

ShowBiz Blueprint – Module 7

Welcome to week seven of ShowBiz Blueprint. Excited to be back with you guys today. Today we are going to dig into something that we've been talking about a whole lot; creating the CVI. We're going to get ugly. We're going to go inside. Actually we're going to leave the studio. I'm going to take you inside my office, where we're going to create one live in real time. I'm going to show you how I record it, how I edit it, where I put the music and how I upload it and set up the whole page. It's going to be nuts to bolts. We're going to do the whole thing.

Next, we're going to talk about the power of LinkedIn, with an incredible interview with a man that I'm so happy to have be a part of the ShowBiz Blueprint community and faculty; Ted Prodromou, who is a published author through Entrepreneur Press. His books about LinkedIn and Twitter are bibles to this industry. Third, we will talk about live networking and we are going to cover that right here in the studio. Live networking is us getting away from the computer, away from the phone, getting out and being a presence in the community in a way you're not going to believe. All right. Let's get started with week seven. We start that of course by just taking a quick peek back at week six to see what happened. Connection challenge is still big. I told you in 2016, that leap year I did 366 one-a-day connection challenge.

I'll encourage you to up it as often as you can. Wondering about the business card funnel? I know we get to talk about that in the live Q&A session but did you put one into action? Did you actually run a business card funnel? I know a few people have said they're going to and hopefully you took the steps. It's a powerful, powerful tool for you. A majority of module six was certainly about copywriting and Brian [inaudible 00:01:49], a huge star, so happy to have him on the faculty of ShowBiz Blueprint as well. He is doing special sessions for us. He's in our secret Facebook groups and he's an amazing man so don't abuse it but know that he's there to answer the easy questions on your copywriting and available if you want to talk to him even deeper.

Headlines. Simplification. Refining. Those exercises from the homework, they are game changing, and as you know the deeper you go ... The more pieces the onion you peel off, the closer to the core you are. It's when you do that work. It's when you get the big pieces off, get the easy, crappy ones out of the way, and find out the goal that's living on the inside of that onion. Those are the headlines. Those are the sub-heads, the copy, that really relates to you, your mission, your brand, who you are, what you bring to clients. And if you notice, it's not all about you. It's never all about you.

And we dug into the 80:20 rule, which must guide your workflow. I gave powerful examples of it; my database of 850-plus people and how it was probably 5 to 10% of that database where I made my living and continued to for decades. So, find that. Find the 20% of the work you do that gives you 80% of the return. You guys, once you do that, the free time opens up to create the next chapter, the bigger chapter of what you're doing right now. All right. Let's go. We're going to go back into my office, we're going to jump in to creating a CVI from scratch.

Hey guys, it is Barry and we are going to take it right into this thing. We are in my office, I'm showing you kind of the over-the-shoulder view of this. We're going to record a CVI directly. This picks up right after you modify the PowerPoint or Keynote template, however you did it, and there's another video about that. This is what happens from the point that you have the

presentation ready to go and you're going to record it. I'm going to use a tool called Camtasia Studio, which I love. I've had it for years and it's a big tool for me. You can also do this with iMovie. Right on your iPhone you can even do this. I've seen my son do versions of something like this. Final Cut, Premier Pro, Vegas Studio ... There's all kinds of video software. The tools aren't important.

What we're doing here ... I'm going to show you one tool, the tool I really love. It's similar in all of these things. We're taking a video, we're putting an audio track to it and we're adding a music track under it and we're exporting it to an MP4, not brain surgery. All right. So some of this is going to be over my shoulder. We'll record the entire thing over my shoulder and then I'll go on to a screen capture and show you how I actually edit it, get rid of any mistakes I made, put the music track under, export it, and then we're going to build the landing page. We're going to use Instapage for that. All right. Let's get to this thing. I'm just going to leave the camera running. Don't mind me if I turn my back on you. All right. So right here we have ... Let me just jump out of this thing for a second. We're not going to do that right now.

So, I have the PowerPoint up here. Let me get out of the presentation. This is what it looks like after I've modified it. I've got all the ... Yes, you can see it enough on there. This is just everything modified. For this one client, I'm doing this for an IBM meeting that's coming up. I'm going to start Camtasia with screen recorder, record the screen. It brings up a little file here. Then, I'm going to take PowerPoint and I'm going to go into the presentation mode so it gets rid of all the little mini slides on the side. I'm going to go into the full presentation mode. Then, Camtasia throws up this little green box here that I'm going to just stretch so it covers only the area that I'm going to record. Every software will do this, that you're going to record the screen with, Snagit or any of the things that you use for the Macintosh.

I don't know what those are but ... Actually, Camtasia works on Mac too so if you want to do something like this, stretch those green borders just so you're covering the area you want. Then we're going to get ready. We're going to hit "record" and we're going to go live recording this custom video introduction in real time. All right. Here we go. When you hit this, it's going to give you a "3,2,1" count then I'm going to blast into action. Stand up, drink some water. In fact, I'm going to take a sip of water and I'm going to get myself ready. I'm standing up. I'm psyched up. And here we go. This very beginning part, I have music playing over it so I'm just going to let this first slide play out then I'm going to have music underneath it. You'll see.

Hello IBM. My name is Barry Friedman, one half of The Raspyni Brothers, and we hear you're having your one Hundred Percent Club in Venice, Italy, mid-October 2017. After reviewing the details of your event with Mark Felix of Drury Design, we hear you're having three ways of top-producing, 100 percent-ers. That's going to be great. Approximately 565 people per wave, and you're looking for more in performances that are fun, visual and engaging. And while a perfectly fine morning breakfast could look like this, you're probably looking for something a little bit more like that. So, what's a Raspyni and why should IBM care? Over 100 dates a year, and for that day your event is all that matters. We expand camaraderie among your guests. We customize using your products and messengers. And we bring humor, motivation and focus. The tools we use, we garner them from over 200 national television shows, over 2000 corporate events around the world, and just for fun, we're four-time world juggling champions. We will be bringing some of that to the stage.

What will they see? A fully choreographed, yet improvisational comedy show, using golf clubs and bull whips, fine china, razor sharp machetes, California frisbees, your important people and we'll also probably do something to pay tribute to these original hundred percent-ers. So, what will the audience feel? Certainly, the benefits of laughter, the anecdote to stress, pain and conflict, more connected as a group, relaxed and at ease. And from the message, they're going to know that IBM is creative, progressive, you celebrate success and they're going to count on all this and more. A few resources that show we're worthy of the Hundred Percent Club; six-time 10 percent-ers, over 2000 corporate shows since 1986, Guinness world record holders and I know us, we're going to do some of that on stage.

Right below, you'll see a link to a one-hour performance. See what it looks like when we actually dig in and customize for your audience. We'll do a link to a letter about our customization skills and we will never get lost in the shuffle of agents and managers. Mark will have our cell number until the moment we walk on stage to make you look great. IBM one Hundred Percent Club, your big meeting in Venice, Italy, mid-October. We are The Raspyni Brothers and we hope to see you there. So long.

All of that with no glitches.

Recording: In fact, I'm going to take a sip of water.

Barry Friedman: It doesn't always happen that way. Sometimes there is a glitch or two and I clean that up in editing [crosstalk 00:08:48]. Get off here. Got that thing still running. So, we're going to go on to the screen now and we're going to take a look at the editing process, getting rid of that part at the beginning I did, getting rid of any clubs that you may have had in there, and sticking a track of music under it and exporting it. Let's go to the screen share.

All right. So here we are inside of Camtasia Studio. This is where we get dropped right after we record the PowerPoint using the screen record. You saw that in the last clip. So we are here. This is my timeline with my video on it, what I just recorded, then underneath it is the audio. You can see right here at the beginning ... I'm going to do the best I can to have you guys hear the audio, but I think no matter what it's going to be a little bit softer in the background when it plays. We'll just have to listen to that and I'll tell you what I'm doing. So, this is the timeline. I'm going to hit "play and sync." Once again, this is me doing it in Camtasia. I listed a whole bunch of ways you could also use it, a whole bunch of different programs. This is the big picture flow of it. Don't worry so much about the tools and you'll always be able to replay this one and do it in this if you'd like.

All right. Let me just hit "play" and hear what happens.

Recording: ... water. In fact, I'm going to take a sip of water and I'm going to get myself ready. I'm standing up. I'm psyched up. And here we go.

Barry Friedman: Okay. So this is just me ...

Recording: This very beginning part, I have music playing over it so I'm just-

Barry Friedman:Yes, that's just me telling you guys what I'm going to do. So, right away, I'm just going to zip this up to where the graphics start coming in, right there. And I'm going to grab this little green ... I won't, I'm going to slide that back and then I'm just going to hit "delete." What that leaves me with is this blank time, is when the slide is coming in. I have some music that plays over this, and then I start talking.

Recording: Hello IBM. My name is Barry Friedman, one half of The Raspyni Brothers, and we hear you're having your Hundred Percent Club in Venice, Italy, mid-October 2017. [crosstalk 00:10:42]

Barry Friedman:So I'll just watch this. Make sure I like it.

Recording: After reviewing the details of your event with Mark Felix of Drury Design, we hear you're having three ways of top-producing, 100 percent-ers. That's going to be great. Approximately 565 people per wave, and you're looking for more in performances that are fun, visual and engaging. [crosstalk 00:11:01]

Barry Friedman:So you can see all this happening on the screen and ...

Recording: ... you're probably looking for something a little bit more like that. So, what's a Raspyni and why should IBM care? [crosstalk 00:11:12]

Barry Friedman:All the slides coming by with the audio. So I like this one. I didn't make any mistakes in this one. If I did make mistakes, I would just edit them out. I would do exactly what I did there at the beginning where I just cut out that part.

Recording: ... from over 200 national television shows, over 2000 corporate events around the world, and just for fun, we're four-time world juggling champions. We will be bringing some of that to the stage. What will they see? A fully choreographed, yet [crosstalk 00:11:38]

Barry Friedman:I'll just keep watching to confirm that I like it.

Recording: ... using golf clubs and bull whips, fine china, razor sharp machetes, California [crosstalk 00:11:45]

Barry Friedman:And I know, if I screwed it up I know where it's at. This one I did do it perfectly.

Recording: ... original hundred percent-ers. So, what will the audience feel? [crosstalk 00:11:55]

Barry Friedman:If I made a mistake, I'll just come to that part, cut it out and let it roll.

Recording: ... as a group, relaxed and at ease. And from the message, they're going to know that IBM is creative, progressive, you celebrate success and they're going to count on all this and more. [crosstalk 00:12:09]

Barry Friedman:I'm using the arrow key in PowerPoint to trigger each one of these. So, it happens when I'm ready to say it.

Recording: ... 2000 corporate shows since 1986, Guinness world record holders and I know us, we're going to do some of that on stage. Right below, you'll see a link to a one-hour performance. See what it looks like when we actually dig in and customize for your audience. We'll do a link to a letter about our customization skills and we will never get lost in the shuffle of agents and managers. Mark will have our cell number until the moment we walk on stage to make you look great. IBM one Hundred Percent Club, your big meeting in Venice, Italy, mid-October. We are The Raspyni Brothers and we hope to see you there. So long.

Barry Friedman:All right. So, that finishes up, and I'm just gonna leave a little bit of black here at the end because my music will fill in and put a nice little tie in there. All right. Now, Let's look at adding the music track underneath, and again, you'll do this differently depending on what program you're using but basically you're going to come in here and add another audio track. So let's just show audio track number two in here, and I'm going to just import some music that I use for my CVIs. I do that just by right-clicking in here, hitting "import media" and then align to the right location. All right. So, I import that music; an MP3, a wave file. You can use whatever you want. Then, I'm just going to drag that down here under the timeline. And just without any editing or anything, look what we can see. The video ends here. The music goes a lot longer. And here's this little up-play.

This button here lets me zoom in so I can actually see what's going on, on the micro-level here. All right, so let me just play this one for you and let's just take a listen. Let me turn that up a bit.

Recording: Hello IBM. My name is Barry Friedman, one half of The Raspyni Brothers-

Barry Friedman:Sounds pretty good. You think I've done this before, but there's a little bit of extra music on here. I like it to just start right when it's ... Where can I see that at? Yes, right when it's playing I just get rid of the dead time, slide that back to the beginning. Let me do this. High beat, high-energy music.

Recording: Hello IBM. My name is-

Barry Friedman:All right. Then I come into here, right where I start talking and a little bit before I start talking, this is coming in, I'm going to put a ... what's called a ... What are they called? They're called ... a little edit audio. Well, they're called keyframes in a lot of programs but I can just stick in a ... So, here I'll just ... Right where the cursor is, I hit "add audio point" and then I'm going to come here where I'd like it to be down by, like when I start talking. I'm just going to move it forward a little bit here and our light, it's going to be dimming here and I'm going to add an audio point here. Then, the second one, I'm just going to grab this and I'm going to drag it down to about 20%, that's what I always run it at. 19.13 is fine. I don't care about this. Now, just listen to this little change.

Recording: Hello IBM. My name is Barry Friedman, one half-

Barry Friedman:Yep. Sounds like he's been there forever. So now let's drag this out to the end of this. This program in particular, does something a little odd. It continues ... Well, I guess they probably all would do that. It fades it up in a linear fashion until it gets to the next audio point, which is the very end. So, what I'm going to do ... I'm going to come right here actually. Let me do it this way. Let me shrink down the screen. Trying to think of the easiest way to tell you guys, instead of just the rapid-fire method I usually do it. I'm going to look right here, there's always a place where I say their name again. I say, "IBM Hundred Percent Club," and I do that for a reason. I like it to be nice and loud there. So, let me show you ... You see this me ... Let me zoom in here. This is kind of cool. You'll see this little break right in here where it's quiet, right before I go, "IBM." Listen to this.

