and I just share all of screen two and have the PowerPoint on screen two and just share that entire screen. Sometimes it gives you an option of sharing the program or just the entire screen.

Ted: How's that?

Barry: No, we got you for some reason. Still no panic in your eyes, man, this is solid you could be an entertainer. You still haven't melted.

Ted: Oh Ray, how do you minimize chat on a phone. I'm not positive how to do that. Is there an option, shoot Ray.

Ted: I'll turn off screen two just to make life easier.

Barry: Stay tight you guys it's going to be worth it.

Ted: Sorry about this.

Barry: We did do a dry run on this and while Ted's getting that together I'm happy to grab any questions you have from the incredible firehose of custom video introduction that we just did.

Ted: That was about five years of learning, I'll tell you.

Barry: I'll tell you every time I've taught that, that's one of the most rewatched webinars because there's a lot in there. The truth is you guys can get so good at this and make them so fast. The impact is beyond belief.

Ted: There we go.

Barry: We've got LinkedIn Made Easy. We've got your whole thing. So you see in the lower left there. I think if you hit that presenter view you'll be in great shape, right.

Ted: How's that?

Barry: No, it's just showing normal view for some reason. I'm happy to stay with that if we have to at this point. It's just showing your PowerPoint screen.

Ted: OK

Barry: Yeah, that's fine. Just stay with that. Let's do it.

Ted: Well thanks everybody, and sorry about that. So LinkedIn Made Easy. LinkedIn is one of the most misunderstood sites out there. Everybody has an account and people just don't seem to know what to do. I'm going to show you what I've learned over the last five years of using LinkedIn and writing two books about it. I'll try to boil it down into easy steps.

I'm going to give a free gift today. I'm going to ask you some questions at the end and three people that answer the questions correctly will get a free copy of my book, autographed.

Barry: Nice! Sweet man, thank you.

Ted: So how many people have ever landed a client from LinkedIn? So you can just type in the chat box.

Barry: Just so you know Ted, there's about a 20 to 25 second delay between what we say and what people here, so invite that and then look for the answers in a few. I get to hear you instantly, and I will raise my hand as a couple of times, and TV shows, and interviews, and a lot of stuff.

Ted: That's awesome, because most people say they haven't had any results from LinkedIn. Here's a Tweet from a couple of weeks ago somebody sent. "I've given up on LinkedIn. In 10 years not one person offered me a job or consulting opportunity." This guy complains all the time that nobody ever gives me business. You've got to go get the business.

Barry: I want to tell you Ted that I'm only seeing your... I'm not seeing anything you're changing, just your working PowerPoint screen, that's all I'm seeing so with your slides down the left, so if you even change it to the screen you're on that would help.

Ted: OK let me try that.

Barry: I want to at least make sure people can see what you're thinking we're seeing. When you hit the green button for sharing screen you should see one with your PowerPoint show and that's the one. Yes sir, 100%!

Ted: So this guy's one of the chronic complainers on Twitter that people just don't give him business just by having a LinkedIn account.

Barry: Hard to believe.

Ted: I'm going to create one of those sites someday where you just create an account and people will send you money. That would be awesome. Here's the biggest complaint, I don't have time for LinkedIn. As you know, we're all busy but you have to make some time. I'm going to show you how to get results in 15 or 20 minutes a day.

Here's the biggest... people are always saying this to me, I'm on LinkedIn, I don't know what to do because LinkedIn started 10 years ago. It was a resume site. You posted your resume, essentially and there was nothing else to do so you went away and maybe a recruiter would contact you occasionally, but it was a very static site. Since they went public a few years ago, they've really tried to increase the engagement and make it more interactive.

Their goal is to get people to come back. Over 50% of Facebook users log in every day. That's LinkedIn's goal.

So about me, I'm the author of *Ultimate Guide for Twitter for Business*, and *LinkedIn for Business*, from Entrepreneur Press, the Entrepreneur Magazine Publisher and my LinkedIn book, the second edition came out in April and was #1 on Amazon in five categories for seven weeks.

Thank you for anybody that has purchased and supported me. I have lots of content on Entrepreneur.com, which has opened up so many doors for me, so putting this content out there, it's just essential because you get picked up and really magical things happen in your business. Create those Prezi videos just like you saw. That stuff works really well.

So a couple of years ago a reporter from the New York Times called me and said, hey, I see you wrote a book about LinkedIn, would you like to contribute to an article that I'm writing about finding a job using LinkedIn. So I was featured in the New York Times Magazine – lots of quotes there. Talk about spikes to your website traffic. That was amazing. Then CNBC did a Twitter revolution documentary a couple of summers ago and a producer call me and said, "Hey I want to ask some questions about Twitter advertising. So he interviewed me for like a half hour and then this documentary comes on about a month later and Carl Cantania, the anchor for CNBC is talking and my words are coming out of his mouth, like verbatim. That was awesome. So getting your content out there in the right places opens so many doors for you.

Barry: Let me just interrupt one second and bring some context to it for us. So Ted, I may do that a few times. I want to really make sure it's applicable to us. What we have to offer, you guys, we talked about this in week one and week two, our abilities to be super heroes to niches because of our ability to share a message to turn the boring into the extraordinary.

So does it help to make connections and build your LinkedIn profile in areas that you have an interest? If you're a woodworker, does it help for you to be connected to woodworkers and slowly build that relationships so that you're MCing their big conferences, so that you're a spokesman on their commercial. Whatever it is, this is ultimate. Thanks Ted.

