



## **Module 2: Growing Your Audience**

### **Audio 1: Adding Connections**

Welcome to Part 2 of LinkedInfluence and this is all about growing your audience and network on LinkedIn.

First I want to talk about how to add connections, creating groups or tags and then exporting contacts before we get into some of the other points of actually growing your audience.

Basically, first off, adding connections... you want to click on your Contacts tab. This will be the main tab and you can:

- Either click on Add Connections here or any of these sections right here
- Or when you just click on the main tab, you'll click over here to Add Connections

And I'll just kind of show you what this looks like. Basically we're going to add connections.

What you want to do initially is first see who you're connected with any of the Gmail, Hotmail or Yahoo or AOL. They are the easiest places to do that.

So if you have one of those accounts, then you can type that in. Just log in right here. I'm going to do a quick login. And depending on how many contacts you have it may take longer loading. It may be faster. So just give it a second, depending on how many contacts you have. However, this is the place where you want to find out who's already on LinkedIn and then you can add them through this little section right here on LinkedIn.



Basically, we go here. I can see that I have 5300+ contacts in my Gmail account alone. That's not including my email lists. So, just by CSV files, that's not including MAT. But you want to start with this.

Keep in mind you only have 3000 invitations that you can send out. And they may be adding to this or changing this in the future, but I think that's the current limitation that you have. You can send out 3000 invitations.

So, basically what I tell people, you only want to connect with those that are already on LinkedIn. What you can tell by that is... if you scroll over. You see these first A's in my connections list on Gmail. But you can see their names. They have a little "in" box next to their name. That tells you that the person is already on LinkedIn.

So this person right here is not on LinkedIn; or this email address is not connected to their LinkedIn Profile. They still may be on LinkedIn. You may be connected to them, but this email address is not connected to their LinkedIn Profile. So it doesn't show that they are actually on LinkedIn.

What you want to do and depending on how long, how many contacts you have, is you want to click through all of these right here in blue from the people that you are connected to already.

And you can scroll down and you can see all these people right here. Depending on how many emails you send out every day, or how many new people send you emails in your contacts list, you may be able to do this once a month, or once a quarter, or once a year.

Just go back, find all the people that are in here that blue next to their name, have a little "in" box right here. And you just start clicking on all of these.

Now you'll see these will come over here and they'll populate and you can remove one of them if you want to. You can remove them all by doing that, or you can click on Remove All. But by doing that you're selecting one. This is going to send them an invitation basically.



They used to have a section right here that would allow you to send a personalized invite, where you could actually say, “Hey, I’m looking at connecting with you”, as opposed to the generic invitation. However they don’t allow that anymore. I don’t know why.

So you’re just going to have to send, Select All, basically and then you’ll click on Invite Selected Contacts. That’ll send them a message.

You might be able to populate in the next one over, that you can send them a message. However they change this a lot. So, it looks like they just automatically sent that person a message. That’ll be a generic invitation that says, “I’d like to connect with you on LinkedIn” you know, and then your first name.

The only downfall is that it’s not personalized and I recommend sending personalized invitations to everyone. But since you’re already connected to this person in your email, I guess LinkedIn has removed that option just because you already know this person.

Unfortunately I like to be able to send a personalized invitation because it lets them remember who you are, because you may not know them exactly too well from your email address. But that’s the limitation you have with LinkedIn at the moment.

But you can scroll down here. You can do any category you want. You can see the B’s and C’s all the way down to Z obviously. It’ll show you all the people in that category for those letters right there, for the last name, first name and things like that.

That’s how you add connections that way.

Now you can also add connections through a CSV file. And what it does there is you can do it here through your email address by logging in right there, or you can import your desktop email contacts, or you can do one-by-one over here. I don’t really recommend this section. But going over here and importing your desktop email contacts is great as well.



And I'm not actually going to show you how to do this. Basically if you have a CSV file, all you do is browse for it right here. This will pop up. You click on your CSV file. It'll go right in there. You click on upload file. What it will do is it will take you to the exact same screen that I just showed before.

It'll show you who has already connected that is attached to the email address, who's already connected and on LinkedIn.

So basically you repeat the exact same step. You click on all the people that have blue next to their name, and don't click on the people that have black. Because it'll just send them an invitation to join LinkedIn and they're probably not... if they're not already on LinkedIn then they're not going to be interested really in joining.

You can also go to:

- Colleagues right here
- Or classmates
- Or people you may know
- And find all the people that you work with
- The people you went to school with

And things like that and get it all set up that way. But it looks like you can see the people that have signed up for your company. You can click on there if you work at a larger company obviously that's where it's going to be... More people that you work with...

So you can see right here, there's a lot of people in those. Not as many people in these.

You can go to Classmates. This is why it's important to put where you went to school. I went to a few different schools. So you can click on these different profiles.

I went to Capitol for 2 years  
I went to Principia for 3 years  
And South West Minnesota State for a year



So you can check out who is on LinkedIn that are classmates from your school. Pretty cool what you can do there.

It's effective to reconnect with those you used to be in school with.