Recording: ... until the moment we walk on stage to make you look great. IBM-

Barry Friedman:Right there. See? So, I say, "IBM." So, right here, this is an ideal time to cut the music out because no one can really hear what's going on at this point, because it's loud, I'm talking loud, there's music underneath it. This music is very repetitive, so it doesn't matter even if I come into the middle of a measure. So, I'm going to hit this little lock out here. All your programs will have this lock so you can do something to the rest of the tracks while locking that one, and I'm going to hit split, this little split tool right here, and that's going to create a second music track. Look at this. This is here, I'm going to start playing with shortening this. I'm just going to shorten it a bit, and I want the end of the music to end up at the end of this track. I can do this. If I zoomed out a little bit more I'd be able to do it a little more specifically. Yes, this is getting close. Boom, I'm just going to do.

So, I want this ending, where the music has its natural ending. I want this to be at the end of this video, so boom ... little tiny bit more. You guys are going, "Oh, I know such a better way to do this," and so do I, but I'm just showing you this so it's clean. I actually do it with a little bit of timing. This is great. Here we have this video ending here where this video ends. Let's just take a listen to this. Now, it's going to be too loud so let me just ... I'm going to actually do this. I'm going to pull ... Let me close that. I'm going to pull this thing back down here, this audio queue back down to the 28, 19% or whatever we've been running this at, 19.9. So, that's running underneath this whole thing. See the solid level here this music's running at? Lower level and then here, boom, then it blasts into this loud thing.

We don't want the blasting loud thing but we do want it to continue here at the same level it's been running at; 18, 19, we're not doing brain surgery here. Then, we'll move this thing to the right here, to when we're going to dim it out. I wanted to dim it out right when I'm saying, "We're The Raspyni Brothers and we hope to see you there."

Recording: ... in Venice, Italy, mid-October. We are The Raspyni Bro-

Barry Friedman:Right here. So, I'm just going to pull this back to where here, "We're The Raspyni Brothers." I'm going to stick an audio point here. I'm going to add an audio point and I'm going to pull this down to the 19ish, 20ish. Then, you can see it, just boom. It rises up to the variance, so hear this now.

Recording: ... look great. IBM one Hundred Percent Club, your big meeting in Venice, Italy, mid-October. We are The Raspyni Brothers and we hope to see you there. So long.

Barry Friedman:Boom. No problem. So that's what, you know, a nutshell on how to do this. Really, we covered it quickly. The only things that would be a little bit different is if you had to cut out some part of this audio and then literally you just come in here, highlight the part where the flub happened, delete it and then have it go right into the next part. So, one thing I'll tell you, is if you're recording these and you know you made a flub, back up to the previous place where you transitioned to a new slide and just record that. That will give you a clean place to come into when you're doing your editing. So you don't ... That's it. Pretty simple. This is what it looks like.

This is our full audio for our beginning. We bring it down when I start talking. I let it run all the way about this 20% level, and then right here at the very end, I just cut it so the music has a natural ending, get rid of that stuff, and I use music that is a little bit repetitive. It's just a high-energy background. So, let's just take a listen to this real quick. We won't do the whole thing, but I'll just do the transition spots for you and I'm going to move the mic a little closer to the speaker.

Recording: Hello IBM. My name is Barry Friedman, one half of The Raspyni Brothers, and we hear you're having your one Hundred Percent Club in Venice, Italy, mid-October 2017.

Barry Friedman:All right. I'm going to pause that and I'm going to come over here now and take a listen to the ending.

Recording: ... lost in the shuffle of agents and managers. Mark will have our cell number until the moment we walk on stage to make you look great. IBM one Hundred Percent Club, your big meeting in Venice, Italy, mid-October. We are The Raspyni Brothers and we hope to see you there. So long.

Barry Friedman:All right. So, that's what that looks like and then we're just going to come up here under "produce and share." Once again, in your program you'll probably do an output or an export, whatever that looks like. I'm going to use custom settings. All I want is an MP4 so I'm going to record it in the same size that I did; the big screen. I like the best quality for this thing so I leave it at the 1280 x 720 that I recorded it in. I'm just going to get an MP4 and that's the first one here. I'm going to next that and I don't want any controls. Did I miss that? One second. Yes, so on this one, I'm just going to ... It wants to set up a controller and a little player like this, which I don't need. I want just the MP4 files so I'm going to hit "no controls" on this thing, got my MP4 format, that's what I want. My video size ... boom ... boom.

I'm going to point to where I want it to go to and I'll just stick it in this location for now. I'm going to probably call this one ... I always call these the name of the company that I'm doing it for; IBM Venice. All right. Show production results ... boom. Go. It's going to count this up and I'll come back on in a second. So, for a video of this length Camtasia will take ... I don't know, maybe less than a minute to run through this entire thing. It's pretty quick. So, this entire process guys, takes me less than 15 minutes. That whole part, the recording of it, is about three minutes. The editing of it is another three to five minutes, so I'm up to eight. Then, I go over to my Instapage and I implant the MP4 file onto the video, right onto that.

A couple ways you can handle that. You can put the MP4 file directly onto Instapage. You can stick it onto Vimeo. I like to do it there because I get some analytics. I get some tracking on when they watch it, how much of it they watched, so I really like to do that with my files. You can stick it on YouTube. That's a completely free option. If you do YouTube, make sure that you turn off the suggested videos when it finishes playing; don't need your competitor's video showing up there, or videos about the company. That's just creepy. All right, good. So, this is finishing up here and let's head over to Instapage and look at that. Oh, one more thing. Camtasia gives you this little thing at the end here and you can hit "open production folder." That will open the folder and right here I'll just have the video, right here ready to go. So, let's let's head over to Instapage and play with part two of this.

Okay. We are here inside of my Instapage account. I keep these under Raspyni. I did these for years on a different platform and I just copied a few of them over to Instapage but I had up to about 100 of these, I think, at the peak, being made on a special template that I had in WordPress. But, you know, I just did them in here. It's so simple to do this. So let me open one micro encoder. I will open this one. So, instead of opening, I'm just going to make a copy of it. I'm going to come here and hit, "duplicate," and it's going to give me that somewhere right here, and I'm come under here and I'm going to hit "rename." I'm going to call this "IBM Venice." Rename it, and then I'm going to come in here and edit this little gem here.

I think this is pretty much where I showed you in the other one about customizing the page. Did I not? Yes, I had a video on this on doing it in Instapage. I'll link to that on the page. I won't do the entire thing here. But let me just show you how to deal with the video because that takes a little bit of special attention. Okay. So, in this program, you would just come in here and you'd have a video box or I showed you in the other video how to have a video box. You just come in here and edit it and I just stick in my Vimeo link because I upload this to Vimeo first and then I just use the Vimeo link. If you're going to do it with YouTube, you would stick in the YouTube link as well. And you know what? I was mistaken. I was thinking of my other system I use where I could just stick a link to the MP4 file.

Doesn't happen that way in Instapage. So, this has to either be a YouTube video, a [inaudible 00:24:34] video, Vimeo. One of those three and possibly others, but this has to be a hosted video somewhere. Easy enough to do on YouTube and simply have it unpublished. Like I said, I like the Vimeo version of these videos. So, let me run through

real quick setting this up on Vimeo just so you can see how to do it. All right. I brought up Vimeo on my browser here. You can see ... Here's the MP4 file. I'll just grab that, drop it here into Vimeo, let it upload and look how fast it's going. It's going to go very quickly because it's the short little video. All right. So, after I upload it, I come into the settings here and I set this video's privacy to hide this video from Vimeo; that's my default. I don't want these out in the world.

It's not a problem, then I hit "save." I may come over here to the embed as well and I like to just get rid of the titles. I have my preferred settings that I like for videos and I just select that here; "Barry preferred." That sets ... "Barry favorite," I'm sorry. I have a couple different. "Barry favorite," gives them the full screen button and the volume, and it gets rid of the title. I don't want this title to be on here and I don't want the Vimeo logo on that advertising Vimeo. I'll hit that and then I will come back over to Instapage and I will add new video. It shows a little box in there. I'll hit the "edit," and I'll just stick the link right in there, hit "done." And there's my video without the Vimeo logo, without the title there, and here I get to stretch this into the shape and size I want. I'm just going to make it the size of the screen so there's no black on the ends.

I love Instapage because that green line tells me when I'm dead center, which is great. So, that's the video in there. I can pop over here and preview the page real quickly, just to make ... Oh, we haven't done the rest of the customization. I don't think I'm going to do that for this one though, because I showed you how to do that in another page. This was literally just about how getting the CVI, the video in here is ... So, that's how I get it from Vimeo to over here, the exact same procedure for YouTube, for [inaudible 00:26:41], even a Facebook video. You can even use a link to a Facebook video and then on here I will just hit "publish" on this thing. I'm just going to publish it to a demo page. Oh, you know what this thing wants me to do is ... Just take a look at the mobile.

I've ... Pretty sure I showed this in the other one, but in here in the mobile one you'll come in here and get the video box looking good without the black here. This is exactly what people are going to see when they come to their phone. There's always some changes to be made. Don't just assume you can hit "publish" and have this thing be beautiful in a phone. That's about the extent of the work. Of course, in this one we would've ... On the desktop view, we would've changed this to IBM. For the landing page we would come in here and change this to an IBM image but I showed that in another video. Good. So, this video is ready to go. I'll hit "publish" on this thing. I'm just going to do it to a demo page because I'm not using it right now. IBM 2, we'll call it ... publishes it, and then I can just come here, hit the thing for IBM video and see the page all ready to go with my video in it.

So you guys, that's it. We got this done in a little under 20 minutes. Editing the video, putting it together, making the CVI, and then this video can just play.

Recording: Hello IBM. My name is Barry Friedman, one half-

Barry Friedman:I'll move it to the end just to hear the ending.

Recording: ... IBM one Hundred Percent Club, your big meeting in Venice, Italy, mid-October. We are The Raspyni Brothers and we hope to see you there. So long.

Barry Friedman: All right. That's the extent of it you guys. Good work; it all starts with your editor, however you're going to do that. Decide how you're going to do it. If you're going to use Camtasia, I have a link to it on the page. I think they offer 30 days free to get in here, play around with it. Also, like I said, if you're good at iMovie, Final Cut, Premier Pro, Vegas studio I think it's called; so many different video editing softwares but ... That's the thing, make sure you can do a screen capture. Make sure you can grab that file, bring it into an editor and that you can add a track of music. Boom. That was good. Let's head back to the lesson.

All right. How about that? That's creating the CVI and it's a pretty intense process. I can tell you the first one, let it take you an hour, two hours, whatever it is. Now, they take me — as I said in the video — 15 to 20 minutes, and there's no reason for them to take any longer once you get the template and the flow down and you really see where you're going. Let's dig in. Another interview for you from the faculty of ShowBiz Blueprint. Ted Prodomou, and I always struggle with that last name. Author with Entrepreneur Press, he has published LinkedIn For Business and also Twitter for Business. Great example. Having Ted on this program is a great example of using your network.

It was during a connection challenge, when I reached in, knew somebody who knew someone who authored books for LinkedIn and I said, "It's not Ted, is it?" And they said, "It is Ted." Ended up reaching out to him, connecting with him and he's become a friend of ShowBiz Blueprint. It's wonderful to have them here. So, you never know where your networks are going to take you, how it's going to fill in a little gap, two dots you want to connect in the world. I have given Ted the ground rules, that this is about entertainers and I always bring it back to that, because people aren't used to talking about the likes of us. They're used to talking about HR executives or VPs or administrative secretaries or whatever. That's the kind of thing in LinkedIn. We get into the juice. We find it here in this interview and I think you're going to really enjoy it.

Changes ... made to his book, they come up all the time so I redid this interview. This is the second time that I've interviewed him and we really kept it updated for this. You're going to enjoy the part with Ted here. How we can use LinkedIn to build our networks and give value to our clients, learn about them in advance, reach out, make connections, find events that are happening, find the important players in that. Attack them from the side as I often talk about in ShowBiz Blueprint. We come at people from the side. So, with no further ado, let's run and jump and listen to my interview with Ted Prodomou of LinkedIn.

Barry Friedman: Ted Prodomou, and I said it right. America's leading LinkedIn expert is the award-winning, best-selling author of Ultimate Guide to LinkedIn for Business and Ultimate Guide to Twitter for Business. That's new since the last time I interviewed you. Those were both published by Entrepreneur Press. Ted's a social selling expert and the founder of Search Marketing Simplified and LLC, a full-service online marketing agency,

and a friend of mine through a couple connections through mastermind groups and has been a friend of ShowBiz Blueprint since 2015. It may be the most time you get to spend around entertainers. Is that host accurate?

Ted Prodromou: This is cool.

Barry Friedman: I like to start an interview like this by asking Ted ... Did you do any magic or juggling or ventriloquists or did you have a happy childhood?

Ted Prodromou: I had a happy childhood. I tried to juggle. I never could do it.

Barry Friedman: So funny man. Well, good. I know you have a ... You have a this ... I know you have a presentation and I want to really just make sure that throughout it, we get to aim the conversation a little bit towards, you know, it's business but we're not doing business as far as in cubicles and in corporate America, although we work in corporate America. So, for me, LinkedIn has been a magical tool for bridging the gap. It never really existed. I was never able to walk across it. I would have to meet someone at an event and hope there was a way to network but ... The power of LinkedIn, you've shared with it me, I've completely changed my LinkedIn world since first meeting you and I was hoping the folks in this group could get some of that as well.

Ted Prodromou: Thanks. So, I was on J V Crum's podcast yesterday; Conscious Millionaire.

Barry Friedman: Oh nice.

Ted Prodromou: So, we were talking about that. He said, "What is LinkedIn?" He's, "What's LinkedIn?" I said, "Imagine your old Rolodex we used to have on our desks with the cards in there and ..." I said, "Imagine that with 500 million contact information on it, because that's what LinkedIn is."

Barry Friedman: Right. And there isn't a time now when I ... We'd go to investigate something I want to do, either an interview, a book I want to have on my ... a guest I want to have, a gig that I wanted to book when I was booking a lot of corporate shows, that I didn't first thing look to my LinkedIn and just say, "Who am I connected with?" That is the power of this thing. So, I challenged folks early on to start looking at their LinkedIn a little more seriously, knowing that this conversation was coming and I'd love that you can show us around, what you see as good, best practices for a page, mistakes you've seen and what we can do. Maybe we can even grab a couple people to go online and look at theirs.

Ted Prodromou: Sure.