Ted: Also when you post content on LinkedIn, Google loves LinkedIn content and your profile. Everything you post in Linked in can rank as a top Google search ranking. Think about it from that perspective. I also blog for a DigitalMarketer.com, they have over 500,000 subscribers to their blog and they're one of the top internet marketing instructors, so awesome site.

So I don't know if you talked about this Barry, but what's a client worth to your business? When you get hired to go to one of these shows, what do you get paid? \$1,000, \$10,000 so think about that average number because when people say they don't have time for LinkedIn, if you spend 15, 20 minutes a day you can easily get one or two engagements a month, easily.

Barry: Yeah, there's a reality check right there, Ted. Thank you.

Ted: Yeah, if I can say you can get two or three gigs a month by spending 15 minutes a day doing something and people don't do it because they say I'm too busy. OK It's like shooting fish in a barrel.

How much does it cost to acquire a client? A lot of people don't have a marketing budget. They don't spend a lot of money advertising, so they have to do it the old fashioned way is networking. I used to belong to BMI and Chamber of Commerce. Every week we'd meet face to face and exchange leads and it was very time consuming, but it brought me some good business.

So today I'm going to show you how to get new clients from LinkedIn for free and it's that time commitment. It won't cost you any money, just a few minutes a day. So today's agenda, I'm going to explain why you need to be on LinkedIn. You can't ignore it any more.

Then I'm going to talk about the AIDA process. It's old fashioned marketing: get their attention, gain their interest, gain their desire, get them to take action. It's tried and true before the internet this is how they did marketing and it works really, really well today. And I'm going to show you why. Then what's next? For LinkedIn and for just growing your business and building relationships.

So why LinkedIn? There's over 350,000,000, I heard just recently that maybe there's over 370,000,000 and their adding two members every second. So it's growing like crazy and these are very affluent business people. These are business professionals that are going to hire you.

73% of the business marketers acquire customers through LinkedIn. That's good news for us. 77% of LinkedIn members use the site to research people and companies. So people before they do business with you today, the first thing they do is go to your LinkedIn profile and look at your professional profile. They want to find out what you do, what's your history? Why should I talk to you even, not even to business? This was in Forbes recently. Nine out of 10 senior level executives are using LinkedIn at least once a week for an hour. Now this blew me away because you always hear that executives don't have time for social media, but they're on LinkedIn trying to find out what's going on.

Here's proof. Michael Dell heard about this guy. He's a CISCO engineer who left CISCO, one of their top engineers, and started his own router company. He has some revolutionary technology that's better than CISCO routers. So Michael Dell said, I want to talk to this guy, see if we can do business together. He started sending him messages through LinkedIn, and it wasn't until the third message that this guy actually responded thinking, "Oh this really is Michael Dell."

Barry: That's awesome.

Ted: So executives are using LinkedIn and you can message these people, these executives, the people that are going to hire you for events and they respond to LinkedIn messages. But if you send them an email, through their regular email system, usually a secretary will intercept it or it won't get through, or they just ignore it. We have a golden opportunity right now to use LinkedIn for this messaging.

Barry: You know, there's a nice point here. Let me grab a book here, there's this right here, this is my book I Love Me More Than Sugar #1. Look at that quote right on the front, that's from Brian Tracy that is from a LinkedIn message to Brian Tracy.

Ted: There you go.

Barry: Yup, that was LinkedIn. That was me reaching out to the man. Who would I love to have, yeah, right there, go ahead, thanks.

Ted: I did the same thing with Brian. I mailed him a copy of my first book, and wrote him a hand written note and said I've been a fan of yours for over 20 years. I love everything, I own all your products, I would be honored if you would write me a testimonial for my book. Within two days I had a testimonial.

So here's some proof from IDC that over half of business, and business buyers are using LinkedIn to support their buying decisions now, so LinkedIn has become this reputable sight where people trust the information. Everything on the internet is true, right?

Barry: It has to be.

Ted: This one, 63% of C level and VP executives are using LinkedIn to support their decisions by researching your company and researching you. People prefer to work with people recommended by people. LinkedIn is one of the biggest referral networks in the world with over 370,000,000 members. You don't just want to connect with people that might want to hire you, you want to connect with people who can refer you. Word of mouth referrals are golden.

Let me share my LinkedIn story. I had an interesting career. I started in 1980 working with Digital, which is the first mini computer company. For 10 years they just exploded. It was before computers were really in offices. So I rode that wave and it was amazing. It really got computers in front of people in the workplace other than IBM mainframes.

I learned computer networking, and I was the first networking manager at Cellular One when then started up. We had 40 employees in San Francisco when I started working for Cellular One. I remember we had a big party one time when we hit 10,000 subscribers. Those were crazy times, the early late 80s, early 90s. So we were able to get these leading edge companies, leading edge technologies. I've been at the forefront of them for years. Then I worked for IBM as consultant where I traveled around and interviewed business executives and then designed computer networks for their companies. I really had a blessed career, everything was going really, really well.

This is the kind of computers I used to fix at Digital. Those little disk drives there hold maybe 5 megabits. Flash drives hold more than that whole picture.

Barry: Is that you?

Ted: No. You'll see a picture of me. I look almost like that. This is what cell phones were like when I started working for Cellular One, crazy. This company interviewed me. They put me in their annual report because I was one of the leading network managers in Silicon Valley, at the time. Life was golden. I was like... I remember saying, "I've got unlimited money to spend on this computer network. I'm just growing so fast, I'm just like a kid in the candy store." I got interviewed for Priority Magazine, which was Steven Covey's magazine at the time about a leading edge technology expert with a family trying to balance work and life, with the kids, it was great and everything was going great.