Or you can click on People You May Know. And this is people that are either already in your email inbox that you've uploaded here. It may be people that you are connected to. You have shared connections right here.

So it's pretty cool.

You can View Sent Invitations this way. But basically adding connections right here on this tab is the best way to start out from that.

So that's how you add connections. And I recommend connecting with every single person. So, everyone that's on LinkedIn you want to connect with them, that are in your email list... so in your CSV files, in your excel spreadsheets, on Gmail, Hotmail, Outlook... wherever you have an email account you want to connect with all those people that are on LinkedIn.

- The larger the network the more powerful.

Some people may disagree with this and say, "I only want to connect with those that I really know, like and trust, or I've done business with". You know there are some people that say "I'm only connected to 150 people, but I know them all personally by first and last name. I know their kids and everything about their lives."

That's great and all. And it's great to have a trusted network.

But if you are only connected to 150 people, the most trusted people you know, you probably already know about all of the different opportunities, business deals that are out there. They've probably referred all of their friends to you already for getting new clients, new customers and things like that.



However, you're missing out on an opportunity of people that may be interested in your services. And if you don't connect with them they may not have that opportunity to learn more about you, to read your Profile fully, to be able to send you message and interact.

They're not going to see you posting updates on their Home wall feed about your service, your product, your information, what you specialize in. So they're never going to know that you're credible or an authority.

In my opinion, if you want to grow your business, or if you want to get more leads, or more sales, or you want a better job, then the best approach is to connect with everyone, or as many people as possible that you feel comfortable connecting with.

It's not a good approach to just connect with 10, 50 or 100 people that you feel like you know really well because you're not opening yourself up to new opportunities.

Again, some people may disagree with me and that's completely OK. Those are the ones who are probably not going to get as many opportunities. Again, it all depends on your business and your mindset and things like that, but in my opinion you want to connect with everyone. That's the reason why.

So let's talk about creating Groups or Tags. Basically we go back to the Contacts section and it lands on this section right here.

I recommend, you can send messages up to 50 people at a time through LinkedIn. You can see a lot of my Groups listed right here are tagged at 50 people a pop. I can click on this list of 50 people in the sports industry and I can click Send A Message.

Actually I have to select all these right here. But I can click Send A Message. And I can title a subject and then write a message in here and kind of do a little promotion there. You don't want to promote too much through doing it this way. But you can do some of that right there.





But you can't send more than 50 at a time. So that's why you want to Tag these at 50 at a time. The best thing to do is to think about, "OK. What's the industry? What's the niche I'm in?" And I like to click on Industries right here and see where all the people are at in the biggest industries.

For me, I've got 1,000 people that I'm connected to in the sports industry. Let's just say I want to create tags for people in the sports industry because I want to promote more information to them.

What you can do then is click up to 50 at a time. You can either do it by marketers, or by people you really trust and things like that, or you can just say, "I'm going to collect 50 at a time and to it this way".

Again this takes a little time to set up but once it's set up it's set up and done. Just click through right here. These are all people that say they're in the sports industry. And once it gets to 50 count over here, then you basically create a Tag for that.

- You can send them a message
- You can Edit Tags
- You can Create Tags

Basically click on Managing Tags right here and Create New Tags. That way you have people grouped up. It's kind of like the tags on Facebook where you can create different kind of sections for people as opposed to having to send them one-by-one messages.

This is a pretty cool thing right here and it looks like it's kind of stalling there for a second, but that's how you create your own tag.

Let's see if we can do this again. Click on Manage Tags. Let's see if this works, if not you get the idea. It's very simple to do. You just create your own tag. You create a list, a name for the list and you go from there.

I'll just pause this because it doesn't look like it's refreshing quick enough, but you guys can get the idea. There we go.



So we can click on Edit Tags. We can create this one to be Sports 50, whatever it might be. I've got an Affiliate Marketer Classmates. I've got different city tags and things like that. So I can create... I can save this tag and then these people will be in the Sports 50 tag. I can go back here to Tags, see if we can find this... Sports 50... and it should be... yep... these people right here. So, I've got all the people that I checked and they're all over here as well.

There you go. That's how you create a tag.

Let's talk about the final part of this section which is exporting contacts. A very simple thing to do. Again if you click on your Contacts section, to show you from scratch how to do this.

Right at the bottom right hand corner, right here, you've got a quick Export Connections. Click on this and you can see, you can export them into pretty much any file you want. I'm going to do a CSV because that's the easiest for me.

You type in the code right here.

And you click on Export.

If you want to export it to here, you click on one of these as well.

Click on Export and "Your connections were successfully exported".

So this is in the Documents section down here where I just saved it. And away you go. That's a simple thing you need to do and it's very powerful to be able to export your connections, because I've got over 10,000 direct connections.

Here we go right here. So I can see that it pops up in the CSV file. Let's see what it looks like just to show you... Cancel that. It's got a pretty big list so it might take a second, but again this is a powerful thing. You want to be able to have access to your database. Your database is the most powerful asset in your business, really, in my opinion.