Barry Friedman: You can share anything you want on the screen with your ...

Ted Prodromou: I got a presentation. I'll flip through a lot of the stuff.

Barry Friedman: Awesome. You probably know how to get around Zoom.

Ted Prodromou: Yes, I love zoom. It actually works.

Barry Friedman:That it does. Very well, yes.

Ted Prodromou: I've had some webinar troubles these days, I don't know about you.

Barry Friedman:No. I've been lucky. So, anyway, jump in when you're ready and let-

Ted Prodromou: There we go. [crosstalk 00:33:59] Is that okay?

Barry Friedman:Yes, looks great.

Ted Prodromou: Okay. So, this is a ... [inaudible 00:34:04] I did this for some financial advisor [inaudible 00:34:08].

Barry Friedman:Oh, very good. It's just like [crosstalk 00:34:10] a juggler. It's just like jugglers and ventriloquists and magicians. That's perfect.

Ted Prodromou: 83% of people will be looking at your LinkedIn profile in the business world now. Like you said, before you meet with somebody, you look at their LinkedIn profile. It's become the go-to place. I'm going to show you how to optimize your profile so you can actually track these people. I was just doing a call. I just started a new 90-day action group.

Barry Friedman:Wow.

Ted Prodromou: Yes, so you know, people ... I teach them how to use LinkedIn but they don't do the action, so we're doing 90 days of action.

Barry Friedman:Imagine that. We're going to bring in a 90-day money challenge here towards the end of our group. It's really good. Good.

Ted Prodromou: So ...

Barry Friedman:83% of people look at your LinkedIn. Good stuff. Good.

Ted Prodromou: And here's my books. Entrepreneur Magazine I got-

Barry Friedman:When did you do the Twitter one? When was the Twitter book come out?

Ted Prodromou: That's a couple years old now.

Barry Friedman:Okay. Yes, we had last talked in 2015. Great. Good for you man.

Ted Prodromou: Yes, so I've written two editions of the LinkedIn book and one of the Twitter so ... I have content on entrepreneur.com. I was on the New York Times because they found me on LinkedIn. They said it ... America's leading LinkedIn coach, would you like

to be part of this article we're writing about using LinkedIn to find a job. "Nah, I don't want to be on the New York Times."

Barry Friedman: They said that to you? "As America's number one LinkedIn Coach?" They said that to you?

Ted Prodromou: Yes.

Barry Friedman: Man, [inaudible 00:35:43].

Ted Prodromou: A couple years ago my coach, Perry Marshall, said, "Call yourself ... " He did a Google search. "Call yourself America's leading LinkedIn coach. Nobody else is using it." I'm like, "I can't say that." Then finally I did it, and now, people call me up and say, "Hey, is this America's leading LinkedIn coach?" I laughed at somebody that called me one time. I thought they were kidding.

Barry Friedman: Mm. Awesome. Powerful.

Ted Prodromou: It works. So, I'm just kind of all over the place. Here is the opportunity. Did you know Microsoft just bought LinkedIn at the end of last year?

Barry Friedman: I did know that, yes. I'd love to hear some of what that means.

Ted Prodromou: Now they're integrating a lot of Microsoft products in with LinkedIn and the million ... over a billion users of Microsoft products. So, the power of LinkedIn's only going to get bigger and bigger; still adding two new members every second. They've been growing like this for at least six years. Everybody's on here, literally. Anybody in the world that's in business so ... Here's the 83%, use it to research you. 69% reconnect with you. After the dot com crash, I lost my entire network of 20 years of IT professionals, because we didn't have cell phones back then like we do now. We didn't have email addresses. We just had a corporate email address.

Barry Friedman: Right.

Ted Prodromou: So, I reconnected with a lot of my past network. And then 50%, for people like you, so they could build new networks that will get you more business. This blew me away. Nine out of 10 C-level executives are using LinkedIn for an hour a week.

Barry Friedman: Incredible.

Ted Prodromou: And here's Michael O'Dell ... He wanted to reach out to this guy who's an engineer at Cisco who started his own competitive company, and Michael O'Dell's sending him LinkedIn messages wanting to connect. The guy thought, "This can't be the real Michael O'Dell," so he ignored him. And finally, at about the fourth message he gets, "Oh, maybe I'll call Michael O'Dell," and they're doing business together now.

Barry Friedman: You don't want to just give it away. That's good.

Ted Prodromou: Yes.

Barry Friedman:I like the spirit.

Ted Prodromou: Play hard to get. So here, this is just some stats about how much people are trusting social media, which just blows me away. This is actually 2014 so I wonder how it is now at the new fake news flooding the Internet. That [inaudible 00:38:07] executives are using social media to justify purchasing decisions and they want to work with people who've been recommended. This is not the desk when people refer you to other people and it's like, "Oh," it's a done deal.

Barry Friedman:Yes, you gave a great tip and you'll probably talk about it again this time, about the power of using recommendations or I'll save that for you.

Ted Prodromou: Yes. And here people just ... They're using LinkedIn to research vendors and professionals. This is my four-step process. This is the old-school marketing and attention, interest, decision and action. So the full thing is optimize your profile. You got to get on their radar. They got to be aware that you exist. You do that by optimizing your profile so you stand out from your competitors. I work with a lot of financial advisors. If you search LinkedIn for "financial advisor," there's hundreds of thousands of financial advisors. So, how do you stand out from that?

Barry Friedman:Yes, how do you?

Ted Prodromou: It's like here, you know ... We're going to the store now and it's like, "Oh my God." I'm looking for the allergy medicine I had last year and I cannot find it because there is 20,000 different kinds to choose from. This is where it's like going to LinkedIn. Here I search for "accountant." 1.4 million accountants almost, and they all use their job titles because that's what LinkedIn does; it stops the job title in there. But what you want to do is stand out because this is where people see you and connect with you. They'll see your picture, your name and your professional headline. That's where you change it.

Barry Friedman:Yes, you kicked my butt last time we talked because on LinkedIn it had like, "Juggler ... Raspyni Brothers ... " or something. You are like, "Is that what you want to be known as? You change your job."

Ted Prodromou: Right.

Barry Friedman:And boy ... powerful impressions.

Ted Prodromou: Here is the first impression. People ... Actually 60% of people use their phone now to look at LinkedIn too. They're going to see a little snippet of your profile and you got to get their attention in like two seconds, or they're going to be on to the next profile. This is a joke because of ... I showed these profile examples of good ones and bad ones, and one time I showed one and the woman was in the audience.

Recording: Early in the day too? No, no. Yes. Later.

Barry Friedman: Yes, not a good call man but stuff like that happens. I was going to share a screen real quick but that'll kick you out of yours. But I was just going to show ... Let me just do that and you'll have to re-share yours in a second.

Ted Prodromou: Okay.

Barry Friedman: But let me just show this. This is two years ago when I first talked to Ted. Mine was like, "Juggle Boy." I think it was just a joke. I had "Juggle Boy ... Raspyni Brothers" And they said, what you're really working on now is sort of this author, speaker, podcast guest so, this show's a little different on someone who's not mine. You get this whole top thing, looking for an expert guest to ignite the sugar-free guest to help the medicine go down ... You helped me craft this thing and boy, I send people here now. I get on a podcast every week speaking to [inaudible 00:41:10] podcast [inaudible 00:41:11] I've been on some of the biggest ones in the world and I honestly, Ted credited it to the work we did during that session on this page so ...

Ted Prodromou: It works.

Barry Friedman: Don't back in with yours, that's great.

Ted Prodromou: People will look at your profile and you can really stand out. So these are just some examples. This person uses their logo as their picture, which you never should. That background picture is kind of nice but what is it? I have no idea what this guy does.

Barry Friedman: Yes, what is this?

Recording: [inaudible 00:41:42] elements.

Barry Friedman: I don't even know how to say the name, so I mean, that's a bigger [inaudible 00:41:45] but that's not a problem. That's just me. But I am lost on all aspects of this.

Ted Prodromou: Right.

Barry Friedman: Something media, [inaudible 00:41:50] media.

Ted Prodromou: So here, here is one of Dawn ... This is a new thing I've seen lately. These women are putting these selfies on there and some of them are pretty inappropriate for LinkedIn. I've actually had women reach out and, "Why are guys hitting on me on LinkedIn all the time? It's not a dating site," and like they put these really seductive pictures ... Like, look at your picture.

Barry Friedman: Right. Is that the best senior account executive photos? So yes, there's a lot of decision here. Every decision we make, even if we don't make it, that's what represents us out here.

Ted Prodromou: Yes. This is the professional image Dawn is projecting. This one's not bad-

Barry Friedman:It's called flash sales. So, with flash sales you get what you need.

Ted Prodromou: Right.

Barry Friedman:So, this could actually be some brilliant branding we're seeing here.

Ted Prodromou: And here's some ... Yes, you don't share your picture. Here's one of my favorites. This guy is a LinkedIn trainer.

Barry Friedman:No way. Oh yes, LinkedIn trainer.

Ted Prodromou: He does so many different things. Is this an expert you would hire?

Barry Friedman:Yes, present CEO-

Ted Prodromou: Like, what is he? Is he a LinkedIn trainer? Is he a nutritionist? Is he a wellness coach? Mixed messages here.

Barry Friedman:Aa lot going on there man.

Ted Prodromou: Yes, quite a picture too. And here's one ... This is a big mistake people make. The picture ... See he's got that big background behind there. It's just blurs. It's not clear. And he's a financial advisor. He wants you to give life savings. "Manage my money." But he won't go get a professional headshot. He's got someone standing in front of their sign.

Barry Friedman:Yes, it's interesting. I don't know if that's a cruise ship or what. I can tell that. But yes ...

Ted Prodromou: I don't know what it is. Also, his first couple lines here, summary at the bottom here show up. "I'm a financial advisor with Bank of America, Merrill Lynch." Oh how exciting is that? "I help my clients build their financial plan and manage their assets so they meet their life goals." How boring is that?

Barry Friedman:Mm-hmm. Yes, it doesn't grab you.

Ted Prodromou: This is your first impression. You get a chance to make a huge first impression that they'll remember forever.

Barry Friedman:Leading [inaudible 00:43:56]

Ted Prodromou: Now, this guy, he's a very specialized practice so ... He's very clear ... "Leading [inaudible 00:44:02] upper [inaudible 00:44:04] training program. I've got no idea what that is but if you're a chiropractor you probably do.

Barry Friedman:Someone might. Yes.

Ted Prodromou: He's resonating with his audience.

Barry Friedman:Wow. Okay.

Ted Prodromou: Brenda. She works with women helping them restart their hormonal balance for life, filled with energy, vitality and clarity. That's very clear who she works with and what she does. That's the kind of thing we want to do with your profiles.

Barry Friedman:Right. Answer the big question of why someone is there ... I mean, we have someone coming on talk about copywriting and he talks about this clever creativity that's death to marketing in a message. So ...

Ted Prodromou: Yes.

Barry Friedman:You're showing some strong examples of just, yes, be straight with it. Good.

Ted Prodromou: If this financial planner want to have the same standard of living as you have before you retire, if not better? Hell yes, I do.

Barry Friedman:That's pretty damn good. All right. I love that.

Ted Prodromou: I want to talk to Rhonda and find out what she can do for me, like you did with yours. This is one of my clients' good friend. He was in the Army for 20 years as a [rec 00:45:04]. They've made him a recruiter and he didn't know how to sell. He was so bad the other recruiters made fun of him. A woman came in, his boss went out to grab a sandwich and this woman came in, ready to join the Army. In five minutes she walked out. She was like, "You are the worst salesperson ever. I was ready to join and you convinced me to go somewhere else." He just buckled down and he started learning sales and marketing while he was in the Army. Now, he was teaching other recruiters how to recruit and then he wrote about ... I got him to write a book. He wrote it in six weeks. [crosstalk 00:45:39] And now he, in the Army, to train recruiters.

Barry Friedman:Wow.

Ted Prodromou: He's amazing.

Barry Friedman:That's beautiful.

Ted Prodromou: So, you got their attention. Now, they're starting to scan through your profile. It's kind of like you see a book you're interested in at the bookstore, either the cover grabs your attention or the title and you start going through the book now, to learn more about this book. They start going through your profile the same way. That's all in your summary, and you can actually post content. You can put videos in your LinkedIn profile; examples of your work, so people get to know, like and trust you just by scanning through your profile. Here's David. He's a business growth expert and you're kind of looking ... That background banner ... See how creative that can be and how colorful to grab attention?

Barry Friedman:Yes.

Ted Prodromou: That's going to make you want to scroll through. And you just come up to really understand what he do. He doesn't have a lot of content in his. He has some articles there. That's what you put on LinkedIn pulse. You mentioned that.

Barry Friedman:Yes.

Ted Prodromou: That's where people become the expert. They're saying, "Okay, Ted wrote 52 articles about LinkedIn on here. I think he might know LinkedIn."

Barry Friedman:Right. I gotcha.

Ted Prodromou: And they learn your writing style or they look at your videos and get to know you. This is something they removed a couple weeks ago but it used to tell ... My whole thing is get people to view my profile. It's like getting people to go to my website. The more people that go there, the more business I get. The more people that view my LinkedIn profile, the more business I get.

Barry Friedman:What do you mean they remove this? This is not a feature? They allow you to look your insights anymore?

Ted Prodromou: They took this graph away a couple weeks ago.

Barry Friedman:Okay, the graph. Gotcha.

Ted Prodromou: This is what they give us now. They tell you about companies people work for. So, a lot of times I'll do searches for these companies and financial advisors there. I'd search for CEOs of smaller companies or executive directors and then they'll tell you, "People found me on LinkedIn profile," so that's pretty cool.

Barry Friedman:Yes, who your viewers are. That, and you can always see who's come to see you. But this is kind of a recap here on the left, what you're showing here. [crosstalk 00:48:06]

Ted Prodromou: Yes, it's a summary.

Barry Friedman:In the last 90 days ...

Ted Prodromou: So, it's all about consistency on LinkedIn. You got to go there three or four times a week, even if it's 15 minutes a day. Because there's something about ... If you do a little bit, LinkedIn shows your profile to more people or something. I'm not sure exactly if the algorithm does that but I was away for four days last week, my profile views dropped, because I wasn't on LinkedIn.