Then I was coming back from Lake Tahoe and I drove my family off a cliff. I actually fell asleep at the wheel. We flew off a 100 foot cliff, and you talk about a wakeup call in life. I was working, I loved my job, I was working 80 hours a week at least. I was going in at six in the morning, getting home at nine at night. I just wasn't... I didn't know I had checked out from my family this just woke me up and said, there's more to life than work. That's when I started consulting on my own. It was the mid 90s and the internet was just starting to take off. Al Gore invented the internet around then.

I knew how to connect companies to the internet, so I was like, people were throwing money at me like crazy. Then the dot com bubble burst and that 20 year career went out the window overnight. I couldn't go back to the old job because all of them were outsourced, or the pay was cut. I was making well over six figures and they were offering \$15 an hour for what I used to do. So started another business building websites. I started doing internet marketing, search engine optimization, which was awesome. That was going really well. 2008 hit, and like I said, I'd been going to BMI meetings and Chamber of Commerce, so I had a lot of small clients. They either went out of business at this time or they stopped spending so my business collapsed again.

So that's twice in seven years I went from \$250,000 or more to 0 overnight. Then I actually found a job here in Marin County at a software company doing their online marketing. 51 years old they hired me. I went to work and everybody is my kids age, 25, 22. There were three of us with gray hair there, that was it.

So it was great for three and a half years. We grew from 25 million to 125 million during the worst economy. They had the right product at the right time. It was unbelievable. They got venture capital investment, laid us all off. Brought in their own marketing agency. So there you go, strike three. This is what my career was like. For 20 years it was straight up and then three times in twelve years it just dropped, the bottom fell out. So I figured out I had to figure out what's going on. This is when I started using LinkedIn.

I said, OK, LinkedIn is starting to grow and now instead of fishing from those small ponds of BMI and Chamber of Commerce, I'm networking with literally 370,000,000 potential people. So I can grow my business as I want just by reaching out to people and building those relationships. So this is the AIDA, this is the approach that I use, Attention, Interest, Desire and Action. This is old school. Way before the internet, this is how they used to market, and it still works today. It actually works even better today. Because what's happening now is people think that when you're on social media that you have a license to be aggressive and spam people, and just say buy, buy, buy.

Nobody takes time to build that relationship any more. So if you take the slow and steady approach in building relationships with people you're going to have unlimited business. So here's what you're going to do on LinkedIn, you're going to get their attention. This is the big problem. You never get a second chance to make that good first impression. It's so true, even more on linked in because they say with your website, people come to your website, within two seconds they decide whether they are going to stay or leave. It's the same thing with LinkedIn.

Have you ever been shopping in the store and there used to be three choices and now there's like a thousand choices and you're overwhelmed? Which one do I choose? It's the same with LinkedIn. I work with a lot of financial advisors. You do a search for Financial Advisors, 287,000 financial advisors on LinkedIn. How do you stand out?

Somebody's going to click on my profile. What I do is I treat your profile like your website. You want to get people to look at your website, you want people to look at your profile to learn more about you. So how do you stand out?

I don't know if you've ever seen these I-tracking studies but they put goggles on people and see where their eyes go when they show them a website. It goes top left corner and does like an F pattern, down and a little bit to the right. Left corner, right there is your first way to catch them.

Your goal is to make them want to click on your profile. I've done online ads for 12 years now. My job is to get people to click on my ads, and with LinkedIn you want them to click on your profile to learn more about you. So Rob's friend, he coaches financial advisors. He says he can grow the business of financial advisors 30% or more per year, guaranteed.

Barry: How does that tie in to our talk last week with Brian Keith Voiles about not making the headline clever? That's as unclever as you can be and it speaks right to his prospects deepest desire.

Ted: Other people just put financial advisor coach – really boring, it doesn't stand out. So Rob his profile views spiked after he did this.

Here's the most important. People are going to go right to your picture. So you have to have that professional headshot. That's the first thing that they're going to look at with your profile. Then they're going to look at your name and then your professional headline. So since my book was #1 best seller for seven weeks on Amazon, I'm using that and then I say I'm helping people close more deals with less effort.

So I'm always testing that, like headlines, I'm always testing to see which gets the most profile views. I don't know if you know John Carlton? He's a copywriter. You read the professional headline, you ask yourself, "So what?" He says just a headline of the copy that you're writing, "So what?" Does that headline compel me in any way to click on the profile and learn more about them? Could this person help solve my problem? Everybody is trying to solve problems when they go to the internet. You just don't go there and hang out, like we used to. Here's some examples. I'll go through these kind of quick. Think of the two second rule. When you see this profile would you click on that profile, yes or no?

So here's Kevin. Financial adviser at Northwestern Mutual. I used the so what test there, "so what!" He's got a nice picture. Names nice and clear, not too much garbage around it, but so what? Financial consultant at Wells Fargo Advisors LLC, sorry, it doesn't grab my attention. Here's 287,000 people on there and 99.9% use their job title.

Here's one, Mathew is a financial advisor. He can't even afford a couple of hundred bucks for a professional photo a professional photo. Would you want to give your life savings to Mathew to manage if he won't spend... I spent \$100 for my profile picture.

Here's another one. Do you trust Joe to give him your life savings to manage?

Barry: Go ahead and say it.

Ted: Here's another one. So he's got the JDCFP, which are credentials, which is OK, but if there are too many, it just clutters things up. So this guy wants to manage my money but he has as selfie from his web cam. If you have a million dollars, you want to trust that with this guy?