You can see, it's got the first name, last name and email address. How valuable is that to your business to have that!





- First name
- Last name
- Email address

You can see this goes way down. You can see how many connections it exported. This is a huge list right here.

For some people, they may be drooling right now to see that you can export this database. All these new people... these new leads are connecting with me every day... people who I have no clue who they are because they find me through a keyword research. You see I've got over 10,000 people in this email list.

These people are the most targeted business professionals and decision makers there are online right now. They've got a huge average household income of over \$109,000.

And it's extremely powerful because they make decisions and they're constantly seeing... I'm just going to close this down really quick... they're constantly... save this... LinkedIn... they're constantly seeing me on the Home wall feeds. Basically these people, once they connect with me, they're seeing that I'm connecting with more people. They are seeing my updates, my tweets, my messages, my status... everything... my RSS feeds, my articles. Everything I'm doing, they're seeing.

It gives me a power and an opportunity to get more exposure, more traffic, more leads, more sales, more authority, more speaking gigs, more sponsorship, more investors and everything I want to do, by connecting with more people. This is the power of LinkedIn. It's by being able to have that asset.

No other website, Facebook, Twitter, YouTube, they don't allow you to do that. That's why this is a decision maker when it comes to building a database and a large asset.

Take that into consideration. This is Growing Your Audience and Network with LinkedIn... the first section of this. Hope you enjoyed it



and make sure to go ahead and navigate through some of those first over at the Contact section and start adding connections, exporting contacts, creating tags and groups. And I'll see you guys in the next training.



## **Module 2: Growing Your Audience**

### **Audio 2: Automation In Groups**

In this section we're going to be talking about Automation In Your Groups. I'm going to be going over:

- Some of the places where you can manage your groups
- How to send weekly messages
- How to automate getting traffic to your website and your groups
- Automating RSS feeds
- And other cool stuff like that... how to edit your groups and such and such.

What I want to talk about first is sending a message to your LinkedIn group. This is one of the most powerful parts about the group is being able to send an update once a week. Every 7 days you can click on Send An Announcement, and you can create a custom call to action. So, you could say, "Free webinar", or "Three tips on doing x, y and z", or whatever call to action you have here.

You can add a message. I like to keep my messages short.

- The shorter the better.

Keep it short with one link.

- One call to action, and keep it short.

So, I've got 34,000+ members in here and it's growing at about 150-200 every day. I'm getting a huge email list basically for free right here. This is just one of my groups. I've got many other groups that have 10,000+ members also.



I've got groups in here that I can send a message once a week. You want to click on Follow This Announcement and Make This A Featured Discussion.

You can also send a test to yourself. Send it to the email that you want to send a test to. That's fine as well. Basically... and I recommend doing that... so after you craft your message in here, you put your link. And make sure you put "http" in there first and test it... or else it won't be hyperlinked. So put that in there.

You can send a test. You'll see that come into your email. By doing this... let me just say Hi here... by doing this you will essentially have an entire database that you can promote to of targeted people. These are all sports business professionals and I can send them information around my sports site which is actually SportsNetworker.com. So, I'll be sending them information about SportsNetworker.com, but it's a very powerful medium to messages.

This is 100% free. Think about how much it would cost just hosting 34,000+ email contacts and sending them a message once a week. It costs you probably around \$100 or \$200 depending on which email marketing provider you have.

This allows you to save time and money by targeting people all through LinkedIn this way.

This goes to their email inbox, not their LinkedIn inbox. So you'll actually be sending this to their Gmail or Hotmail account, whatever they use.

After you're done you click on Send An Announcement. I'm not going to send it right now.

But that's how you send an announcement. It's a very powerful way to get your message out there.

What I want to talk about next is the Groups Setting. You can click on here and change the information you want in the Group Setting. Just go through here and look around here.



Basically you keep it how the normal settings are right here, or if you want to have a kind of more limitations for some of the members, you can change some of these settings down here.

The Group Information is pretty cool.

You can change the logo.

You can only change the title of your group 5 times. So, I changed mine once and I'm going to leave it there probably. But I may change it down the line depending on how much traffic I getting to the group.

But you can change the Summary as much as you want.

You can update the website here and change that.

Basically this is searchable on Google and it has a high ranking value. So make sure you have... whatever people will be searching for to get your information or your ideas, or your industry. Put that here in the group.

That's what I would do for that.

Group Rules.

This is something they've recently updated but you can add Group Rules in here. So you can tell people:

- No spam
- No this
- Add content
- Add good stuff
- Connect with people
- Have good information

Let's talk about the News Feeds.



So you can add your own News Feed to your website. I've got a couple of websites here... my own feeds, but you can add... you know, I'll just put... I could put ESPN in here if I wanted to. So I'll just click and Continue.

Basically you want to add your own News Feed because this'll allow you to basically drive more traffic to your LinkedIn Group from your website.

So, I've got this, my sports website which drives... every time there's a new article published it automatically goes into Discussions right here, of my LinkedIn Group, basically getting distributed out to 34,000 sports business professionals. So, pretty cool!

