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In this disclaimer, "I" means John H. Lee (and "me" and "my" refer to) John H. Lee



Linkedin Results Today! What to Do Right Now

Hello and thank you for getting this ebook! Linkedin is the largest professional network on earth with more than 560 Million users. You may already know that and that is why you are here to learn how to take advantage of such a thriving platform.

Unfortunately there are so many Linkedin trainings and gurus out there who are loading you up with an overabundance of information that may be unnecessary to achieve your goals.

The lack of knowledge is a prime opportunity for self professed gurus to overwhelm you with information that doesn't move you forward; meaning to experience tangible results.

That is what inspired me to write this brief but very powerful step by step guide to achieving real results by doing a small series of things consistently. Linkedin was not invented to be a complicated software. In fact, it's the opposite. It was actually refined over the years to be very "user friendly" and help the "Free Member" with the most basic technical knowledge get his/her desired results.

With that said, read the information that follows and perform the steps consistently for a minimum of 45 mins. to 1 hour per day for 30 days (Mon-Fri) or 5 days per week and you will see awesome results. Go ahead and put it to the test...I did!

DISCLAIMER! *The following information may seem very brief. However, it is effective and gets results. I state this because this guide isn't 50 or 100 plus pages long. Please don't let that fool you into thinking it lacks real*



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substance. On the contrary, the steps to grow a targeted LinkedIn network and attract quality leads is actually as simple as follows.

Optimize Your LinkedIn Profile for Massive Targeted Traffic

It's only fitting to have a goal and strategy established before you go all out. Everything you do on the platform will support that goal. That said, the first part of our strategy is to do a spot check of your LinkedIn profile and make sure you are optimized for marketing and views.

As you may know, your LinkedIn profile is like your "store front" to the rest of the 500 Million plus users. It must convey important information about you/your company and especially any marketing messages you want known.

Firstly, your Name. LinkedIn doesn't favor you using anything but your name although many choose to use keywords or taglines to describe their expertise. I'd advise using this space as recommended by LinkedIn. You can use the headline field for your title or those very special keywords/taglines we just mentioned.

Remember that your name in conjunction with your headline will show up in LinkedIn searches as well as connection requests, profile updates in the news feed, and direct messages. Also, remember to always use a professional looking profile picture.

Next, check your Contact Information. Make sure this section is up to date with the information that you feel is important to your visitors. This includes your website/blog, phone number, email address, physical address, LinkedIn URL, and if you wish, your birthday.

The Summary section not only gives you an opportunity to further use keywords relevant to your field of expertise but also to describe yourself/brand in detailed paragraphs. Remember we are dealing in the web era where people skim instead of



reading fully. So, you will want to be to the point, (whatever point you want to make) as quickly as possible. Let people know who you are, what you do, how you can help, etc.

You can also place links in this section. You can link to your work if you are a graphic designer or photographer. You can link to Youtube videos, Slideshare presentations, and even upload videos. The list doesn't stop there. Use this space strategically to drive home whatever message you want.

Job and career experience can help to give you the credibility and competence potential employers and partners are looking for. Your past experience also influences search results on LinkedIn. As in the summary, you can add supportive media and links to help elaborate on your chosen message.

The Skills and Endorsements section allows other users to quickly endorse you for an area of expertise. These are similar to Facebook Likes but for your skills. Visit the LinkedIn Topic Directory and choose a maximum of 50 of your expert skills. Once you do this, make sure you endorse other users who can return the favor. This gives you additional credibility.

If you have satisfied clients or former supervisors, "Recommendations" are a great addition to your profile. Endorsements are good but what screams credibility more than a personally written notice. If you don't have any yet, you can contact your best clients and or past bosses and ask for a brief recommendation describing their experience with you.

Check out your Accomplishments section. This is a prime place to put list any publications you have written as well as white papers or organizations you care to mention. I have used this section in the past to list my publications including a link to my free ebooks. I must also mention to add any volunteering you have done in the past as well as interests.



Doing a quarterly spot check on your LinkedIn profile will help to keep your network updated on your current status in any of the mentioned areas.

With the above all checked out and updated you are ready for a targeted flow of traffic. Now we will discuss what is necessary and get you on track to begin the process.

Step by Step Marketing Method

Now that you know your profile is optimized for viewing/marketing, here's how to go about marketing on LinkedIn if you're looking for leads/clients. Keep in mind that the following method is also effective when seeking employment or simply growing your professional network.

Search for Target Market

Simply log into your LinkedIn account and type your targeted keywords into the search bar. You will be shown a list of users who match those keywords because of the inclusion of those terms throughout their profiles.

Send Connection Requests

You will then scan these profiles and send connection requests to those who would be the ideal clients, partners, employers, etc. I recommend not sending more than 50-60 connection requests per day in order to avoid your account being flagged or suspended by LinkedIn.



Send Messages to Your New Connections

Many will accept your connection requests and thus become part of your 1st degree network on LinkedIn. You can then send them direct emails/messages designed to introduce yourself and/or inform about your offerings. I suggest not sending more than 200 direct messages per day to avoid account flagging or suspension.