Sorry, here's one, Kathy is getting better. She has too many certifications CIMA, what the heck is that? I know CFP Certified Financial Planner, and CPA obvious, but when you clutter that up, LinkedIn gets confused and thinks that's your last name. She's just a financial advisor at Ameriprise Financial Services. See none of these stand out.

Here's Scott. Now he's helping you pursue your investment and financial goals. I've been helping with this. He wants to keep this Wealth Advisor in Nevada, California and Marin County for some reason but, "helping you pursue your investment and financial goals" it's a good start. Look at his picture. He has somebody standing behind him with his hand on his shoulder almost. It's like, come on Scott.

Barry: Right, it's clipped in from a wedding or something that he was at.

Ted: Yeah, it's just not professional. It's first impression.

Here we go, Frank's. He's got a good picture. The nature backgrounds are OK if they're blurred like this. You can still see his face. "Social Security lead generation strategist," that's good. For those people that need a social security lead generation strategist, they know this guy can help them. For us it means probably nothing. He's got a very specific niche he's working with.

This one I call the spaghetti at the wall method. They throw a bunch of key phrases: wealth advisor, investment strategies, their trying to grab our attention with a bunch of different key word phrases. This is effective. A lot of people do this. Then you've got CLU CHFC, what the heck is that? I have no idea. In his industry it probably means a lot. You can put that in other places in your profile.

This is Stan, he's contacted me a few times. He's a LinkedIn coach too. He helps finance professionals get more profitable clients and the freedom to work the way they want. That resonates with me. Free consultation, that's kind of cheesy I think, personally, but he's got a good picture. This is good.

I like Rhonda's: want to have the same standard of living as you had before you retire not better? Who doesn't?

Barry: That's a good question. You guys, while you're on here watching this and listening to this start jiggling with yours. I'm sitting here. I looked at my professional headline on LinkedIn and I about panicked when Ted started talking and I've just been on the other screen touching in while I'm listening to this. What comes up for you as you're hearing him talk? What can you come up with for a professional headline that make sense and ties into the branding stuff that we learned from Kerriane, and the copywriting stuff that we learned from Brian? Have that rolling around in your head as this is going on. This is immersion.

Ted: This makes you stand out from 99% of people on LinkedIn.

Here's Paul. He's one of my clients and he will not work with you unless you have over \$2,000,000 of liquid assets. So he doesn't want to work with everybody. He calls himself a personal wealth manager to select clients. So he makes it really clear, I don't want to work with you unless you meet my criteria. I work with a handful of people. It's a way to pre-screen people. OK we got their attention with that professional headline and that picture, now you have to get them interested in you.

Since I've been doing online marketing for 12 years, I'm all about driving traffic to a website or a landing page to get people to sign up for something. The more people that view my LinkedIn profile, the more business I get. It's a direct correlation. So I treat my profile like a website and I try to get more profile views. So this is from a couple of months ago and just see when I'm active on LinkedIn, LinkedIn tells you this information now. This is one of their updates recently. It tells you how many profile views. Am I trending up trending down? I added 154 connections this week. I shared updates, I liked updates, I endorsed people. It tells you exactly what actions you're taking to generate more profile views. So it's giving you the answers, awesome.

Barry: Measurable, wonderful.

Ken: Where does your professional headline appear? This is so important because what LinkedIn does is they have an algorithm, just like the Google algorithm that places your site in search results. They're taking your profile and they read through it, look at your industry, your job titles, your companies you work for, who you're connected with and they start placing your profile in front of millions of other people every day, automatically. It's like free Google ads.

So have you ever seen these Fisher investment ads? I don't know if they follow you around. They spend millions of dollars every year advertising. They start following you everywhere. So this is kind of the effect that LinkedIn does for you. Your profile just starts following people. So here I started for LinkedIn Coach, and that's your professional headline shows up here. That's one I tested earlier. Best-selling award winning author of *Ultimate Guide for LinkedIn for Business in Twitter*, so always testing headlines.

Barry: Are you saying that their algorithm looks for you plugged in LinkedIn Coach. Oh I see, you have Ted Prodromou LinkedIn coach. You have that right after your name.

Ted: That's my last name field, actually. And they actually turned off my account for a day. Actually, they didn't contact me, they just turned off my account – suspended it and said you can't put words like that in your last name field. There's like millions of people doing this, but someone they tracked me down. I was going to speak at a pari-martial event in front of hundreds of people and my LinkedIn account is suspended.

Barry: So you changed your first name to Ted Prodromou and then you put last name LinkedIn Coach. Did you make any change?

Ted: I had to change it, but I had to contact their help desk. They didn't email me and say, "Hey you can't do that." They shut down 100,000 accounts one day. Without telling people. That's like their support desk must have gone crazy. They could have just emailed everybody and just said, "Please don't do this it's against our terms of service." Still there's millions of people that do this trick.

Barry: But you have it done right now.

Ted: I took it off now.

Barry: Ok, this is an older screen shot.

Ted: This is older, just to show the different headlines I use in test.

Barry: Yup, got you.

Ted: You can still spam the search engine. It's a search engine just like Google was about ten years ago. Remember when they used to spam the search engine with a bunch of key words on your website and metatags and stuff like that.

Barry: Yeah, they put stuff in white text at the bottom of a white background

Ted: Exactly.

So look at this guy. He's a campaign manager at LinkedIn, on LinkedIn, at LinkedIn. He's head coach at Bay City basketball. He's a campaign manager at Caleem Solutions at LinkedIn, data quality analyst at LinkedIn, so he made up all these jobs to rank well for the word LinkedIn. So he's spamming the LinkedIn search engine.