Barry Friedman:Interesting. Good.

Ted Prodromou: So ... Whoops.

Barry Friedman: You know, it's funny ... This is a really interesting thing that's coming up for me, is we get to actually see who came to read about us and on Facebook it may say, "Your video was seen this many times," but we don't have this kind of information. I know you have some practices that you do when someone reaches out to you and when someone comes [inaudible 00:48:59] yes, we'll get into that. If not, I'll ...

Ted Prodromou: Yes. You get a lot of information about these people that read your profile. Like Maria, we have 17 connections in common and we have 40 execs, seven people in Oracle. David Good introduced me to ... So it gives you a lot of insight. The LinkedIn system does all this work for you and recommends all these people. Here's where you grab their attention. This is why it's important. Here, people also viewed on the sidebar. Notice it's your picture, your name and that professional headline. In LinkedIn, it used to tell me exactly where my profile viewers came from but they don't give me all the details anymore. 40% of my profile views used to come from this sidebar.

Barry Friedman: Geez. Yes, that's pretty good. I know a lot of those people on the side there.

Ted Prodromou: So, you want to connect with a lot of people on LinkedIn too. You don't just want to connect with people that you may hire you. You got to connect with people that might know someone that can hire you. That's the key. So I've actually grown my network, almost 12,000 people now. When I wrote my first book I had 652 connections. [inaudible 00:50:10] be bothered with all the noise but the more people I've connected with, the more my name gets on this sidebar and the more people come back and visit me.

Barry Friedman: Interesting, yes.

Ted Prodromou: So, for free, it's like having ads online. You're getting your profile in front of 500 million business professionals and it learns too who you're connected to, what your audience is, who your competitors are, your industry, so they'll place your profile where they think most people who want to connect with you would be. So, it's pretty cool.

Barry Friedman: Yes, a lot of intelligence there. Nice. Good stuff.

Ted Prodromou: Here's the recommendations. This is huge too. When you give somebody a recommendation, your profile stays in their profile forever. Like Joel Comm's a big Internet marketing guys, this guy that-

Barry Friedman: A big dude, yes.

Ted Prodromou: Big dude. So, I give him a recommendation, I'll show up in his recommendations in his profile forever. And there's that little ... Here's David. I help people who sell natural health products and get more customers. If that's the audience, then I would click on that to learn more about David. This is all free. That's the best part.

Barry Friedman: We should spend a minute talking about really what's free and what's a paid membership. You probably have some good thoughts on when it is to jump in.

Ted Prodromou: Yes. I got some things a little later. Social media marketing, this is a group I belong to. So, every time I post in these groups, my profile picture and my name show up there, and it stays in those groups. These groups have thousands of posts every day. Lots of activity. Then, I want to learn more about Angela. I just hover over her name. It tells me her skills, her industry and it gives me her professional headline, and people that I can connect with. Just my posting occasionally in these groups, you get in front of ... Like Harvard business review has 1.5 million members. If I post in there, potentially, my name gets in front of 1.5 million members.

Barry Friedman: Yes, and if you say something worth hearing, that's even more important.

Ted Prodromou: Yes, exactly.

Barry Friedman: The sharing from that can go out wild. Good.

Ted Prodromou: Yes, and groups, I find it's better ... I have more responsive if I go and comment and share other people's content than posting my own.

Barry Friedman: Wow. Say that again. So, you find something you like. You're saying you would actually just re-share that on LinkedIn and make a comment about it?

Ted Prodromou: Yes. And they appreciate that and then it starts a conversation with people. Everything I do on LinkedIn is trying to start a little conversation with people. Like, you meet someone, a networking group. You just want to start conversations. You don't want to sell anything. Build relationships.

Barry Friedman: Yes, let that happen naturally. Good.-

Ted Prodromou: So here's my connections ...

Barry Friedman: Especially for the likes of us. I mean, with our customers, they have very specific buying cycles. When they're having an event, you know, at an upcoming event. So, the more time that we can put in the sweat equity, which is minimized now with so much technology, a building that relationship, of being there, showing up, sharing something that we find. Boy, when it's time for their buying cycle to kick in, damn, we're in good stead. That's great.

Ted Prodromou: So, who would hire you most of the times? Event planners or ...

Barry Friedman: Yes, there's corporate meeting planners, event planners. I've been hired by human resources departments, administrative secretaries. Vice presidents hire us quite a bit.

Ted Prodromou: So, you join groups that they're in and you can actually look at people's profiles and see what groups they're in. You join those same groups and start commenting and liking and sharing their content, they're going to notice your profile.

Barry Friedman:I consider LinkedIn time, which I'll do in 15 minutes, at least four times a week to be the most valuable prospecting time I do and it's not even prospecting. It's just on there, looking around, sharing, connecting, commenting on an article, really good. Boy ... but make sure, as we said at the beginning, make sure that when they click to see who you are or hover over to see who you are, it makes sense. It's not some crazy picture of something that's disconnected. So ...

Ted Prodromou: Powerful.

Barry Friedman:Good stuff.

Ted Prodromou: So, for a juggler, it wouldn't be bad having a picture of you juggling. That wouldn't be inappropriate. You get to be dressed the way you'd be at work. You could see this is my network and those professional headlines just stand. They're all job titles.

Barry Friedman:Yes, it's right there. [crosstalk 00:54:52] This is where you told me to really put here what I'm doing, what I'm doing in the world. That's where I came up with the one of, you know, "number one podcast guests, health podcasts, helps the medicine go down and boy ... I get tagged up on LinkedIn all the time from people saying, "Hey, we'll be on ... " I don't even have to work to be on podcasts anymore. I've been on so many that the word gets around and I like doing one a week so, it's nice when they go on LinkedIn or hover over my name that it ... Boom, right there, it just says. They don't have to guess.

Ted Prodromou: Yes. So, if you go join these groups where these event planners are, start commenting and liking and sharing their content, they're going to notice your profile or podcast groups or whatever. You got to really know who you're looking for and customize your profile so it's going to resonate with them. [crosstalk 00:55:41]

Barry Friedman:What's this little star down there by Jeff Hyman's name on the bottom of that slide?

Ted Prodromou: You can add characters in your name [inaudible 00:55:48] symbols.

Barry Friedman:Okay. It does make it stand out. It doesn't mean anything to me but maybe it's an industry trick or something.

Ted Prodromou: It does make it, but also, the LinkedIn search engine's really dumb because it thinks now his first name is that symbol Jeff.

Barry Friedman:Gotcha. Not Good.

Ted Prodromou: If you search for Jeff Hyman, you may not be able to find him as easily as ...

Barry Friedman:Gotcha.

Ted Prodromou: Kind of like Prince, when he was that symbol.

Barry Friedman:Right. When he was the symbol. It's funny. I looked him up and he's got a new funky symbol in front ... Oh, and he's got a space before it. Yes, interesting. He does come up but he's got like an atlas symbol or something there. Okay, good.

Ted Prodromou: Here's an article I wrote about LinkedIn premium accounts. Do I need one?

Barry Friedman:Very good, yes.

Ted Prodromou: So, I just grabbed this logo off of LinkedIn and I wrote an article and then you can see how many people liked it, how many commented and how many shared it. It gives you insights into that. Then you hover over it and here's all the people that liked it. So, if these people liked it, it's like, "Okay, they're resonating with my content so I should be connected with them." If I'm not a first level connection definitely invite them to connect and even send them a nice little message. If it's somebody that you think might eventually hire you, send them a message. "Hey Patricia, thanks for liking my article. What did you like most about it?" Start a conversation. I find if you send these short messages and ask a question, they respond a lot of times.

Barry Friedman:Oh, interesting. Ooh, that's a great key man.

Ted Prodromou: Don't just send them statements. Ask them a little question too.

Barry Friedman:Love it.

Ted Prodromou: Now we get into that decision or desire. That's Lila, the dog, barking in the background.

Barry Friedman:Is she on LinkedIn?

Ted Prodromou: If the fire engine comes by, she'll howl at it too so ...

Now we're going to convince them, they want and desire our product. That's where I use messaging; those short sweet messages. After I connect, I always send this welcome message. I have the cut-and-paste messages I use and I rotate some through. So, I've just met Joey. Some people send us a sales pitch and you're like ... I had one guy send me one, it took two and half minutes to read. He actually said that. "This will take two and a half minutes to read."

Barry Friedman:Oh my goodness. Why?

Ted Prodromou: And I said, "You know, it's probably best to build a relationship with me before you try to sell me." He goes, "Oh no. I get all my business this way on LinkedIn. I just blast messages until people buy."

Barry Friedman:My gosh.

Ted Prodromou: Well, that's one approach. But I find I don't get repeat customers if I get those kind of customers. I want long-term customers that come back and refer me, so I try to build this relationship with them. So, I just say, "Thanks for connecting. If there's anyone you want to meet, let me know. I'll introduce you." Then I say, "Just for fun, tell me something interesting about you or your business." People will actually reply and say ... They tell me something interesting about themselves.

Barry Friedman:Interesting, yes. That's great.

Ted Prodromou: Then I say, "Well, there's something interesting about me. Visit my LinkedIn friends page." That's where I send them to my website, and there I have information. It looks like my LinkedIn profile and I have some information and ways to get on the email list. Then, at the end, I say, "P.S, if you want to see how I generate 5% sales calls every week using LinkedIn, go to my free LinkedIn course. And I get probably a dozen people a week sign up for that, just from this little message. Free advertising. Free marketing, but here's my LinkedIn friends page. I make it look like my LinkedIn profile.

Barry Friedman:Oh, this is where they come to ... Gotcha. Perfect.

Ted Prodromou: This is my LinkedIn friends' website page and they can click on the right side and get a free chapter of my book. I have some things I can help people, I talk about my story, I'm going to speak in my event, so I just start promoting then I have my free LinkedIn course there again, and how to connect with me.

Barry Friedman:You should have that say, "Schedule a Ted Talk."

Ted Prodromou: Yes, that's what I should do.

Barry Friedman:Lean into the Ted. That's great.

Ted Prodromou: Here's where I send them for the free LinkedIn class. Gotcha.

Barry Friedman:Oh, Gotcha. This an opt-in page ... A simple click funnels ... opt-in page. Great.

Ted Prodromou: Then here's this back-and-forth messages I'm having with people. I sent this message to this guy and they get back to me. "Hi Ted, thanks for the kind note. The feeling is mutual in regards to [inaudible 01:00:22] work." I told [inaudible 01:00:23] someone I want to build relationships instead of just selling. Then I sent him this message. "Here's five things. I did this new video showing people about the new LinkedIn and what you have to do to change your profile." [crosstalk 01:00:38]

Barry Friedman:Oh, interesting. Gotcha.

Ted Prodromou: So, just periodically, I send a message out, just some sales managers and VPs in sales. I say, "Hey, I've got some brand-new training for the new LinkedIn. Would you

team be interested in a refresher?" I got like three corporate clients out of that. I sent probably 50 people, I sent one message to. Short, sweet messages.

Barry Friedman: Good.

Ted Prodromou: So, here's one that's [inaudible 01:01:06]. It said, "David, checking to see how things are. I have new training for a recent LinkedIn desktop. I mean, half your team might benefit." And I got to train some people at HP. So, just little messages, short and sweet, back-and-forth, like we're having a conversation at Starbucks.

Barry Friedman: Look at that, yes. Invitation to do a webinar with a group, really nice, yes.

Ted Prodromou: If you're going to be travel- ... I had a friend do this once. He was going to travel to Washington DC for vacation. He went on LinkedIn, looked up some places that he can potentially speak at, some events that were going on. Reached out to the event planner, said, "Hey, I'm going to be in the DC area. Would you like to learn about LinkedIn?" And he got to speak at the event, got to write off the whole trip. Simple, little messages. This is one where I view people's profiles and I'll reach out to people. I view this guy's profile and he goes, "Why are you viewing my profile?" Well der, you're on LinkedIn."

Barry Friedman: No way.

Ted Prodromou: So, instead of saying that, I just said, "Your profile appeared in the sidebar and your professional headline stood out from the crowd. I teach my students to use this and it just ... He [inaudible 01:02:18], "Oh, great." Then we had a Skype call and then he hired me to review his profile.

Barry Friedman: Oh my gosh. Oh that's hilarious. He had seen that you had gone to his thing and ...

Ted Prodromou: He was so mad that I viewed his profile. It's like ...

Barry Friedman: Made it like you were coming up to his house and knocking on a living room window at night.

Ted Prodromou: Right. So, I complimented him and I got a client. See how short these messages are? It's not long, back-and-forths.

Barry Friedman: Yes. And you know, that whole idea plays into the mindset of where people are at when they get on LinkedIn. They're not in the social media mode in a way so it's very much a professional skew of their time and their mindset, what they're doing. It's a different time of the day than they may play with social media stuff so ...

Ted Prodromou: You could send a short message to event planners and say, "Hey, I've got a new act, new juggling act," or something, then send them a short, little, YouTube video that's showing your work.

Barry Friedman: Well, I'll tell you. The outbound marketing that we do in this program is so dependent on being a little bit different, sticking out from the crowd and finding a person that it actually makes sense for you to do that. And to be able to come in here and say, "Wow, there's this event coming up for craft or one of our members who's on here today just did something for Annie's. To be able to come on here and take a look at all the people who look for Annie's and say, "Oh my gosh, your pretzels, your macaroni and cheese, your salad dressings." There's three new videos I did, 30 seconds each, using your stuff. This stuff didn't even exist, you know, go back a decade. This was inconceivable and now the generation of people who are hired for these events have grown up with it, so we have to play on that level. So, boy, this is a powerful tool. Of course-

Ted Prodromou: When you view people's profiles, like an event planner, they show you other event planners that you should connect with, related, so it's great. It does all the work for you. The action is basically how you close them, how you sign them up. So, you get them into ... I get people on 30-minute strategy calls. That's my whole goal.

Barry Friedman: Gotcha.

Ted Prodromou: And that's it for that.