Send Follow up Messages

As you know, we all get many emails per day and your message may go overlooked. That said, you should send a follow up message if you haven't received a reply; if of course the first message you sent should have garnered a reply. Keep in mind that the first email should start a conversation and break the ice. NOT attempt to solicit a sale!

Keep Your News Feed Consistent and Interesting

Now that you are connected to new users, they can see the updates you post on your profile. This is an opportunity to post useful and interesting content that your targeted connections can appreciate.

This can also demonstrate your expertise and resourcefulness as a valuable new connection. The posting of such content often will also keep you at the "Top of Mind" of your network.

Join Targeted Groups

Just as you did in the beginning when you entered your targeted keywords into the LinkedIn search bar and located your desired connections. You should do the same but this time choose "Groups" in the same targeted category. Doing so will now display a list of groups relevant to your keywords.



After a careful scan of the best matches, you should put in requests to join up to 100. You will gain access to most and will have the option to send 15 direct messages per month to your fellow group members. This amount of messages may or may not be sufficient for your prospecting or networking needs. That said, proceed to the next step.

Search and Send Connection Requests to Targeted Members

Now that you are inside your targeted groups, click the “Members” tab and do a new search of the members using your target keywords. You will now see a list of the matching members in the group. Send them connection requests.

Send Messages and Follow up Messages to Your New Connections

Once connected, you have the opportunity to again send uniquely specified direct messages to these individuals. Again, send one to two follow up messages if necessary to begin conversations and break the ice.

Keep Your News Feed Consistent and Interesting

Just as before, these new connections can see what you post in your profiles newsfeed. Relevant/useful content will serve you well and keep you “Top of Mind” if you post often enough.

Comment On, Like, and Share Relevant Posts/Updates of Targeted Users

Of course other users post content in the groups newsfeed. It will then be beneficial to you to show your expertise and support by commenting, liking, and sharing the content of your targeted members. Don’t forget to also send a connection request to those same members if you are not already connected.



Post Valuable and Interesting Content in Your Groups

You should also post relevant/valuable content into the groups newsfeed. You may have to wait for the content to be approved by the group moderator but when they do it will be worth it.

Once approved, your post may be viewed by thousands of users. This could result in a large boost in targeted members viewing your profile which could lead to you attaining your desired results.

Search Targeted Hashtags

Linkedin also has an excellent feature where you can search targeted hashtags. Hashtags have been a staple of social media for quite a time at this point but are usually utilized and seen mostly on Twitter and Instagram.

We also see and use them on Facebook and the results are similar on LinkedIn; to locate and display anyone using a particular hashtag. This can be a great marketing tool when it comes to narrowing down certain users relevant to the niche you seek.

Simply type a number sign (#) followed by your targeted keyword into the main search bar. You will then see a listing of posts/updates of other users talking about your topic.

Comment On, Like, and Share Relevant Posts/Updates of Targeted Users

Just as in groups, you should comment on, like, and share the posts you happen upon especially if the user fits your networking preference.



Send Connection Requests to Relevant Users Talking about Your Topics

Again, don't forget to send them a connection request to increase the chances of you being able to communicate via direct message.

Send Messages and Follow up Messages to Your New Connections

I believe you are seeing the pattern throughout this marketing method by now. Break the ice, begin the conversation, and then follow up appropriately. LinkedIn means for you to network. Go for it.

Keep Your News Feed Consistent and Interesting

At this point, if you have remained consistent, your news feed should have a good amount of valuable content flowing through it regularly and as you gain new connections they can see this.

They may also be contacting you for a great many reasons and keeping in constant communication will lead you closer to achieving your objectives.

Repeat, Repeat, Repeat

Repeat all of the above consistently. This is the crux of how LinkedIn marketing works currently. If you can fit the above into about 45 minutes to 1 hour per day for 5 days per week you will see great results in lead generation, professional network growth, and improved business relationships. Closing sales is the next natural step.

You will need to know your target market or target keywords to enter into search. That is the real foundation of the strategy. The rest will depend on the inbox messages you



send, content you share, etc. I wish you the best of luck in putting this to the test. Please contact me with any questions or comments at john@jonbizi.com

About the author:

Hi, I'm John H. Lee more recently known as Jonbizi. Yes, everyone is busy but I just happened to use that tag as a name and spell it funny for branding purposes. Plus it's quick and catchy.

That said, I'd love to tell you how "I'm so awesome" because I get amazing results from my years of internet marketing and business experience. Okay, yeah it would be true however you're reading this book to move forward and hopefully engage with me.

Well, without taking too much of your or my time to explain and layering on the BS salesy/professional pitch (Remember we're both busy/bizi right?), I'll just say I'm an internet/social media marketer(**CSMP**) **Certified Social Media Professional** with nearly 20 years experience online; making money all the while through my efforts.

I help busy professionals and businesses get excellent results online like attracting interested and paying customers, building an online brand, and creating digital products.

Find me on all major Social Sites and Connect, Follow, or Like.

There's actually much more but at this point if you really want to learn more just contact me via email and we can communicate that way or by phone. It's up to you and we'll see if I'm a good match to propel your online efforts forward. That begins with you reaching out. I'm a real person (business person at that) so, do what you will, I'm here.



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Hope to hear from you when you're serious.

Peace.

JonBizi



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