Barry: Holy cow, yeah I see. Ridiculous, LinkedIn, on LinkedIn, at LinkedIn, eye yi yi, OK.

Ted: That's key words stuffing at its best. So here is the new dashboard that came out a couple of months ago. You see my title there is at the top and the Deborah Jason, and that's her professional headline. All the things she posts. Every time that you post on LinkedIn your professional headline goes in front of everybody that you're connected with. This is where I get about 40% of my profile views.

The algorithm takes all these factors and says people have also viewed, after viewing me, they viewed these people, because we're digital marketers, or we're coaches. I'm a certified coach. I'm an online marketing, so they associate me with all these people. 40% of my profile view come from this little widget on the sidebar on LinkedIn. So this is where you want to grab their attention.

Most of these people are using these spaghetti method where they're putting a bunch of key words out there. A lot of people like to put stars, and the symbols in there. I think that's tacky, personally.

Barry: Right, I see those and the all cap letters, ugly.

Ted: Yup, just to get our attention.

This is where I get about 30% of my profile views. People similar to Deborah. I looked at Deborah Jason's profile and you hover over it and your professional headline pops up there.

Barry: When I think of you I think of the Mistress of Marketing, it's weird.

Ted: Yeah, exactly. This is, people hover over these and they see these different professional headlines.

The algorithm associates you with who you're connected with. All these factors. That's why you really have to complete your profile.

Think of it. If you have a half finished website and people come to your website and it says under construction and there's a little bit of content. What do people think of you and your company? Not too much, so your LinkedIn profile and you come to it and it's not finished. I think over 80% view your LinkedIn profile before they talk to you now or have a meeting with you.

Barry: Man, it's got to be playing in our world, even if we don't think about it. Entertainers, you get hired for events, or someone doing a Performing Arts Center, it's part of a big picture. It's the big picture of you.

Ted: They're coming to see where you spoke before, where you were before, like you were doing that tradeshow slide show there, all that credibility should be in your LinkedIn profile so they can go there and find that same information too.

Barry: Interesting.

Ted: And LinkedIn groups, you can post in groups. So I posted in some groups three years ago and the thread is still active. So my name keeps popping in front of all these people, like thousands, hundreds of thousands of people have commented on certain things. And your professional headline, your picture and your name show up in those conversations over, and over, and over.

So it's like free Google ads everywhere over LinkedIn. So once they click on my profile this is what they see. So you can put a new banner. This is something that they've added in the past year. You can put a full banner behind you. So I claimed the title of America's Leading LinkedIn Coach and put that on there. I had a nice banner made. It cost me \$75 dollars for that banner and it just let's people know exactly what I do.

Barry: That looks great. That's not an identical picture to your profile picture, but it's from the same shoot, clearly.

Ted: You can mix it up. It wouldn't hurt. It's all about branding. So as I scroll through my profile now, these are posts that I've done on LinkedIn publisher, so I've written a lot of articles. Not enough, obviously, but that kind of gives you an idea of what you can do. You can put videos, here. You can put what you just created earlier you could post that in your LinkedIn profile.

Barry: Wow, wow.

Ted: So here in the summary section, I just get their attention. If you're not getting the results that you want, let me help and invite them to schedule time with me or call me. Then I have PowerPoint presentations, I have YouTube videos, lots of content you can build right into your profile.

Barry: In the summary section, I'm scrolling down your profile on my other screen here. The summary is where, why don't I.

Ted: It should be here at the top, right once you get past...

Barry: I see, background summary, perfect. Yeah right there, that's where you tell the story, right underneath your posts.

Ted: I tell people don't repeat your job experience there. Tell the story about how you can help them. Get their attention with a question, and then tell the story why you're doing what you do. I tell my story about how I've worked through, like I told you, those cycles of up and down and in and out and I keep

reinventing myself and my passion is to help people. You tell that story and then in your experience section takes people through your job history. The technical stuff.

Barry: Well you guys, what happens to us as super hero performers when we get to tell a story about how we sold out an arena that had fans around the world. Change the atmosphere at a corporate event. Six Xed a leads count for a client at a tradeshow. What happens when there's that story in there? Yeah, that's a lot different then what they might be reading.

Ted: People love stories, especially those kinds of stories. They want you to come help them do the same thing for them. Here's where you do the experience. This is where you get to invent. These are jobs I've had. So one of the search engine ranking tricks is, instead of putting CEO of Search Marketing Simplified, which is my company, you put key word phrases there. Those key word phrases are key word hot spots for the search engine. So I put a LinkedIn Coach and that's why I ranked really well for that.

Barry: Ah, I see.

Ted: Then I created a second job under Search Engine Marketing Simplified and I put Award winning author of Ultimate LinkedIn for Business and then I put a project there, because I have a class. I have recommendations there. You write a little brief description of that job.

Barry: Love it. That could have easily been President of Search Marketing Simplified, which is nothing.

Ted: Right. People don't search for president.

Barry: Good, good hack, really nice.

Ted: So then I do LinkedIn lead generation, that's another key word hotspot. Then you do the same thing. I create five or six jobs with any key words that people would search Google for to find you, make them job titles in LinkedIn under the same company.

Barry: Nice, oh that's a really good one.

Ted: Then if you have projects you've done, you add those. If you've written books you add those. So people just scan through this. They don't read your whole profile they just scan it. But they see all this. Oh he wrote three books now. He's done projects. You got their attention and you got their interest, now you want to get their desire. So it's like you want them to want to contact you now.