And I'm just going to unsubscribe from this one because I don't want ESPN to be in the group for that long.

But you can do that, or you can submit your own news articles. If you just want to add one article you can do that right there and that will go out to all the members of the Group, just in the Discussion. So it won't send them an email but:

- It'll show up on their Home Feed
- It'll show up in the Group section
- And it'll notify that there's an update.

You can manage activity here. Check the latest information and things like that.

We'll go back to Manage really quick and there are some pretty cool things again with the Sub-Groups if you want to create your own Sub-Group you click on Sub-Group right there. Then you can click on Create A Sub-Group which takes you through the exact same process as creating your own Group initially. It's the exact same look and feel, except that it'll be a group within the Group.

So if this is a... if I have the Sports Industry Network I can create the Sub-Group, the Sports Industry Columbus. Right? So I can create all sports professionals locally. I can do meet-up events and things like





that. That way we could just... I can just send a message to the entire group, but I can also send a message to the Columbus Sub-Group the same day. It's not limiting me and I can send more messages that way. It's kind of cool.

This is the Automation In Groups, Email In Groups and what I want to talk about next is how to create some more automation and build your list through Groups.



## **Module 2: Growing Your Audience**

### **Audio 3: Building Your Email List With Groups**

In this section we're going to be covering Building Your Email List With Groups. Now I know a lot of people out there who want to build a bigger email list and the LinkedIn Group section is a great way to do that.

So what I want to talk about first is how to automate this.

I love automation.

I love building my email list without having to do a lot of work if possible.

I love leveraging what I already have, my assets.

So the best way to automate building your email list would be to create a... template.

Click on the Template section and this is what I want you to do... this is the only thing you need to do to start.

- Create a welcome message right here.

So every time someone joins the group, automatically... so this is all on auto-pilot... they're going to get a welcome message sent to their email inbox, not their LinkedIn email, but their actual email they use all the time.

So basically you want to create a Template. All you have to do is click on Create A Template. I've already got one right here. So I'll show you mine. I'll show you my edited Welcome Message. Now, I'll probably have to update this soon, but this will be the message that they get sent to them.

- "Thanks for joining the Sports Industry Network".



That's the group they're joining up here. You can say whatever you want.

- "Thanks for joining my group."

Or:

- "Next steps after joining the group"

Whatever you want to call it. And then right away I tell people if you haven't already, make sure you register for the Weekly Specials and Updates at [SportsNetworker.com/newsletter](https://SportsNetworker.com/newsletter). So I'm directing them right to my actual newsletter optin box. I want to get them opted into my LinkedIn Group, but then if they're not already on my email newsletter, then I want to get them opted into that immediately while it's still fresh on their mind.

So I tell them, "Here, make sure you join my newsletter here. Also I've got some more information, this is my membership site."

- I'm driving traffic to my membership site where they're going to be opting in also. There's an optin on this page.
- And I'm telling them to connect with me on Twitter, on Facebook.
- And I'm telling them there's a lot of great sports sub-groups in here. Feel free to join those groups as well. So I'm building the community around the sports sub-groups.
- And then I'm telling them basically here are other places you can connect with me.

That's pretty cool!

And if you can get people from your LinkedIn Group to your actual email newsletter or your email list, then you're building your list on auto-pilot. And you're not having to do any extra traffic generation, or anything else. You're not creating any content because people are joining the network. They're already on LinkedIn. So they're joining your Group because they're looking for good content and good groups to join. Once



they join the group they get an automated Welcome message from you; very simple to set up, one time. And then every time, you know, if you get a group that's got 100 or 150 joining... I'm getting 25 new emails every day from this depending on the day, just from driving traffic from this to my email newsletter page.

So, it's very powerful and I'm getting people who are subscribing to my blog and all sorts of other things. It's cool.

That's how you build your list with your Group. Otherwise, you can send an announcement right here, once a month, or once every quarter, saying "Hey if you haven't subscribed to our newsletter we provide exclusive content, videos and information and tips on x, y z topic over here as well. Make sure you join our newsletter." And then just send them this link to have everyone join. You'll probably get a few hundred people join just from that link right there, that one announcement.

So sending an announcement... but the Welcome message is where it's at. I'm just going to save this. You can test it. Make sure you put the "http" in there as well or else the link will not be hyperlinked. Send a test to yourself and try it out.

I'm just going to save these changes so it's in there. That is creating a welcome message.

That's how you Build Your Email List With Groups.

Hope you enjoyed this one. See you on the next video.



## **Module 2: Growing Your Audience**

### **Audio 4: Creating Groups**

This section is all about Creating Groups and growing a groundswell in your groups. So how to build your groups and things like that.

Let's talk about creating groups first. When you go to the Groups section right here, you'll want to click on Create A Group. And this is very simple to do. I'm actually maxed out on the number of Groups that I can create.

You can only create 10. However, before they created that limitation I had created 12 already. So I've got 12. But you can only create 10.

Basically what you want to do is add a logo. If you can find a small image that you have, or one of your logos or something that's compelling you just want to Browse right here, find the image, and add it right to your profile right here.