Barry Friedman: Awesome. Good. Hey, do you mind if we take a look at a handful of ... Anyone who's on the call or anyone want to ... I'm happy to dig into anyone's here who's here. I have a couple people's ups. Bree you up for-

Ted Prodromou: Do you want to share your screen?

Barry Friedman: You up for a look Bree?

Ted Prodromou: Sure.

Bree: Uhh ...

Barry Friedman: No?

Bree: Yes, I just signed up for LinkedIn-

Barry Friedman: Totally. It's a great time to do it then.

Bree: Yes. Let's do it.

Barry Friedman: Let's do it. Let's have Ted turn loose on this one. This is great. So, here's Bree. She's on the phone here. She's awesome. You were talking about juggling so talk about how you look at work, there you.

Bree: Yes.

Ted Prodromou: Let's see. Are you sharing?

Barry Friedman:I am. Are you seeing it in your ... If you're in Zoom, you'll probably see it.

Ted Prodromou: I got-

Bree: I'm not sure if I should go with the children's entertainment or ... I don't know yet on LinkedIn. I have two different things going on so I did my cabaret look.

Barry Friedman:I'll tell you, I first met Ted when I was really moving between being a Raspyni brother full-time and teaching coaching, getting out the message with the sugar-free stuff and building that business. And he [crosstalk 01:05:24] used a great line, which I'll never forget. He said, "Be on LinkedIn who you want to be." Whether you are that person or not right now, the people you're going to be talking to show up ... Yes, and I love [crosstalk 01:05:36].

Ted Prodromou: So, what you want to do is make a colorful background, too, to complement [crosstalk 01:05:41]

Bree: Yes, yes.

Ted Prodromou: You can go to fiverr.com and get them done for five bucks.

Bree: I just got a bunch of things done on Fiverr.

Ted Prodromou: Awesome.

Bree: But you mentioned earlier, "Don't use your logo as the background"?

Ted Prodromou: Don't use your logo as your picture.

Bree: Oh, but as my background? Because it's really colorful.

Ted Prodromou: Right. Definitely get it in your background.

Bree: Okay. Cool.

Barry Friedman:And your colors-

Ted Prodromou: Make it colorful, and also look at your profile on a mobile phone through the LinkedIn app because the banner size is a little different than the big screen.

Bree: Okay.

Ted Prodromou: You want to get all your ... That box where your name is, that's about the width that you get on the mobile phone. So, you want to get all your words in that little box around ... Your picture kind of interrupts a lot of the words unfortunately.

Bree: Oh, on a phone? Okay.

Barry Friedman: You know what? You said something Ted last time we've talk about this and I've read this in your articles; this piece of real estate right here is beyond important. I mean, this is what shows up- [crosstalk 01:06:46]

Ted Prodromou: The picture and that. Those are the two most important.

Barry Friedman: What is? The picture and that? Yes, so this line right here, this is where you had me tell the story of actually who I'm looking for you and who I want to connect with and that's where I nailed mine to talk about ... I like being a guest. I want to get more publicity for my book, for my program, so I love appearing on podcasts and TV shows. So, that's when you got me to play with this best-selling author Ted speaker, head coach [inaudible 01:07:18] for free. Maybe that could be made better, but I come back to breathe and I think, what's the person who's standing by here [inaudible 01:07:27] sounds interesting, but really, what's the ... either the problem you solve or what's the unique proposition that you could give to people who find you?

Ted Prodromou: So, why are you different than other entertainers? What's your hook? Go back to yours, Barry.

Barry Friedman: Yes, you're going to rip me up here. I know it. It's all right.

Ted Prodromou: No, look at the background header; "Looking for a expert guest who ignites"? That's why you're getting all those ... It's that little banner right there.

Barry Friedman: Yes, I went from propositioning podcast owners to now, just feeling ... My assistant, Betsy, fields all the requests for those we do one a week.

Ted Prodromou: I would switch your profession [inaudible 01:08:04] and say, "Number one podcast and TV expert guest," then "Best-selling author, Ted speaker, head coach."

Barry Friedman: Oh, interesting. Yes. Well, we'll just do a live one [crosstalk 01:08:18]

Ted Prodromou: Say you're "the number one podcast and [inaudible 01:08:22]." It's like me being "America's leading LinkedIn coach." Who's going to challenge it? What's the criteria?

Barry Friedman: Yes. I love that it's that line where we get to actually grab for a moment and say, "Hey, here's what it is." Let me put an "a" on there.

Bree: I have a question. I'm not an expert or a number one. I feel too young for that. Can I try a different tactic with more of a creative ... Sometimes I use antic artists. Is that too weird?

Ted Prodromou: It has to get their attention.

Sven: Right. And again, the question is, who wants an antic artist? You got to somehow identify the person who wants what you have to offer. So, it's more like, "Antic artist, meeting all of your entertainment needs," or something like that, as I'm listening to

this and understanding that you're trying to [crosstalk 01:09:19] Don't think about how to describe yourself but we're trying to think about, "Who am I actually trying to reach? What did they think they're looking for? How do I describe myself in the language that they-"

Bree: Yes, I'm trying to reach companies who need to entertain large amounts of children and I can keep them mesmerized for 30 to 45 minutes. That's what I do.

Ted Prodromou: Do you have any testimonials?

Bree: Oh, I have so many reviews. Yes.

Ted Prodromou: What are people saying about you? What did they feel after they watched you?

Bree: Mesmerizing, charming, adorable-

Ted Prodromou: So, you want to get those words in there.

Bree: I would have to go bring up the reviews.

Ted Prodromou: Yes, just look at them all and just certain words will stick out, and you get 120 characters in that space.

Bree: Okay.

Ted Prodromou: Think about the benefit you-

Sven: So, it's more like, "mesmerizing all the kids so your event can be a smash success," or something. Is that-

Bree: Yes, there's a lot of benefits.

Barry Friedman:Yes, a lot of benefits. [crosstalk 01:10:23]

Ted Prodromou: What I usually do is just get a yellow legal pad and just get in a quiet spot and just start writing.

Bree: Yes, I have done all of that last week.

Ted Prodromou: So, just start writing things out and most of them will be horrible but it will all come together. Then, create two or three and rotate them through every few weeks, and see which ones are getting the most people coming in.

Bree: Oh, that's a good idea. Okay. That's a good tip.

Barry Friedman:And then Bree, I know you just started but I'll tell you, one of the things that Ted had me doing, everyone doing on our last call, was to just think up your last five to 10

clients, find them on LinkedIn and write a recommendation. What I really added to that was, find one single thing that they did at that event to make it something you'll never forget for the rest of your career. Whether you do or not, find what ... Was the seating great? Was the decor great? Did they put you at the perfect amount of time in the day? Did they introduce you better than anyone else? But boy just-

Bree: Do you think I should find my birthday party clients on LinkedIn? Like, find out what the moms are doing and the dads are doing for their careers?

Barry Friedman:I would use that as a branch to stand upon to see where else they're playing, because it's quite possible if you look up one of these folks and they're a communications director at Google ...

Bree: Yes, a lot of them ... Some of them work at Pixar. I definitely stalk them on the Internet sometimes, but I don't reach out for further ... Because it's their private birthday party, I don't know.

Ted Prodromou: So the trick I'd do is, I'd view their profiles and then they what you do and say, "Oh, I'm planning my kid's birthday."

Bree: Uh huh. I'm talking about the opposite situation- [crosstalk 01:12:07]

Barry Friedman:Yes, you're talking about going from birthday into-

Ted Prodromou: Oh.

Bree: Oh, all these people work at Pixar. How can I do my show at Pixar?

Barry Friedman:I will tell you Bree, when you have that "in" and they already love you, they trusted you with their kid, for you to see that their pics are on here, write them just a simple recommendation, that you recently did an event. You don't even have to mention it was a birthday party. Like, "[inaudible 01:12:27] did an event and the meticulous planning, the environment, the food, everything was so amazing and thank you." And then, they'll notice that, probably write you a review back. Then, that can open the conversation that Ted's talking about, to then say, "I see you're at Pixar and are there family events where ... Something like we did at Joey's birthday party?" It might make some sense. It would be ... and there always is. Boy are those-

Speaker 5: Hey Bree, can you hear me Barry?

Barry Friedman:Yes.

Speaker 5: [01:13:17] Bree, another thing is if you're trying to get into the corporate from a private party, just simply ask if they have any family events at work. Just go to it that way and what you'll find out is either they will bring you into the work environment for an employee event such as Bring Your Kids to Work, or they will bring you into the

company picnic or they will say, "You know what? Our company sponsors a fundraiser for this charity. We're going to bring you into this charity."

Bree: That's a great phrase. Thank you.

Speaker 5: No problem. [crosstalk 01:13:36]

Bree: Do you have any family events at work?

Ted Prodromou: Yes. That can be a one-line message you send people on LinkedIn.

Bree: Okay.

Ted Prodromou: That works too. Or, "I'm looking for someone, who in your organization would be the person to talk to about this?"

Speaker 5: Yes, because we just had Bring Your Daughter to Work Day. What was it? Yesterday or two days ago?

Barry Friedman:Wow.

Sven: And Barry and Ted, just kind of flush out the starting point of Bree's question for the rest of us. There was some concern on her part around, "Is it crossing some kind of private, professional boundary if I work for them at their home and now I'm connecting with them on LinkedIn?" Or, "Is LinkedIn an environment where everyone just kind of expects that now?" That you're actually looking for your personal contacts, connecting with them on LinkedIn so you can all help each other with your careers. What feels right in a LinkedIn environment these days?

Ted Prodromou: Well, first out, at their event, which is at home, I would say, "Hey, do you do any events at work?" Obviously. And then, "Who should I connect with at your company?" Then, connect with that person on LinkedIn.

Sven: Sure. But then for people who ... This event was two months ago or what not, is it considered appropriate for me to be like, "Hey, I'm flushing out my LinkedIn account and I see you're on here so I wanted to connect and let you know how much I enjoyed being at your event"?

Ted Prodromou: Yes. When you send the invitation to connect say, "Hey, I you at ... " so and so's "birthday party. I'd love to connect with you on LinkedIn.

Sven: Right. Okay.

Ted Prodromou: Just give them a reason why you're reaching out to connect.

Sven: Right.

Speaker 5: My suggestion is, if you're going to contact them ... Let's say if I do a personal birthday party and I find them on LinkedIn, I just want to say, "I know LinkedIn always has the current contact information. I just want to stay connected."

Barry Friedman: Oh, that's nice.

Speaker 5: Just let them know, because email changes and everything else, their job may change but if you're hooked up with LinkedIn you know that their data is going to be fair- ... Because LinkedIn is more ... I think if you're searching for a job nowadays, that's where you're going to post all your current information. On Facebook and your email and everything else could change, but your LinkedIn usually has all your most current, active information.

Ted Prodromou: Yes. It should.

Speaker 5: So, at least that way you could say, "If you want to recommend me to a friend, at least you know you can find me on LinkedIn."

Barry Friedman: Love it.

Speaker 5: So, that may be another route to try promoting it. [crosstalk 01:16:06]

Male: A perfect example [inaudible 01:16:07] the person just hired you say, "Hey, I really enjoyed your party the other day. I hope you had a good time," blah, blah. "I'd love to connect on LinkedIn."

Barry Friedman: Going back to what Ted said earlier, he didn't use such low-ball language but, yes, you can smell a sale coming a mile away. If you can connect on LinkedIn and do it in a clean way, which I think you have the ability to do Bree, from meeting these people, from being at events where it's very intimate. I mean, that's a really big piece there. So for you to touch in that and open that door for a different level of a professional relationship, I would challenge you just being in this group to do 50 of them in the next 10 days.

Bree: Mm-hmm.

Barry Friedman: Just to find past clients.

Bree: I'm looking at my last birthday party clients right now from this past weekend. Spacecraft Systems Test Engineer.

Ted Prodromou: Also, if you do corporate events and you have any video of you doing it or pictures, you can post those as status updates.

Bree: Oh yes, I will. I literally made at this thing last week. I've been doing my branding stuff before I add it to my LinkedIn.

Barry Friedman: So good. Yes, really good. All right. Who else wants to play? Anyone else on the phone? I don't want to just assume people are up for it but I ... I do have, most people who are on this call are-

Ted Prodromou: I'm always up to play.

Barry Friedman: Good. Let me grab Jeff. I know he sent me ... Then we'll jump into another one here. Boom. Yes. [crosstalk 01:17:40] Jeff's in an interesting place with his business. Let's see what this looks like.

Jeff: I've got about eight minutes for you to just graph me on this, then I got to go catch a flight.

Sven: I want to see the eyes in your photo a little bit more [inaudible 01:17:58]. Chin kind of tilted up, that's a great smile and vivacious photo but I always want to see, personally, people's eyes so I start feeling connection.

Jeff: Okay, that's good. Thanks man.

Barry Friedman: I also feel like this isn't quite the guy in the speedo Jeff but [crosstalk 01:18:15] industry professional and online marketing entrepreneur, to me it's incongruent.

Jeff: Okay.

Barry Friedman: So, I think I had something like this on when I first talked to Ted and he said, "Who do you want to be? Who do you want the people who find you on LinkedIn to see you and to know you as? This is two different groups of people, really.

Jeff: Yes.

Barry Friedman: What else jumps up for you Ted?

Ted Prodromou: The background [crosstalk 01:18:41] picture doesn't match. That's [inaudible 01:18:45].

Jeff: Oh no, I just said it's funny because I just put that title in there just as an experiment, as we were on this webinar just now. So ...

Ted Prodromou: Does valuable real estate ... Like on Barry's, he's got that little message going across him, one line.

Male: Clearly-

Sven: Like creating a background photo. That's a place to get a really [inaudible 01:19:05] tag.

Jeff: What about this?

Barry Friedman:Where do I have that? Here it is. Sorry about that. What's that?

Jeff: Try refreshing it now. I just changed it, I don't know.

Barry Friedman:This is great man. Updates at the speed of light here. It's ... And why not?

Ted Prodromou: I think you're telling a story.

Sven: That to me, whether or not that's accurate to what you want to be doing. That's definitely much more the sort of statement that I think wants to go there.

Male: That's exactly what I want to be there.