I don't know about you, but if people are ever trying to sell to you constantly on LinkedIn lately? I get hundreds of messages every week now and 99% of them they say, "Hey, thanks for connecting and then they go on and start selling you. So imagine being at an event and you meet someone and you exchange business cards, and they start talking about themselves and they start hard selling you. We've all had that happen. What happens? You walk away.

Barry: You gotta get outa there, yeah.

Ted: So that's why it's so easy to succeed on LinkedIn right now. You can actually, if you take the approach of hey, let's build a relationship, become friends and get to know each other. People are like, thank God, he's not trying to sell me something.

Barry: Interesting. What's the strategy you use? How do these sales emails, these 99% all come, what do they have in common and what do you do differently with that 1%, what's your approach on that.

Ted: A lot of times people are trying to sell me LinkedIn consulting services. I just respond, a lot of times, I just say, "Hey, did you read my profile?" And they say, "Oh sure I did and then we go back and forth. "I don't think you read the profile."

Barry: #1 kind of on that whole thing.

Ted: It comes down to this. People to business with people that they know, like, and trust. So I just tried something new here where I have a page with LinkedIn friends. Thanks for connecting, if there's anything I can ever do to help you, let me know. Here's a free gift to have for some of my LinkedIn connections. Basically they download a free chapter of my book, or I have a one hour LinkedIn course that they can take for free. So I just invite them and let them get a taste of what I can do for them. I don't try to sell them at all.

Barry: OK, Ok.

Ted: So I take the slow and steady approach to building relationships. Eventually they come back and say when you do webinars or you have new videos, you can email them. I'll show you how to do that in a minute here. You can email people and say, "Hey, I've got a new video, check it out and let me know what you think."

Barry: Hmm, ok, it's a giving value. If you looked at it in give and take, you're definitely playing more on the give side.

Ted: I give, give, give, and it all comes back in multiples. People don't come to LinkedIn to buy. They may go to Facebook and buy stuff, or they go to EBay to buy. They're in the buying mode. People don't come to LinkedIn to buy. They don't want to be sold. People just don't get that. People are here to build relationships. These are business professionals. Most are making over \$100,000 a year. So these are serious players. They don't have time to fool around with you and go through your spam messages.

So build those long term relationships. I work with a lot of speakers too, and they build relationships and they get hired over, and over, and over by the same... They have annual events. So they build those relationships and it works. Then referrals, who doesn't want referrals, they are the best kinds of leads. Hey, Joe recommended you and said you're great. Focus on helping others and it comes back.

Barry: Excellent. I love that, really, really good.

Ted: So how not to engage and this is what I was talking about. Here's someone who sent a mass email to LinkedIn and they forgot to uncheck this box at the bottom so everybody saw that this was a mass email.

Barry: Man I've gotten these, gosh.

Ted: Then people start replying and everybody gets... It's like "reply all" and it's like STOP, get me out of this conversation.

Barry: Oh it's so funny you say that Ted. Right after you and I joined up on LinkedIn this is the message I got was this branded.me thing and I tried to offer something to the conversation and then I realized it went out to everyone, and then I realized what it was. Yeah, it snuck under a bad radar.

Ted: Yeah.

Barry: And I think she apologized a few days later.

Ted: Yeah, so it's like oops! So don't do that to people. Just focus on helping them and getting to know them. Kind of like you meet someone. You don't ask them to marry you on the first date. You got to build that relationship.

Here's one, this was interesting to me. It says, "Hey I love what you're doing." I said, "Oh that got my attention." I thought this guy is going to be just trying to build a relationship. Then he said, "Are you open to an additional income stream?" He's like trying to get me to get in his multi-level marketing business.

Barry: Is that something else?

Ted: Then he finished with, you're amazing.

Barry: Eye, yi, yi, OK.

Ted: So great, it's good to say I love what you're doing and then actually be honest and truthful and say, yeah, I looked at your profile and I'm really interested in learning more about what you do.

Barry: That's exactly how I've gotten in touch with some of the best interviews and TV shows and everything I've done is just that exact sentence.

Ted: When my book came out I started connecting with a lot of producers on local television and then I started connecting with people on the Today show, and I just tried to build relationships. So my goal is to get them to contact me when they need a LinkedIn expert. I'm not trying to sell them anything, I'm just saying hey, I'm here. If you ever need me.

Barry: So purely for personal gain here, and I hope others on this call can jump into that, but what did you do when you reached out to someone as big as the Today Show? Do you just send them an invitation to connect?

Ted: I connected, yeah. I did a LinkedIn search for producer and then they actually can scroll down to the Today Show or NBC, or ABC news and I just started reaching out and connecting to them. Then when they connected I would send a thank you. A couple of them I've sent books to with hand written notes, saying, "Hey, I've watched the Today Show forever. If you ever need a LinkedIn expert, I'm available.

Barry: Awesome, love that.

Ted: When you have a book to send people and you mail them a hard copy book with a hand written note, it gets their attention.

Barry: Yeah, if you want to go the extra mile and spend \$10 or \$12 bucks stick it in a FedEx Envelop.

Ted: That's what I do, yeah. It takes five minutes, literally, to write a hand written card, drop it in the mail.

Barry: Yeah, that will be opened by them.

Ted: So here's a message that I got when I connected with somebody recently. This is only part of the message. It's like, they didn't say, "Hey, thanks for connecting with me, they just cut and pasted this long email that went on, and on, and on. It's like please, stop.

Barry: Like you're sitting there with nothing to do but read this.

Ted: Literally, I have over 400 unread messages in my inbox right now.