So, again it says max size is only 100kb. It can be a jpeg, or a gif file, or png, so add that because it'll definitely allow you to grow more. And more people want to join a group if it has a logo. It's not as clean looking if it doesn't have a logo.

After that, you just need to click on the "I acknowledge that the logo and image is mine and it's not infringing upon any third party copyright etc."

Then you want to create the group name. Now this is important because this is searchable on Google. If you typed in Sports Industry Network that would pop up one of the first things. It should pop up on Google as my group. I'm getting more people who are just typing in different keywords on Google, finding the group and then they join in. Because it's got certain keywords.



If you are... let's just create a basic group right here... that if you were in real estate and you're a real estate agent, or a real estate investor, or real estate whatever it may be.

Let's create a localized group. You'll want to start local or regional. Unless you already have a big enough network that you think you can grow because there are so many groups out there right now, you want to start with a local group basically.

I'd do like Real Estates Columbus. And then I would leave it at that because if you're a real estate agent and you've got a lot of different listings and things like that, then you can create information around a certain city. Or Real Estate Ohio Network. Right? So you'll be connecting with all the real estate agents, the investors, people interested in buying properties and things like that.

Basically you want to have a clean title. You don't want to make this your company name per say; unless you're like a sports team, like a big brand that's like, you know, the Cleveland Browns or the Chicago Bulls. You don't want to create your company name unless you have a huge company like Dell or something like that. You basically want to create a title around the resource and the network that you provide, so the information that you are providing, or your company is. So, if you are in real estate you create Real Estate Network. If you are in marketing you create like the Online Marketing Network. Or Columbus Marketing Network. Or local, or something else.

Basically you want to tailor it to your audience but also to the information that you're providing in your training, in your marketing, in your services, in your products and things like that.

After you do that... let's just call it the Real Estate Ohio Network for example. This... creating it, you can either create a Professional Group. I usually create all my groups as Networking Groups just because this really doesn't matter to be honest.

And then here you want to have the keywords. You know real estate.





“This is a group of real estate professionals including realtors, investors etc”

I’m spelling it wrong, but you get the idea.

So you want to create that there, then you can copy and paste that there for the Full Description, and add more information right here.

You can go into more detail right there.

But you’ve got to fill all these out because it’s got the stars next to it right there.

Basically fill out the Description, add the keywords: real estate, real estate Ohio, real estate Columbus, these different keywords in there that people will be looking for. By doing that you’re going to allow it to be searchable on Google also. More people will be able to find it when they’re researching groups on LinkedIn.

Then you want to put your main website right here. By putting that in there it’ll allow you to get more traffic back to your site.

Put your email in right there, whatever your email is where you want people to send it to.

Access. This is something that’s important. I like to...

- If you want to give yourself more work, then click on the Request To Join.
- If you want to automate things, which I’m sure a lot of you want to automate, click on Auto Join. This means that if anyone wants to join the group they can automatically join it.

I think you should this as opposed to waiting to accept people. That way you can remove people later if you want to, but this saves a lot of time and energy.



Leave all these clicked to display the logo in the Groups Directory. Yes you want to do that so you can get more people joining.

Allow members to display the logo on their profile. Yes. You want them to spread the word for you, so click on that as well.

Allow members to invite others to the group. Yes. You want to grow this as fast as you can initially.

So leave all these clicked.

Don't click on Request To Join again.

Whatever your language is. Most of it's going to be English for people.

Location. Even if you're in a local market, like Columbus or Ohio, or Dallas, whatever, you don't want to leave this clicked. There's no reason to because you want more people to join no matter what.

Then click check to confirm you've read the terms of services. Click on Yes.

Then create an Open Group. So you can create a Members Only Group or an Open Group. I say create an Open Group because that means:

- People still need to join to be members, but people that aren't members of the LinkedIn can still add discussion to the Group
- AND all of the content, all the different threaded discussions can be found now on Google.

So this is pretty cool. Creating an Open Group allows you to be searched through Google basically, so anything you're typing about... and most of it's specific to your industry, your niche, so a lot of the conversations are going to be geared around that. By doing this you're just attracting more keywords, more authority and credibility to your single group. So when you do that more people are going to find your website and they will click on your website, back to your site, more



people are going to connect with you on LinkedIn and personally. And after you do that all you need to do is click on Create An Open Group. And your Group will be created, you'll have it in your directory right here when you click on Groups. Then you click on My Groups you'll see the group that you just created. It will show up right here. You'll have your little image. You'll have your group title. And then you'll have the ownership where you can manage all those groups.

What I want to talk about next, and again, this is an Open Group, so all these different titles, any time someone searches for this information they can find it on Google. That's pretty cool what you can do there. But that's what you do with Creating A Group.

It's very easy to create the group. Once you do that you can create sub-groups which are cool as well; very simple to do.

What you want to do here is you click on Sub-Groups. It's almost the exact same process to what you can do right there.