Barry Friedman:Oh, hell yeah. There's no-

Male: That's what you really want to be doing.

Barry Friedman:That's where you want to be going, yes.

Sven: Nice. Awesome. Beautiful then.

Ted Prodromou: Good job. So, the next step is the first two lines of your summary show up here now. So you want to ... I usually ask a question there. Are you a musician or entertainer who's ... And what's your biggest problem?

Jeff: Okay.

Ted Prodromou: They call it "the bleeding neck." What causes a bleeding neck or keeps him up at night? What's your biggest problem? And say it there. Ask him that question. If it gets their attention, they're going to click on the "see more," and then you start telling your story, why you do what you do, and how you can help them.

Jeff: Okay, great.

Barry Friedman:Jeff, I would challenge you that I don't know that entertainers are looking at this as much, and you may lose something here, and it's a valuable ... What? 14 letters or so. "Empowering professional musicians with tips to thrive in ..." I love this. I don't if ... Does the entertainers part dilute your message of who you're working with? I know your new mission is really with bands.

Jeff: Well, yes, or any ... It's really entertainment professionals- [crosstalk 01:20:37]

Barry Friedman:Perfect. Let's start to find them.

Jeff: That's always why I included that whenever I kind of ... That's my little elevator pitch example of what I do. That's always included entertainers because I don't want to just specifically target musicians.

Barry Friedman:Very good. Right, right.

Ted Prodromou: Okay.

Barry Friedman:Good. "Las Vegas throughout 360 ... UCLA ... "

Ted Prodromou: They'll see that summary. Click on the "see more" there.

Jeff: I didn't have a chance to update that right now, but I will.

Ted Prodromou: Okay. See that grabs their attention. Make them feel their pain and then you talk about how you can help them. Put your phone number in there or ways to contact you. Make it easy for them to contact you.

Barry Friedman:Good. Jeff wrote a note during this ... It's almost like the good ones are approaching their LinkedIn profile as a landing page with regards to copywriting and headlines.

Ted Prodromou: Yes.

Barry Friedman:Professional landing page.

Ted Prodromou: So, see your icons there for your jobs?

Jeff: Yes.

Ted Prodromou: If you create a company page for True Artist 360, you can put your logo over there and then it pulls it in over here automatically.

Jeff: Oh, great. Okay. I was wondering how that happened. Okay.

Sven: So, we can have a personal profile page for Sven and then my company page for my business [crosstalk 01:21:56] separate so it's a way to basically get more content and occupy more space on LinkedIn.

Jeff: Oh great. [crosstalk 01:22:03]

Ted Prodromou: The downside of the company page, you got to get people to follow it before they see your content but just having it lets you bookmark-

Sven: Right. Make that more interesting. Yes, nice.

Male: I would assume that if the people that are kind of already in your existing LinkedIn network are floating around that industry anyway, if it's something you do that relates to that industry, they'll want to check on your page [crosstalk 01:22:26] those numbers up quickly.

Barry Friedman: Okay. So, we should all have company pages for all these things that are sitting here as blank spots.

Ted Prodromou: And what industry are you in? The entertainment [inaudible 01:22:38] LinkedIn industry?

Barry Friedman: Who's that for Ted, I'm sorry.

Sven: Yes, and where do you even see that?

Ted Prodromou: Um ... Oh, they don't even show you industry anymore in the profile at the top. They used to have our industry there.

Jeff: Oh. Okay.

Ted Prodromou: So make sure you're in the right industry in your profile as you're editing it.

Jeff: Okay.

Ted Prodromou: Because that's going to associate you with other people and then you'll show up in their sidebar.

Jeff: Yes, okay good. Most everybody in my LinkedIn profile are also musicians, entertainers, that kind of crowd too-

Sven: Now Barry, that was something you talked about quite early on in some webinar or sometime Barry was mentioning, that you, expressly do not connect with other entertainers on LinkedIn because you don't want them mining your network of contacts and they're not really able to do anything for you, that you really focus on who are the people I want to work for. Who are the people I want to hire me? As you build your network. So in Jeff's case, does he need to go and delete out all, you know, or are those his clients maybe? I don't know.

Barry Friedman: Yes, for what he's doing, building this True Artist 360, those are potential clients in the future.

Sven: Right, right.

Male: That's probably [inaudible 01:23:50] you bring that up.

Sven: Right.

Male: Yes, that's a good point then for other performers. That really makes a lot of sense.

Jeff: Guys I got to go. I got to catch a plane. But thank you so much for your time man. Thanks for getting to me and I really look forward to watching the new [inaudible 01:24:12].

Ted Prodromou: Cool.

Jeff: Thank you guys.

Barry Friedman:Very good. All right man. Have a safe trip. Good shows this weekend.

Jeff: [inaudible 01:24:18] Bye.

Male: Bye bye.

Ted Prodromou: Now, what is the hunter there? I've never seen that icon. Is that a job hunter or ...

Barry Friedman:Oh, this is a chrome plug-in that we learned about ... Our speaker last week taught us about this. This gives you emails for basically anyone you could want.

Ted Prodromou: Oh, cool.

Barry Friedman:Yes, so if it was three, we would just search the ...

Ted Prodromou: Oh, I see.

Barry Friedman:I don't know his domain but if I look up someone who works for Google, it's very easy to get people's email address. It's a plug-in.

Ted Prodromou: Super cool. I use Dux-Soup to do that.

Barry Friedman:Dux-Soup. Right, same kind of deal I think. Something's weird with audio and I'm not sure whose it is. I'm going to just mute I think it was that one. I think it was John ... Yes, it was John in Ireland. Hey, man. Good to see you John. I can't hear you now because I muted you because it was making a weird noise, but there we are. Okay. Good. So, let me bring up one more. I know Dale's on here and Dale's awesome and in good business and still here. Let me see. I brought his up. Where is it? Here. Yes, let's take a look at Dale's. See what comes up for you here on this one. Nice, new haircut too Dale. Geez. Good Lord.

Ted Prodromou: He just got a new one today.

Barry Friedman:I know man. It looks so shiny.

Ted Prodromou: I like it. If you get it to your background picture so your head's not on top of your head That would be cool.

Dale: Okay.

Ted Prodromou: You could even probably have them flip the image, just so you're looking ... you're over here.

Dale: I never thought of that.

Barry Friedman: Yes, interesting. I guess they put these ads up here now. I don't usually-

Ted Prodromou: Oh, that sucks, yes. These marketers.

Barry Friedman: They found some real estate space, how about that? And we haven't filled that spot.

Ted Prodromou: Yes, I like your headline.

Sven: Yes, although personally I feel like he's only a phone call away. That seems like wasted space to me. I mean, anyone who's here is going to easily be able to get your contact information. Isn't that implied or implicit? So, I want a stronger punch there.

Barry Friedman: Good point. Why not have the first [inaudible 01:26:20] visual interpreter at your next meeting? I may not know what a visual interpreter is ... I do because I've been at corporate events, where they had people drawing and doing these things, but what's the benefit of having a visual interpreter? Maybe that's more powerful second sentences [crosstalk 01:26:35]

Sven: Right. Guaranteed to make your meeting 1000 times better or whatever. Keep your guests engaged at the meeting.

Dale: Okay.

Ted Prodromou: Or you could try, "I'm only a phone call away and put your phone number there."

Sven: Oh, now that. Yeah, I would like that better. Yes, just include the number if you want people-

Ted Prodromou: Say, "I'm only a phone call away," so they know they're calling you.

Sven: Yes.

Dale: Yes, I like that.

Barry Friedman: It's interesting, right.

Ted Prodromou: So, test out different ones though. You can try the other one with ... Explain what ... Or you can talk about visual interpreter at the bottom in your summary.

Dale: Okay.

Ted Prodromou: [crosstalk 01:27:10] I would start there and say, "What the hell is a visual interpreter?"

Barry Friedman: Yes, we would have to know what that is. Oh, I see. Here's the logo because this Moraine Valley community, they have a page [crosstalk 01:27:21]. Great. You've received 12 recommendations, given one. When I write recommendations for people, they tend to see that and go, "Oh, I'll write one back for them," and it's working out really well. I love writing recommendations for people.

Dale: Okay.

Barry Friedman: I'm not doing it as much as I should be, but I had a nice period where I was very into it so ...

Ted Prodromou: I do it for a while too and I ... I have to do more of this.

Barry Friedman: Things should circulate. They should run through. I mean, I've probably done 30 podcast since I wrote recommendations. To go onto every podcast guest and write what I loved about being on their podcast, I guarantee out of the 30, that would bring me at least 20 more recommendations back.

Ted Prodromou: I like to do it when I'm finishing a project with the client. I'll write them a recommend to explain the experience I had working with them. It's not about maybe their expertise, because they hired me to teach on LinkedIn and saying, "I'm working with Dale and he's a great, fast learner. He is really great to work with, implemented quickly." Things like that. And then they're going to write one back for you.

Dale: Okay.

Barry Friedman: All right. I just put on my to-do list, "write recommendation for all recent podcast hosts," so I will be doing that and I'll keep the group updated on that. That's a ... These things circulate through. There's so much to do but the power of this one is indisputable. The ability to find people at companies, make connections, get recommendations, ask for introductions. There is nothing like this. Can you talk briefly about what you can do on a free account Ted and at what point in your life you think a paid account really starts to make sense? And what you can do. There's also been a change in InMails. It used to be credited back if they didn't answer. I think now you're credited back if they do answer? Was it some kind of switch like that?

Ted Prodromou: Oh, they keep playing with it all [inaudible 01:29:06]. I don't even use InMails anymore. I stopped using them. What I do, I just focus on reaching out, building those connections, inviting them to connect and then send them the welcome messages.

Barry Friedman: I think I have an account that's probably around 300 a year or something and it gives me everything I could want, but for me, it's very worth it. What do you not get for free and when do you think it becomes important?

Ted Prodromou: They changed the search now. They've really limited the search fields that you get.

Barry Friedman:Gotcha, okay.

Ted Prodromou: They don't give you as such information. Even with a paid account. They want you to go to sales navigator, which is like 70 bucks a month. If you go to your free account and type in "start searching," it doesn't give you ... It's a lot of the criteria. There's only like six fields. If someone was like what language their profile's in, why would I want to search for that? It's one of my valuable search fields.

Barry Friedman:No, some things you don't need to do.

Ted Prodromou: I just clicked on the search box there and just search for anyone. So you see over on the right side, now you get keywords, locations, current companies, past companies, nonprofits, profiling, language ... Who cares? In schools? [crosstalk 01:30:31] So, it's kind of frustrating.

Barry Friedman:Yes, but current companies and past companies; this is what I've leaned into more than anything.

Ted Prodromou: Yes, that's a good one. Then there are keywords, you could put "event planner" or whatever job titles.

Barry Friedman:Right. These are great. I don't know if someone has a free account, if they share their screen what we would see here.

Ted Prodromou: You get the same, pretty much the same.

Barry Friedman:Oh, so what are you saying is the difference between paid in search? As far as search, I thought you didn't get as many search fields.

Ted Prodromou: I'm confused because they told me ... I have my brother-in-law's account I use, it's free. He has these same search fields and at the bottom it says, "You want more? You get nine more search fields if you go to premium.

Barry Friedman:Oh, I see. Here's [crosstalk 01:31:12] sales navigator and recruiter. Okay.

Ted Prodromou: So, it's really confusing but ...

Barry Friedman:Sure, and you're getting into something like sales navigator and recruiter. I mean, they've nailed talking about what those do. I'm not doing a sales navigator. I'm not looking for 500 new prospects in this. I'm looking for someone who I know an event's coming up. I use this in conjunction with the ... Barry pointed out going ... sales that I teach. So, that's what I do-

Ted Prodromou: Go ahead and do a search. I'll show you a little trick. Put keywords in there and put some kind of job title.

Barry Friedman:Sure.

Ted Prodromou: This is the thing I think you get with the free account too still.

Barry Friedman:Just that?

Ted Prodromou: Yes.

Barry Friedman:That's enough?

Ted Prodromou: Actually do just second level connections first.

Barry Friedman:Okay.

Ted Prodromou: Now search. And at the bottom right, it will say, "save search." It should appear there.

Barry Friedman:Clear all. Yes, I'm not getting it. I'm glad you came on again because this stuff does change so much.

Ted Prodromou: See there's supposed to be a little box that appears and says, "save the search." You searched for second level connections or event planners and you can put location like California or something and you can save that search and LinkedIn runs that search 24 hours a day, and then every week you get an email saying, "Here's 72 more people that meet that criteria."

Barry Friedman:Maybe that's not on my plan man. I've never seen that. There used to be a tool that went out and did that. It was a plug-in, that I think I paid 59 bucks a month or so for. And it actually liked people all night long. It ran a script.

Ted Prodromou: Yes, mine was a ... You know what you do? If you reach out to LinkedIn support ... Actually, the fastest way is to tweet. Send a tweet to LinkedIn help, I think it is. And just say, "How do I save my searches?" And they'll turn it on your account. At the bottom there, you just click "save" and you name it. Say, "Event planners, New York City area," or something, and it runs 24 hours a day; like five different searches you can save. You can do that with a free account.

Barry Friedman:Interesting. Wow, that's really, really good. Okay.

Ted Prodromou: I think you have to actually reach out to support and tell them to turn it on now.

Barry Friedman:Interesting. That's a great note. Tweet.

Male: I'm sorry, did you say tweet that or did you want to just send them a LinkedIn message?

Ted Prodromou: No, if you send a message through the website it takes about a week for them to get back to you.

Male: Okay. So just use Twitter and tweet them?

Ted Prodromou: I think it's LinkedIn help.

Barry Friedman:How funny.

Ted Prodromou: They get back to you within an hour. The power of Twitter.

Barry Friedman:Yes. Hey, people are solving big, big customer service complaints now through twitter. In minutes sometimes. It's phenomenal.

Ted Prodromou: You have to.