Here's how you engage. I connected with Kurt. He says, "Thank you for connecting with me, I look forward to learning more about you and your business. If you'd like to connect to anyone in my network, I'd be happy to be a resource for you. In the meantime if there's anything that I can help you with, please don't hesitate to ask." That's how you build relationships.

Then you've got a nice picture of him with his dog.

He's a contractor. He builds houses and does that kind of work, so that's a perfect picture for him. Him in a suite wouldn't match what he does for a living.

Barry: How does that work for the folks on this call who are entertainers and sword swallowers and ventriloquists? The picture is an important match.

Ted: So match what you do. It wouldn't really be good for you to be in a suite unless you were on stage in a suite when you're performing. That goes back to the copywriting. I'm sure you learned that you got to match your message to what you're offering.

Here's another one. He just really wants to build a connection here. So he's not trying to sell me anything, he's genuinely interested in building a relationship. These are the kind of people that I follow up with. Kind of like when you go to get business cards from people. How often to you actually call them back or email them, thank you. I've got a stack of business cards in my drawer – hundreds of business cards, maybe thousands. 99.9% of the time nobody follows up with each other after an event. That's how you can easily stand out.

Barry: Yes, we just talked about that last week. Good point.

Ted: Yeah, so here's another one. This is one of the tricks I use. I'll do a LinkedIn search, so it's like a Google search, but LinkedIn you can put very specific criteria and I start viewing profiles. I'll spend 15 or 20 minutes viewing profiles of people that I want to connect with. With a premium connect now you have automatic searches for my ideal clients and I get about 150 new profiles a week that I can view that are potential... Now I deal with clients. So I just view their profiles and a lot of times they'll get back to you, "Hey, I noticed you viewed my profile."

Nine times out of 10 they'll connect with you after that. So it's a great way to build your network with the right people. You don't try and sell them anything, you just view their profile and you go away and a

day or two. Some people get really offended. One person emailed, "Why are you viewing my LinkedIn Profile, like I violated them or something."

Barry: No way, wow. I just emailed them back and said, "Well I saw you on LinkedIn sidebar and you caught my attention. And they're, "Oh, great, let's connect."

Barry: (Laugh) I'm not looking in your bedroom window.

Ted: I was like, "God, you're on LinkedIn." That's the thing that puzzles me. Some people won't put their picture on LinkedIn. They won't fill out their profile information or contact information. This is a business networking site. We're here to connect with people and do business. If you don't want to be on LinkedIn, don't make an account.

Barry: This is eye opening. This is really, really good Ted, thank you.

Ted: What it comes down to is people don't know how to connect and build relationships anymore. They're so used to just blasting away on Twitter and messages of buy, buy, buy. If you take the time to build relationships with people, they're so thankful. It's like oh my God you're one of the 1% that actually care about me and my business.

So here's another one. This is a get in touch and reacquaint yourself with somebody. Every once in a while there's somebody like, Oh yeah, I haven't talked to Mike in a while. So I'll send him a message, hey we haven't talked in a while. You can send up to 50 messages at a time with LinkedIn which is really cool. Then get back on their radar, which is really cool. Oh yeah, I do need to learn more about LinkedIn and they contact me.

Barry: What if we have our connections grouped into people who do tradeshow or things like that and we just did this great big tradeshow and we just drop a line out, "Hey I was in Las Vegas this last week at Network World Interop, would love to talk with you about that experience and see what you're doing in the tradeshow world."

Ted: Exactly.

Barry: Boy, that's beautiful.

Ted: Yup, and it's free.

This is the one that blows my mind, because as you know, on Facebook you get the Happy Birthday and people wise, you're, Oh, thank you, thank you."

It works just as well on LinkedIn. So in the morning you can just say, congratulations on your new job. Or just write them a short little message.

My friend, Danny Brussel there, he's been an instructor at a college for 23 years and he changed one thing in his profile and he sent out a message, Danny has a new job. Over a thousand people congratulated him on his new job.

He said, "I didn't get a new job, I just updated something in my profile." But it got 1,000 people to view his profile. So this stuff is silly but it works and it only takes a couple of minutes a day.

Then when people write articles on LinkedIn, comment, like and share it. They're so appreciative. Give, give, give, help them out and it will all come back to you.

Barry: So Ted, I'm conscious that I went so far over time and I apologize deeply for that and I know it's about eight minutes until you have to be somewhere else. Do you need to... Is there something that you want to do to close this, or are you alright on time?

Ted: No, I'm almost done.

Barry: Perfect, I wanted to check with you on that.

Ted: So one thing when you comment on these kind of things, you have like one thing successful people never do. 2.1 million people have viewed that article. If you comment on that, like it, and share it, you get into that conversation with 2.1 million people and your profile gets seen by potentially that many people. So.

Then action. My goal is to get them on the phone and close them. That's really my goal, that's how I close my high-end consulting clients. You don't do that through online and emails back and forth. You get on the phone and have conversations and see how you can help each other. See how it's a mutually beneficial relationship. So however you close that's your next step.

Barry: Wow, OK.

Ted: So there it is, it's get their attention, get them interested, create desire, and close them with action. Plus give away some free books.

So if you can just capture their names for me.

Barry: Yup, I'll do that. I'll take care of that part.

Ted: Maybe I'll ask just one question and the second, fifth and eighth person that answers. So the tough question is, how many people are on LinkedIn approximately?

Barry: Oh man, that was from the early days. What's the number of how many people are on LinkedIn that Ted gave, not what Google gives you.

Ted: Yeah, approximately.

Barry: Hey gosh, man. I want to thank you so much for this.