These are all the Sub-Groups I've created throughout my main group which allows me to target members in different local markets. So I've created a larger group and then some local market groups so I can send messages to these members once a week which is pretty cool.

So you can Create Sub-Groups. You can Manage. You can do all sorts of different things which we're going to talk about in the next part which is automation in your Groups, messages in your Group and really getting the most out of your Groups.

So this section was Creating Your Group and growing a groundswell in your group.



## **Module 2: Growing Your Audience**

### **Audio 5: Growing Your LinkedIn Group**

In the last section we talked about creating Groups and in this section we're talking about building and growing your Groups.

This is similar to how you build and grow your connections on your personal LinkedIn Profile, but in this one you're directing people directly to your Group.

So, for starters the best way is to click on your Group when you get here:

- You click on Manage
- Then you'll click on Send Invitations

The best way to go is to send people that you're already connected to on LinkedIn. You can either do that by adding email addresses, or uploading a file here.

But the best way is just to click on this little box and you can go by location. So if it's a local based Group that you have you can type in your city right here. You can find your city, or you can find your country, your state, whatever it may be. But you can do just a certain area and see if you've got a lot of connections in various places.

You can do different areas or if it's a broader based group then I can type on sports just for an example. And I've got a lot of connections in the sports industry. It's just showing 46 connections that are just in the A's.

What I could do is click on Select here, and then click Finish. And it only allows you to send 50 at a time, so if you've got a lot of connections



already then you'd click on the next one. You click Finish here and I'll show you in a second. Then you click on the next one.

I'll show you. I've got 116 in the B's so I can click here and do up to 50. It'll let me select one more. So there's now zero. I click on Finish.

This will populate... there are 50 at a time right here. And you can type in your own message to say, "Please join", you know "Join my Sports Industry Network Group on LinkedIn", or whatever you want to say.

Then make sure you create a personalized look, or message, to say "I'd love for you to join the Sports Industry Network. I just created this to help us all connect better, to interact, to share our best practices, ideas, tips, strategies, talk about live events, meet one another and things like that. Feel free to promote this and send it out to your network as well, as I'd love to see you all join and be part of this network."

After you write that in, click on Send Invitations and it goes out to all these members. A lot of these people are probably already members, so I'm not going to send them this information.

But that's how you send people that you're directly connected to. That's the best way to grow at first. Send it to the people that are already on LinkedIn to be interested.

Another way to grow the Group would be to copy this link right here. So when you click on Send Invitations, you scroll down you see this right here, Group Join Link. This is the custom link for your Group.

Now you want to copy and paste that. Again do what we talked about in the section on growing your audience on LinkedIn. Basically you want to distribute that through:

- Twitter
- Facebook
- Do a video on YouTube about it
- Put a link and the logo for your Group on your website
- Put this in your email signature



- Put it on your business card if you want

Again this is the same thing you do for growing your audience on LinkedIn. You do this also here. They just give you a custom link for your Group.

Another great way is to send this out. So if you have an audience. Say you're trying to create a Group around marketing and you have a marketing email list where people have already opted in for that.

Send them a message early on asking them, "Hey guys I just created this Group on LinkedIn and I want all of us to be able to connect better and share best practices, tips, ideas, talk about the best deals out there and things like that". Then add that link in that newsletter and send it out there. You'll get a few hundred members early on.

Every time someone joins they then promote this to their entire network on the Home Feed up here. You'll see that people, once they join a Group it shows up in the Home Feed of everyone they're connected to.

So you're going to automatically get more people joining by doing that. So send that out to your newsletter, your social networks, put it on your blog and in your email signature and things like that. That's going to help you grow the group and you're definitely going to want to do that early on right after you create the Group.

In the next section we're going to talk about more stuff on automating the Group and emailing the Group.





## **Module 2: Growing Your Audience**

### **Audio 6: How To Build Your Database**

In this section it's all about how to build your database on LinkedIn.

Now that you understand why it's important to add lots of contacts to build your database, now let's talk about how you can build it outside of your email list.

First we've got your email accounts. You know, here's the thing, you want to have lots of people connected to you. I've got about 10,000 currently during this training, which links me to over 18 million professionals. Now, I think a few months ago when I was at 9,000, this was only I think like 17 million. So it's opening my network up to more people each time I connect with someone new.

You can see right here, 23,000 new people in my network since January 29<sup>th</sup> and that's 23,000 new people in a day. You can see the power of this and why it's going to help you expand your network.

Here's how you do it. Here's how you build your database on LinkedIn.

First we've got the Contacts section where you just add connections. You want to make sure you click on the Add Connections tab and import all those contacts in your CSV files, through Gmail, Hotmail, Yahoo, Outlook, wherever it may be.

Do all these connections first.

Send to the people you already know, who already know you, because you'll be able to add a lot of contacts extremely fast and expand your second and third degree network to allow you to get more leads, more sales, more opportunities and more success.



The next step after you add all those email accounts and spread sheets, would be social media announcements. I use Hootsuite and you can make announcements once a week, and just say, "Have you connected with me on LinkedIn yet?"