Male: I'm finding it faster if I want to get a hold of a contact in a company to tweet to somebody to the company saying, "Who's the contact? Who's going to be at that trade show?" They give me an instant reply. Because I just did another one ... I couldn't find ... It was on LinkedIn and he got this InMail, which I don't have. I got the free account. So, what I did was I took the company, went to their website and they had info at the company name. I said, "I've been trying to email this guy. This is the email I was using. I'm guessing I got a bounce back. What's his correct email?" They replied within 10 minutes.

Barry Friedman:Through Twitter they replied?

Male: Actually no, through email. [crosstalk 01:35:05] email I did. Twitter I've done just recently for a police department. They responded instantly.

Ted Prodromou: I was working with a CEO, who was trying to reach to other CEOs at Fortune 100 companies and we were trying to reach out to them on LinkedIn and they just weren't active on LinkedIn. So, we find out this one guy just opened a new Twitter account, and he was tweeting about professional golf. So, my friend was a golfer, the CEO. I said, "Okay, start tweeting with him about the golf because you're both golfers." They built a relationship through Twitter about golf and he got an appointment and got some business there. And it was a Fortune 100 company, the CEO.

Barry Friedman:Wow, nice. Let me see if David and Kylie are-

Ted Prodromou: The power of social media is just crazy.

Barry Friedman:Yes. These guys ... Good, I'm connected to these guys.

Male: [inaudible 01:35:57] please thank you.

Barry Friedman:See, this is wonderful. Dave and Kylie do big illusion shows at ... big, big, big churches all around the country so I mean, bringing the wonder and mystery of God's love to your community and you got your thing here where you're clearly in some kind of a show. Boy, I ...

Sven: And great, like the audience background, super happy audience all clapping.

Ted Prodromou: Look at that summary. That's perfect.

Barry Friedman:Yes, look at this. [crosstalk 01:36:26]

Male: Where do you live? Where is-

Ted Prodromou: They have their content in their profile?

Male: Where is the summary generated from? Is that the first couple lines of your profile?

Barry Friedman:Yes.

Ted Prodromou: There's a summary section you edit and you get about 2500 characters.

Barry Friedman:Oh, [inaudible 01:36:38] funny. I wonder if I did that because online it seemed like it was grabbing right from the first parts of my bio, which I didn't really know until today and I don't like what it says there so that's a interesting idea. Here, let me just hit "edit" on this. Summary. Oh, yes. Interesting, yes. This is not what I want here. Because this is funny. Okay, good. I will change that, I got that on my list as well so ... But good, look at this ... It's great, and you guys have a combined one so you're really showing up together as a team's professional entity on this one. Great.

Ted Prodromou: This is great.

Dave: Thanks. I just changed that header image based on our conversation here today so ...

Barry Friedman:Oh, while we were going?

Dave: Yeah, yeah, yeah.

Barry Friedman:Man, it's stunning. It's great.

Ted Prodromou: That's great.

Sven: Yes, I really like it as well.

Barry Friedman:I love the quote, I love that it's ... It speaks to them and it's from ... These are the kind of people who are going to be [inaudible 01:37:28] it for you. They're going to be executive director, you specially so ...

Dave: Yes.

Ted Prodromou: One thing I'm testing with some clients is, at the summary, to look at the summary ...

Barry Friedman: Yes, I was gonna say we got to come down here and play with this so ... Yes, every church you've ever done, how wonderful to find these people. Because some people have gone out of their way to give you so ... good stuff. Yes, the summary. Go ahead.

Ted Prodromou: The summary, so click "see more." After the first line, a couple lines, you grab their attention. Are you interested in having community outreach for your church? The next line I would say, "Check out my video below to see us in action," or something. And you can put a YouTube video right in your profile.

Barry Friedman: Gotcha. And that will show on the homepage when they get here.

Ted Prodromou: Right. So you want to make it the first video of your block there. Or just call out one of those videos and say, "Here we are," and people are starting to click on those if you tell them. You have to tell them to go down there and click on it and they'll go watch it. You could just send them right to this video.

Barry Friedman: Yes.

Male: Do you actually put the link in or you just tell them to go see the video?

Ted Prodromou: I just say, "Just go down there and watch this video." Or you can send them to YouTube video but it keeps them within LinkedIn then.

Male: Oh, true.

Barry Friedman: Yes, it's best to-

Ted Prodromou: Once they go to YouTube, who knows where they'll end up.

Barry Friedman: Of course.

Male: Right.

Ted Prodromou: Three hours later.

Barry Friedman: Geez man, yes, look at these. This ...

Recording: [inaudible 01:38:56]

Ted Prodromou: This is perfect.

Recording: If you would click the logo first [inaudible 01:39:00]

Ted Prodromou: After the first few lines there, where you ask them that question, then just put a line in there. Say, "Check out the videos below to see us in action," or something like that.

Male: All right Ted.

Barry Friedman: Really good. So you're saying to just change this so that ...

Ted Prodromou: Right after the first paragraph, before it says, "We are Christians," just put a line there that says, "Check out the videos below."

Barry Friedman: So, that ... Let me see. Where are we? Here we are.

Ted Prodromou: Make it really compelling.

Barry Friedman: Gotcha. Awesome. Yes, that's great. [crosstalk 01:39:36]

Ted Prodromou: You made the profile, good job.

Barry Friedman: Yes, this is really a good one, and their videos will show up. The videos you [crosstalk 01:39:41]

Ted Prodromou: After you do the company page, you can pull your logo into your company there too.

Male: Now, when you do a company page, is that going to be linked off an email again where you need a different email account? Or is that ...

Ted Prodromou: No.

Male: No? So it's not like Google or YouTube that's locked into an email account?

Ted Prodromou: Well, I think they want you to have a [inaudible 01:40:02], like a [inaudible 01:40:03] URL. You can't use a Gmail account set it up.

Barry Friedman: It's good not to.

Male: Yes, but I'm just wondering, if you already have one set up for your personal file, can you have three companies set up with one email or is it going to be three different emails?

Ted Prodromou: Yes, I think you can have three different ones.

Barry Friedman: It's funny. Looking at how quickly this stuff all changes, I know for sure the videos and photos used to be here when I was just on the homepage. Now they've moved them where we have to go and-

Ted Prodromou: [inaudible 01:40:28] job too, each experience section. Now they've lumped it right into the summary.

Barry Friedman:Gotcha. Yes, you got to stay up stuff. Good job. Boy. I really like that one. Who else is on here that maybe wants to take a look at their stuff? Let's see.

Male: Quick question. What is one way to optimize the people who view your posts or your articles? Is that just by going out and telling them comments after they've left a message or does-

Male: Yes.

Ted Prodromou: So, like if you comment on somebody's posts or something?

Male: Well, if I do a post, if I write an article and somebody likes it, then what I think I wrote down in my notes ... I go see who they are and then try starting up small conversation [crosstalk 01:41:11]

Ted Prodromou: You can hover over and see who liked it. If you're not connected with him I would reach out to him and say, "Hey, thank you for liking my article. What did you like about it? And let's connect on LinkedIn."

Barry Friedman:What did you like about it? Yes.

Ted Prodromou: Ask a question. Ask those simple questions and they'll tell you.

Barry Friedman:Love that. Yes, good. Who else has one on here? Sven do you have something on here you want to take a peek at?

Sven: Well, why I'm happy to take a look at mine but I don't know that it will be very helpful because it's a LinkedIn account I created years ago and basically never done anything with. So, I just figured out how to log back in. Now that I see that it can be a useful tool, I'm planning to start working with it, but I don't even know what the-

Barry Friedman:Oh, is this ... Yes, this is you here.

Sven: So, yes, definitely can pick it apart if we want, but it literally hasn't been touched in several-

Barry Friedman:No, good for you for just ... Wait, oh you went to UC Santa Cruz?

Sven: Yes.

Barry Friedman:Oh, I didn't know that. Wow. Nice. Okay, good. So, you're starting on this. I'm glad you're here today. I'm glad you'll dig into it and I-

Sven: That's exactly why I'm here.

Barry Friedman:Perfect.

Sven: I'm at ground zero with this.

Barry Friedman: No, that's good. Perfectly good. So, Ted do you have anything else that you feel like it's a best practice that we should focus on? That we should take away from this? You've covered a lot of great stuff. Is there a parting shot that you feel like, "If you do this one thing right ... " we're going to be in a better place?

Ted Prodromou: Be really clear on who you're looking for. Optimize the profile so they say, "Wow, I need that." And then, spend 15 minutes a day interacting with people. You don't have to spend more than that. Just make a list of things you do every day that are working. If you're getting a lot of people responding when you send out certain messages, send more of those messages. Just spend 15 minutes a day interacting with people, starting conversations.

Barry Friedman: Good. Hey, one thing I want to make sure- [crosstalk 01:43:04] Oh, go ahead.

Sven: I have one quick question. Those of us who are ultimately planning to go after a couple different market niches, is it possible to create multiple profiles or what I maybe do multiple profiles linked to multiple different businesses that all have their own website? Is there a way that you have more than one presence targeted on LinkedIn?

Ted Prodromou: It's hard, because they don't watch that multiple profiles and if somebody searches your name, and sees you have three profiles of three different jobs they're going to say ... So I create it like the umbrella company. Think about three different things you do in your experience.

Sven: Sure.

Male: Would that fall under business pages? Like Barry, if you go ... Pull yours up for a second Barry because you got like six different jobs there. As he scrolls down, you could see he's a head coach, he's this, he's that. Having the six different homepages or business pages or seven business pages, would that be better? I think that's kind of what he's saying because now that you have the seven business pages ...

Barry Friedman: Yes, interesting. I see what you're saying. I have five different jobs listed here. This one, I didn't even ... Maybe I just said I've worked for five-star but it doesn't on their logo. But yes, these are things that I could, of course, develop business pages for.

Ted Prodromou: Or you can create one company and have all those jobs under it.

Barry Friedman: Oh, I see what you're saying.

Ted Prodromou: Look at my profile and you'll see how I've created 10 different jobs under my current company.

Barry Friedman: Gotcha. Yes, Barry's [inaudible 01:44:38] ideas. Right, I see what you're saying. Yep.

Sven: Right. So then basically what we need to do is decide which is our highest priority target and make our landing zone, so to speak; the picture, the tagline, etc. Really go after that number one priority client that we're after and the rest, if they find me for those other things, cool.

Barry Friedman: So, you created a business page for Search Marketing Simplified and underneath that you're doing the Twitter stuff, the LinkedIn consulting ...

Ted Prodromou: Posting contact, yes, and then go to there. Look at the top one now. See I have LinkedIn coach who doesn't have an icon?

Barry Friedman: Mm-hmm.

Ted Prodromou: This is a trick I figured out with the new system. I changed the company into America's Leading LinkedIn Coach. If you scroll up to the top and look at my original header, there it shows America's Leading LinkedIn Coach. There it is. Valuable real estate there.

Sven: Right. So, in order to get that information into your top level viewed content, you changed your-

Ted Prodromou: Even though it says America's Leading LinkedIn Coach up above, in the banner it's cut off of my picture.

Barry Friedman: Mm. [inaudible 01:45:50] "DM me to learn more." Interesting.

Ted Prodromou: Yes, I get about three or four people a week asking me about their profile.

Barry Friedman: This is the headline and you get to introduce yourself and make a call to action right here. "DM me." That's great. Really good. Let's see what comes up with ... Yes, good stuff. Okay. All right. Hey, Ted, thank you. This is great. Oh, you know one other thing I want to look ... I knew there was one more thing, I flipped through my notes and saw it. I don't know how new this is or if they've just renamed this here, but this pulse thing seems like a place where the likes of us could write an article about having the best event in a Chicago suburb. You know, in San Diego. How to have ... just events here, and who sees this pulse and how would people get here, and is it a reasonable place to consider an off-site blog where we could show up as an expert?

Ted Prodromou: See, they kind of killed pulse in a way. You notice you went [linkedin.com/pulse](https://www.linkedin.com/pulse) and it sends you back to the homepage. The only way to see the content now ... If you click on, "write an article," that's where you post this content.

Barry Friedman: Yes, this is where I can-

Ted Prodromou: You can do videos there, you can pull in YouTube videos.

Barry Friedman: Gotcha. So here's the whole palette for us to write our article in.

Ted Prodromou: So, the good news is, if you write this and create a really creative headline and put a nice banner back there, a lot of people will see it, and see it in the newsfeed now. [crosstalk 01:47:22] It also shows up in Google search results.

Barry Friedman: Sure, so this is just add a photo here ...

Ted Prodromou: That's that big banner [crosstalk 01:47:28]

Barry Friedman: And for us to do something like this and maybe make it in the ... against conventional wisdom or something that addresses an entertainer's take on something that's happening in the news right now. My gosh, to be able to get something out like that and have it shared amongst all these professionals so ... Yes, what ... What's that Sven?

Sven: So, where are people seeing that pulse? You're saying they kind of hit it or ... How-

Ted Prodromou: Yes, go back to your newsfeed. You can go to a pulse app, on an iPad or a phone, and it's all the content, it's great. It pulls in all kinds of articles you subscribe to.

Barry Friedman: Gotcha. But this just basically runs me back to my feed now.

Ted Prodromou: Yes, so scroll down now and you'll see ... These are [crosstalk 01:48:11] things people have posted.

Dale: Just to give you an idea, I post one out probably once a week out there and get at least 50 people in the week liking it or giving me some ... And I'm doing no marketing on it really whatsoever but just putting it out there. Over the last month and a half, two months, I'm usually getting about 50 people a week liking something.

Barry Friedman: Are those copies of your blog posts Dale? Or is that new content you're making for LinkedIn?

Dale: It's the new content that ... a little of both. It could be a video that I post out there. It could be a small, little article that I post out there. I'm not putting a lot of thought into this stuff. It's something that I generate within 10, 15 minutes and pumping it out there.

Barry Friedman: Interesting, okay.

Ted Prodromou: What I do, is when I write these articles and you post it, you can grab the URL once it's posted, then do a status update. That notifies your whole network, again, that you posted new content.

Barry Friedman: Oh, so this is one from Robert Strong, a local magician, he's great. He writes about trade show stuff. Wonderful. So, this URL up here ... he would post that, you're just saying, as a status update on LinkedIn?

Ted Prodromou: Right. And Twitter. And Facebook.