Ted: So if they want to do the free one hour course, just go to LinkedAccelerator.com too. That's the second free gift. It's a free one hour course that kind of takes you through a lot of the basics.

Barry: Can you answer one question that I have about people in the world? I'm on there as an author for Sugar Free, and expert for my 30 Days Sugar Free program for TV interviews I do about that. I'm on there as Raspyni brothers, and my 33 year career as a four times world juggling champion. Six time TED

speaker. I'm on there for a coach for ShowBiz Blueprint. How do you best group people that I connect with? Is there a way for me and other people to connect to people that are connected to into different groups of their life?

Ted: Yeah, you can actually tag your connections.

Barry: Tag connections, wow, ok.

Ted: Just go to the connections menu item, you can sort by your connections only, if you hover over the person, a little button comes up that says "tag" and you can create categories. So for every event you go to you can create a category for that and it groups them all. Then you can send a mass message up to 50 of them at a time by selecting that tag.

Barry: Interesting, OK, I love that. So even those three that I just mentioned, just going through and tagging those so then if I want to send a message, or I want to look up what a group is doing. I didn't even know you could do that.

Good you guys, so that one hour course: LinkedAccelerator.com Thank you.

Hey Ted, come back live for a second. Let us say goodbye to you. I know you're jumping onto another webinar. You're a madman, thank you.

Ted: Busy day.

Barry: Thank you so much for being a giver for walking the talk on this and doing what you're talking about. Someone on here, so a whole bunch of people answered so I'll count out what numbers 2, 5, and 8.

Ted: You can just email them to me, yeah.

Barry: Thank you so much, man, that's sweet. Thank you so much having a webinar from jugglers, magicians, ventriloquists, singers, song writers around the world. Appreciate it.

Ted: Thank you.

Barry: Take care, Bye, bye.

Ok you guys we are way over time again. I had another module I wanted to do this week with you this week. What I'm going to do is work it into the homework this week. I'll make a video and put it on video of what I want to talk about and assign you something to do with it because it's important. A part of our building block of what we're doing and it dovetails perfectly in with what Ted just got done talking to us about for almost an hour.

I hope you got a lot out of today. I know it was very technical. I want you to know that everything that we talked about today is about the bigger picture that we're painting for moving forward for playing bigger, for connecting with more people, for showing up in their inbox in a way that no one else is doing, in being uniquely qualified to be the only logical choice for them as they make their decisions about

entertainment and about their booking seasons, about their parties, whatever you're doing. That little piece.

I know Allison, who's in this group is using Customer Video Introductions for parties that are in the bigger, higher number than most people have every thought about. I know Andrew, who's in Hong Kong, he's using these for getting inside of people's minds who are booking. TedX Conferences, you know I put this shirt on today because people are using them for all different levels.

There's no reason you can't use them as your booking Performing Arts Centers to get under the skin and really show that you really understand what's going on with this. Corporate events, tradeshow, the obvious low hanging fruit for this stuff. I implore you to stay in the WHY you're going to do something, WHEN you're going to do it, and FOR WHO you're going to do it for. Let the HOW work itself out during this week.

Or even moving forward. I know some of you are behind on the program. That's what it is. This stuff is available to you forever. The replay, our group. Make a commitment and make a goal that you're going to keep in your business and keep that business goal. I challenged you go do it with the connection challenge, to find what works for you and stay with it. With your schedule, to find out what you want to do that day, schedule it out and stick with it. We're beyond the point of wasting our time right now, of dilly dallying. That's not going to serve us to get to where we need to go.

So this LinkedIn strategy, wonderful. Does it go in the refrigerator for now or do you spend 15 minutes in the morning? During that talk I changed my professional business headline. It's something stupid like Owner of 30DaysSugarFree.com. Stupid. So with a little bit of insight, some help I changed it to Author, Expert, Speaker, Owner of 30DaysSugarFree.com. Is it the best? I don't know, but I'll tell you it's a lot better right now.

At least it says Author, Expert, Speaker. I need to go through and update a few things. I've got some great videos on there that represent where I'm heading, but the story more. My summary right here is pointing to Raspyni Brothers, which is a disconnect. So I'm going to play with this stuff and I invite you guys to take a look at it. Whether it happens now or whether it goes in the refrigerator or freezer. Those great three different levels where we're putting stuff and I thank Renee for bringing that to our conversation.

Ok you guys, thank you so much for showing up today. Big conversations in the chat – always good and engaging and some of them plagued with technical problems at the beginning. I brought it up on my phone and had it playing in the background just so I could actually see what some of you were actually seeing. I do like the way it's going. I'm really happy with this group. Please lean into our Facebook group more. Use that anytime you feel the call, you feel alone and you're wondering what to do with something.

Homework this week is going to be a bit heavy, I'll tell you that. Whether you get to it this week or not, it's going to be waiting for you. This replay is going up a lot faster. I got the MP3s going up almost immediately. This one will be up within a couple of hours and let's dig in guys.

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Thank you for showing up. Any questions throw them in the box. Right now I'm here to answer anything else until we sign out.

Great stuff as usual Barry, thank you so much.

I got all those answers you guys put in. I'll do the second, fifth and eighth answer and you guys will get books from Ted autographed, which is a sweet offer.

Can you split up the two halves, the replay? We'll just mark the time where you drag the scroll bar to get into... We'll mark the lesson starts here and the LinkedIn starts here, no problem, good point actually. A little bit of a table of contents would be helpful on these.

Thanks so much guys. Checking out. Going to work and do all the follow up for this thing and get this queued up for the week and have a great week you guys. I'll look forward to hearing from you in the group. Talk to you soon.