So you just put up here, "Have you connected on LinkedIn?" And then just put the link here and then click Send to all your Twitter updates. If you want to use it to Facebook over here, LinkedIn and Foursquare and some other things that you manage through Hootsuite. You can do that.

Or you can simply just go to Facebook, update it here with the link.

That's another thing you can do. I like to do this about once a week, or once every two weeks, where I post it on LinkedIn. I'll see about 5-10 people joining me in the next 30 minutes when I do that. It's pretty cool, really easy to do and just allows you to grow your network that way.

Again, it's not the fastest thing you can do, but very simple to do. So doing it on Twitter, Facebook, all your email accounts, putting it on your blog.

I've got a simple thing right here on my site where people can connect with me. This goes right to my LinkedIn Profile. You can also have a one for your Group which we'll talk about here in a second, in the next training. But doing that asking them to connect with you right on LinkedIn is powerful as well.

Also I've got it in my email signature. So I've got it right here. LinkedIn and I hope you enjoy my little ninja background here, but I've got it right at the bottom of my signature after my website: Connect with me on LinkedIn. Right there.

- You've got social media announcements.
- You've got your website.
- You've got email.
- You've got Facebook.



Another thing is your business card. So if you do a lot of one-on-one networking definitely put that on your business cards if you're going to a lot of networking events.

But really the first thing you want to do is make sure you expose to:

- All these people that you're already connected to
- All your CSV email lists
- Any list you have, connect with all those people

Then it's about reaching out and getting people more exposed on other social networking sites.

Feel free to put your email address that you want them to connect with. Make it as simple as possible.

Send an email out to entire newsletter. So if you have a newsletter already just say, "Hey, I'm just updating my LinkedIn Profile. I'd love to connect with you on there and be more connected. If I can help you with any recommendations or refer you to other people in my network please let me know."

So sending out a newsletter definitely helps, social media and business cards.

That's the next step on how to build your database on LinkedIn. There really is no key secret or tricky thing you can do. That's something you can do right there.

One last thing I want to reference is this site.

- [TopLinked.com](http://TopLinked.com)

This is something if you want to pay a little bit to get more, then you can join this list. Basically you can click here to sign up. It'll help you to accelerate your growth or what it says right here. But what this will do is it will add you to a list of people that you can download and connect with all these people.



It's other people that are looking to network and connect with other Open Networkers and things like that. Although sometimes you may get some type of promotional messages that you may not want, so there are some disadvantages to doing this. But you'll be continually growing at a rapid rate because once you join, every time someone joins they add all the people they are connected to. So it just kind of helps you grow your list on an ongoing basis. And I've heard people who have joined this and get 500-1000 people in a week extra just by doing this.

Click here to sign up and I think it'll tell you to fill in your information. It's like \$9-\$10 a month, but again you'll probably get about 1000 extra people a month. Or you can do the free list down right here which will allow you to join their free list. Add me to list: list they have. That way you can put your name on the list. People can click there to download it and add you as a connection.

This is some other thing you can do. That's TopLink.com and definitely I've heard a lot of great success stories from people who have built up their network using this as well.

- So we've got email accounts.
- You've got your CSV spread sheets, your other spread sheets.
- You've got social media announcements through Twitter, Facebook, YouTube, whatever you want to create and you can use Hootsuite to manage all that.
- You've got your email signature.
- You've got your own website.
- You've got business cards.
- And you've got TopLinked.come

That's how you can initially start to grow and spread the word about adding connections. But again, just doing it once every week or once every few weeks you're going to get more connections in every time. And definitely over time it's going to continue to grow. The more people that add you the better.



That's how you add people to your network and build your database on LinkedIn.



## **Module 2: Growing Your Audience**

### **Audio 7: Researching And Joining Groups**

In this section we're going to be covering LinkedIn Groups. Now, Groups have been a powerful asset to my business and I can't say enough about joining and creating your own LinkedIn Groups.

So, I'm just going to give you a quick overview of the Groups that I've got; kind of show you what it looks like on my end. So you can see behind the scenes.

This is one of my Groups you can see right here. These are all my Groups that I've created. I have the ability to block people, to delete discussions, to add people, things like that.

Here are some other Groups I'm just a member of, right here. But basically these are the ones that I can manage. So, let's just click on one of these. You can see what my Group is like and what it's all about.

Basically you go inside the Group. It's pretty cool. It's basically like its own social networking site. So you've got Discussions. Here's the Discussion area.

Some of the stuff, if it's a very large group it may not be related to the Group that you have. But you can see: people can Like this. They can comment on it. There can be threaded discussions. So it's pretty cool what you can do inside the Groups.

You can see the Top Influencers of the Group from the week. You can see the updates. You can see the Manager's Choice; so what I recommend if I'm the Group owner.





You can create a New Discussion. You can attach links so you can get traffic back to your site here.

I can click on the Members area and see all the different members that are in here, how I'm connected to them, how many degrees. I can do an Advanced Search right here which is pretty cool, of all the members. And things like that. It's pretty cool what you can do.