Barry Friedman:Gotcha. Pop 'em around, yes.

Ted Prodromou: I schedule them all too. I use Sendible, it's like HootSuite. I schedule all my articles so once a month they're rebroadcast to all my social media sites.

Recording: That was quick. That might work in a [inaudible 01:49:42]

Barry Friedman:Interesting, okay. Good stuff. All right.

Ted Prodromou: Yes, because this stuff will show up in Google search results, which is powerful.

Barry Friedman:Who has an idea as an entertainer, what we could do ... something ... Lord knows there is enough craziness going on in the world right now but what's an idea that you can do some sort of a take on? Either magic, juggling, acrobatics, balloon twisting, illusion.

Sven: I keep thinking I want to write an article that's: Why You Should Have an MC at Your Event. Just because I was at an event at the Broadmoor of all places two weeks, and the CEO basically was being the MC and he sent everyone out of the room right before they brought all of us on for the finale performance. He literally was like, "All right guys, we're wrapping up and go out and get your autograph signed out there and go to the party and stuff," and he just completely forgot that they had hired us to come do this performance-

Barry Friedman:Oh!

Sven: So, he sent all of his audience away before we came out and it's like, that's why you need an MC, because the CEO is not comfortable in that environment. Don't [inaudible 01:50:55]. So, that kind of stuff. I love the idea of writing some stuff about how to optimize events from an insider's take.

Male: I'm just thinking, if you want to go headlines ... Would Trump Hire an MC?

Barry Friedman:See? That alone just makes you want to click, just adding that little twist on it.

Sven: "What is this about?" Yes, totally.

Male: Yes, because he's going to either hire you or fire you, right? If your mic works, you're going to be hired. If your mic doesn't work, you're going to be fired. Just grab some of the things that he's talked about in the headlines of hiring people and firing people because of a bad mic.

Sven: Right, right.

Male: And you could just say how a professional MC would never get fired because ... even if it's tested out mic before you even get there.

Barry Friedman: Hey, Ted somebody wrote a nice question. "Is it better to write your profile in the first or third person?"

Ted Prodromou: I like first-person like we're having a conversation.

Barry Friedman: Okay. Do you see any-

Ted Prodromou: But some people write in the third person, they think it's more professional. I'm all about starting conversations with people on LinkedIn.

Barry Friedman: That's what it is. Yes. One thing ... What percentage of all those contacts you have, if you had conversations with, is a 1% live conversation a good number to aim for? The guy has like 700 ... What does it say? I don't even know. I think it had probably like 700 and change or something.

Ted Prodromou: It's hard to guess because 99% of people you connect with on LinkedIn, you'll never hear from again.

Barry Friedman: Right. So, if you have a 1% conversation that may be great.

Ted Prodromou: You know what works really well too? If there is somebody you want to connect with at an event and work, you know, have them hire you at a corporate event, when their birthday pops up just say, "Happy birthday Joe. Are you doing anything fun for your birthday?" You ask him a simple question, about 1/3 of the time, they'll reply and tell you exactly what they did on their birthday.

Barry Friedman: This interesting lady who looked at me yesterday, Allie Waller, Account Executive at Sacramento Kings. I have no idea why but [crosstalk 01:52:57]

Male: Thinking right where ... Barry just said there, can you actually just ... Would it be appropriate to send her an email Ted? And say, "Hey, I noticed you looked at my profile. Can I help you with something?"

Ted Prodromou: Mm ... Sometimes people [crosstalk 01:53:14] think that's creepy. What I usually do is I'll look and see if she posted some content or did some status updates, and then maybe like it, or comment on it. Review her profile back. [crosstalk 01:53:27]

Sven: In order to not appear like a creepy stalker, do some creepy stalking.

Ted Prodromou: Right.

Barry Friedman: It's the best way. [crosstalk 01:53:37]

Male: I didn't know if there was an easy way, because if somebody is just clicking on a profile to actually ask why, besides asking, "Why did you click on the profile?"

Ted Prodromou: I haven't seen that as much as five years ago.

Male: Okay.

Ted Prodromou: But that one guy that got mad at me for viewing his profile, I turned it around and just complimented him.

Male: Yes, because I would think if somebody views my profile, just thinking out loud, the normal responses is ... It's like if somebody walks in your office, the first thing you'd say is, "Can I help you?" So, if they clicked on the profile, would it be appropriate to say, "Can I help you? Is there something you need? I'm willing to help you. What do you need?" Or, "Did you find the right connection?" or whatever.

Ted Prodromou: Maybe you could go back to that woman and say, send her an invitation to connect if you're not connected, and just say, "Hey, I'm a huge Sacramento Kings fan. I'd love to connect."

Barry Friedman:Right.

Ted Prodromou: Then she's going to see your profile headline and say, Oh, we could use someone like this at halftime."

Barry Friedman:Yes, and it's like, "Oh, I just looked at this guy's ... " That's the other good thing. Maybe she clicked on it for a second thought, but there is some memory there right now.

Male: Yes, because either she's clicking on for entertainment or sugar. If she's doing the sugar thing, it's like, "I'm all hyped up here and on sugar. I just saw you." "Were you hyped up on sugar when you clicked on me?"

Barry Friedman:This guy can't be writing me.

Ted Prodromou: Right. So then make sure if you have YouTube videos — you probably all have lots of YouTube videos — post them as individual articles on LinkedIn, and write just a paragraph about what that video is about.

Barry Friedman:Why is this and I can't find the thing to connect with her right now? Ted, how weird is this? I mean, how much has it changed? [crosstalk 01:55:19]

Ted Prodromou: Show me your screen.

Barry Friedman:Oh, am I not on here? I'm sorry. I thought I was showing it.

Male: LinkedIn is not user-friendly. I'll [inaudible 01:55:25] say. [crosstalk 01:55:28]

Barry Friedman:Sorry, I thought I was showing her. She was someone ... account executive to The Sacramento Kings.

Ted Prodromou: Okay, because you have third level connection.

Barry Friedman: Oh, so I can't even do a connection there?

Ted Prodromou: You can send her an InMail.

Barry Friedman: Gotcha. That's the only thing.

Male: Is there a way around the InMail? I don't have InMail, and how do you get InMail?
[crosstalk 01:55:46]

Ted Prodromou: You got to have a premium account. Or you buy them for 10 bucks apiece.

Male: Wow.

Barry Friedman: Uff. But man, would that be cheap in the day. When I used to want to contact someone, I would have paid 100 bucks, 1000 bucks to contact the right person for a gig.

Ted Prodromou: So, the trick would be, can you see her at her network? If you scroll down ... No.

Male: This is something I'd like to get to because this is like if we go into Barry's account, we want it to actually mine Barry's account. It would be like mining anybody else. How do you mine after somebody if we don't have that ...

Ted Prodromou: Hers is a little harder because she's a third level. I'll go over to Nicole Souza on the sidebar there.

Barry Friedman: I have more InMails than I'm currently using.

Ted Prodromou: Before you do this, go ... That's good, yes.

Barry Friedman: Yes ... Okay, interesting, but yes-

Male: Do you need a sugar fix?

Barry Friedman: Right ... Yes.

Ted Prodromou: Let's just close that and let's look at that sidebar for a second.

Barry Friedman: We could play with this, yes.

Ted Prodromou: You see Nicole Souza? She also works at the Sacramento Kings.

Barry Friedman: Yes.

Ted Prodromou: "Securing lifetime memories in the new golden one center ... " So click ... Oh, she's a third. Oh, these are all third level connections.

Male: So, you would look for somebody who's like a second level and try to make back-
[crosstalk 01:57:27]

Ted Prodromou: Yes.

Barry Friedman:Okay. So here there's a connect. That's why I couldn't see it on [inaudible 01:57:32].

Ted Prodromou: There we go, yes.

Barry Friedman:Interesting, yes. Okay, yes, interesting.

Ted Prodromou: So he's telling the story about the Sacramento Kings.

Barry Friedman:Yes. Oh, down here I can see that a couple of people I know ...

Ted Prodromou: There you go. That's how you would mine it and figure out ...

Barry Friedman:Which is great.

Ted Prodromou: If I see that and I really wanted to connect with them, I would ask for an introduction from that person and say, "Could you virtually introduce me instead of me blindly reaching out to that other person?"

Barry Friedman:Oh my gosh, me too. I love that when ... Especially someone like Pamela who I just know and love, I would just go, "Hey, how well do you know Aaron?" and "Could you do an intro? I have an idea for the Kings when they win the championship." Yes, good, good. All right. Ted, I think we have beat you up to the ground here. Would you be all right if I invited you into our secret group in case anyone had a follow-up question?

Ted Prodromou: Sure.

Barry Friedman:Awesome. You don't have to, and you're not guaranteeing to write anything back, but it would be great to just have you in the conversations. I try and get all the faculty to show up, so thank you.

Ted Prodromou: Yes. Connect with me on LinkedIn. I post a lot of content.

Barry Friedman:Yes. Thank you so much of your time. I really appreciate it.

Ted Prodromou: Thank you.

Barry Friedman:All right. So, that was my time with Ted. A couple of members of ShowBiz Blueprint were on there listening and asking questions and it got very valuable there. There were some times in that interview when I went, "Oh, this is gold. I got to do this," and going to work on the stuff he talked about. I love it. So, what do you take away from that? I take away that LinkedIn actually matters. Make your professional headline tell a story. Boy, do we stress that. The way I showed you in mine and someone in the interview

changed theirs right on the spot to be more professional. Don't waste that real estate. It is very big. Play nice on LinkedIn. Don't spam. Keep those intro notes nice and short, just like Ted said. Keyword hotspots right there in the job titles. Add your experience and expertise as your jobs. Make everything support who you want to be in the chapter in your life that you're in right now.

As Ted talked about, we don't do two profiles on there so if you're straddling two markets, pick the one you want to be represented on in LinkedIn. And my advice? Pick the one that pays better. You can always play down. Play to the top. Play to the top. Help people know you, like you and trust you. One of the biggest benefits we can do in LinkedIn is just this anonymous look, and it's not too anonymous right? Being able to go and see who looked at our profile; remarkably, profoundly powerful. So, let's use all those tools. Reach out, connect to key players. LinkedIn is powerful and it's what we're going to be doing. All right you guys, let's move in and talk about live networking.

Every once in a while, even the outbound aggressive marketer that I like to teach you guys to be to find the gigs you want, go out and get them ... Every once in a while, we turn off the computer and we go out and we actually meet people in our own community. In the community next-door, if it's bigger. If you're in a suburb, there's community groups there and there's bigger ones. If you're ... In [inaudible 02:00:37], there is a great one in Chicago, I'll tell you that, so we reach out and we practice in small places. Small risk, small groups. Chamber of Commerce. I'll tell you a whole bunch of places, we can do this in a while, but every time we're in a network group, every time we're at a place where there are business people ... and these are typically plumbers, heating/air conditioning people, realtors, doctors, lawyers, people who work in the community. They come to these meetings and it is remarkable when we get to show up.

While we play here, we are prepping for the big time. We're prepping for the bigger cities, for the bigger meetings, for the regional, and boy ... You could do this. I've done this in two cities. I did it in Los Angeles and I've done it in San Francisco. It's powerful. It connects you in places you would've never been, and you will realize ... The number one thing you'll realize when you're in these groups is how amazing you actually are, how un-muggle-like you are, how extraordinary you are in these people's eyes and in the world. Just the fact that you're not only an entrepreneur, that you're doing something that is phenomenally off the beaten path and people love that. So, the commitment I'm going to ask you for, is can you do one of these? Can you get up the nerve to go out, meet?

Find out where the groups are, go into them, have a business card, shake hands, meet people and I'll walk you through a little bit of the strategy on this thing, but set small goals. If you can commit to doing one in the next month, fantastic, and actually do it. You do two or three, get on our group and brag about it. Many alumni have become addicted to these when they didn't know what was going to happen when they walked into their first ones. Another great one is Toastmasters. You can do them at Toastmasters meeting; you can meet a lot of people. So, the main thing to remember about live networking; passion attracts passion. You understand that? When you are passionate, when you're a person who's alive, who's lit up, who looks in their eyes, who listens, who asks great questions, you will attract passionate people into your life. It happens every time.

Listen, ask questions, use their name. At networking groups, people will always have name tags on with their name. Use their name. It's the sweetest sound that a person will ever hear, is the sound of their own name. Listen, ask questions, get down a list of questions. Larry Benet's million-dollar question; "After you get to know someone a little bit, having met you a little bit Bob, what is it that you think me or someone in my network could do to make your goals happen faster or bigger than you imagine?" Boy, get those things out. You're going to be connected in ways you never even understood. So, in a full room of muggles you won't believe how you become a legend so quickly. Be introduced and if you do magic, if you sing, if you're a comedian, if you're a ventriloquist, juggler, whatever it is ... these are phenomenal skills.

So, let's talk about a couple of the places that you can network, where you can actually meet people. Say, "Hey, I'm a member of this community. Here's the kind of work I do. What kind of work do you do? Who can I connect you with?" Ah, boy, mm ... powerful stuff. Chamber of Commerce. Every city has one and the big city across the border from you has an even bigger one. Use your own city, practice in the smaller areas and then jump out of into the big ones. An organization called LETIP; L-E-T-I-P, Rotary, Kiwanis, Lions Club, Toastmasters, economic development groups. All of these things where business people in the area get together and meet and connect. Live networking is the ultimate place. It's kind of a great in-between, between working online and the time we share on stage. We get to be the people we are when we're actually selling our act, when we're doing the work in the office and the people we are on stage.

There's this remarkable middle ground, which is live networking so build your know, like and trust factor. Don't sell, but find ways to help. All right you guys. That is week seven. We created a CVI, live and in person. We edited it, we uploaded it, we hosted it and then we created the page where people go. A lot of work on that one. We talked about LinkedIn with Ted Prodromou, who blew our socks off about LinkedIn, and I know everyone's taken action on that. Finally, live networking. That reaching out, that going beyond the Internet and cutting just short of where we are on stage, finding that middle ground where we are the lights in the room. That is week seven in the can you guys. See you in week eight and I'll see on the live Q&A. Bye bye.