So you can see I've got 34,000 results for the LinkedIn Group that I created. This is one of my Groups. I can search by first degree connections only which says 2400 people. So it's pretty cool what you can do there.

And you can do more filters and things like that. Well actually this is all the connections I have, but you could go to the Group Members and all the connections that I have through the Group, so 2000 members and things like that.

It's pretty cool. I can do second degree. I can continue to do that.

Let's go back to the Group. My Group again. Let's show you a little bit more with inside the Group. You see the Members area. You can go to Promotions. So if you want to flag things Promotions you can tell people to put it in the Promotions area. This way... because a lot of people think, "Oh I'm getting too much spam or promotional things inside the Discussion area", which is more for discussion so people can put it in the Promotions area by flagging things etc.

There's a Job section so you could add your own jobs, create your own job board, or you can have people post their own jobs in here as well.

There's a Search tab to search discussions right here, and everything else.

If you're a Manager we'll talk about this here in a little bit, but you can manage different threads that are coming in through here. I'm going to delete this one, just to show you. I can move it to Promotions if I want to do that and go from there. So it's pretty cool what you can do.



And then there's a More tab. So the More tab allows you to:

- Edit settings of the Group
- Look at the Group profile
- Create the sub-group, which we'll talk about here in a second.

But what I want to do is researching Groups first; researching and joining Groups. So, if you go up to the Search tab up here you can go to the Groups tab by clicking on that and then you can just start typing in anything.

If you're in sports... I'll use myself for an example; I'll type in "sports" and see what type of Groups pop up for sports. You can see my Group; one of my Groups is the top one. It's the largest one that has the keyword "sports" in it. So it's the largest sports Group out there.

By getting a larger Group it allows you... more members will want to join the biggest Group. They want to join the Group where everyone's in. You know, it's social proof. The more people in it, they want to feel part of the community or the tribe as well.

So, you want to try to grow your Group to become the largest because once it's the largest, it's kind of like the rich get richer. More people will want to join that.

So I can see all the different Groups that have sports in it. And I could start joining these Groups because you'll be interacting with other decision makers, other influencers, other people in your industry, or potential buyers, customers and things like that.

Start researching Groups by just simply typing in keywords up here. Say you are in marketing and you want to join other marketing groups. You type in "marketing". You see there are some Groups that have 300,000+ members. There are huge Groups. The E-marketing Association has got about 300,000. And these are Groups that if they put the keyword "marketing" in the title, or the summary, then they'll show up.



So you want to make sure you add those keywords when you create your own Group and I'll talk about that here in the next section. But "social media marketing", you've got a lot of different marketing Groups.

If you're in real estate then search and see what real estate Groups are out there. Start joining all these real estate Groups. 67,000 members. You've got Real Estate Connect 30,000 members.

So you've got all these different Groups you can just join the Group right here.

You can join up to 50 Groups. I highly recommend:

- Doing the research
- Finding the top influential Groups
- Connecting to with the owners of these Groups
- Sending them a personal invitation to connect
- Letting know if you can do anything to help them, that's going to obviously help you out.

But do some research. See which Groups are out there first. Then start joining a lot of the top Groups in your keyword by simply clicking on the Join. That's going to help you start getting into Groups and allow you to expand your network.

Because once you're in a Group with someone you can then send messages to all those members. So let's just do this: type in "sports". Even if you're not connected to them... you can see that I'm a member of the Sports Marketing & PR Group. It's not a Group that I own. But I'm a member.

So I click on Members here and I can add my own Discussion in all these Groups. I can scroll down and see who I'm not connected to. And all these people I'm connected to because they're probably in my Group as well. But let's go to the twentieth line here and see if there are people... I'm still connected to these people... keep going down. Let me just give you a quick sample of this. It looks like I'm still connected.



So it's only showing me the top 25 results: I'm connected to everyone in this Group because they're probably members of my Group also. But if you are a member in one of these Groups... let me find a better example just so everyone here can see what I'm talking about.

So on Startups Community for Entrepreneurs, I'm going to check out this Group. Click on Members. I'm going to click on Members and give you an example for this. Let me scroll down and there are probably a lot of entrepreneurs I'm connected to. But I'll go to here and give you an example. It looks like it's only showing the people I'm connected to already in the top 25.

However, I'm connected to a lot of people, so in a lot of these Groups people already know me. But you'll be able to send messages to people just like this. It'll say Send A Message and you can simply pop up right there. So if you're not connected to this person in the second or third degree, but you're in the same Group you can still send them a message just by clicking on this and then putting a Subject and a Message right in there.

So if you're not connected to this person, and they're second or third degree, but you're in the same Group you can still send them a message just by clicking on this and then putting a Subject, then a Message right in there. Pretty cool. It allows you to send messages to people even if you're not connected to them which LinkedIn doesn't allow you to send Invites to people unless you have their email address, or you're connected to them some way shape or form.

So, researching Groups and joining Groups, that's what you want to do first.

- Do some keyword research right here
- See what Groups are out there
- Join those Groups

We're going to talk about creating Groups in the next video.