



Module 3: The Next Level

Audio 3: Selling Tickets And Promoting Events

In this section we'll be talking about selling tickets, or promoting tickets for a live or virtual event.

When you want to promote events on LinkedIn what you want to do is:

- Scroll down to the events section
- Click on See Events

And you'll come to the Events section on LinkedIn. In my opinion LinkedIn Events is probably the most powerful place to promote your events online. Now Facebook Events is pretty good as well, but if you want to promote your events and you have your own group then you can definitely distribute this information easily and effectively throughout your Groups.

That's how I've done it over the past and I'll just show you my events right here. It's pretty cool what it looks like and what you can do. Here are some past events.

When I go to my information it shows you all the past events that you have. You can see here the past events that I created actually, and ones I've attended, or any of those. I've done a bunch of these events as you can see.

Let me just show you one of these events. Click on a LinkedIn Networking Event I ran live in Cleveland. It's pretty cool because you can create any of the information:

- The start date
- The time
- Location
- You can put a link to where you want people to sign up.



- You can add some more information about the event

But then what's cool is you can get all this social proof right here with all these comments of people talking about the event. That allows you to see their name. You can click on their profile and learn more about them.

Also, this gives you... once you create the event, and I'll show you have to do that in a second... it gives you a link right here:

- You can copy and paste it
- You can send it out to your email newsletters
- You can use that on social media
- You can put it on your blogs
- You can do anything you want

But you can also see all the people who are attending, all the people who are interested.

Click on RSVP... so when people are coming to this, they'll see this page and they'll see there are already a couple hundred people attending. Let me see who's already attending.

Click on RSVPs

You'll see a list of all these people

They say, "Man this is a lot of social proof!"

- You can see how you're connected to these individuals
- You can see there's a first degree right there
- You can see their name, their picture, their headline and their title and if they're attending or if they're interested

So this person's interested. This person's attending.

It gives you all this data and all this information. You can see I've got over 1,000 RSVP'd for this event, either attending or interested. It's very powerful data.



And the event information spreads. So when one person clicks that they are attending, or they have RSVP'd then that shows up again on the Home Feed of everyone that they are connected to. So, if it's a local event or something based around the industry or niche, then you're definitely going to spread that message easier by allowing people to sign up and getting people to RSVP because they'll spread the message for you.

So that's a little bit about the Events section.

Let's talk about how to create an event. It's very easy to do. All you have to do, on the top right hand corner it says Add An Event. And you can do Find Events as well if you want to see local events. But click on Add An Event and this is a very simple process.

- Event title. So just Event.
- Time
- Date.

You guys know how to do this simple stuff right here. You just put in the information.

- Venue name

They give you examples along the whole thing: Carnegie Hall. So you can just say the venue name. It could be Chilies or wherever you want it to be it doesn't matter.

- Location

You put the address there.

- Website

If this is a paid event, then you want to put the website where you're sending them right to go buy the tickets. Don't send them to the home page, just send them to the check out spot. So if it's a PayPal link or whatever it may be, send them to that.



If it's a webinar or a virtual event then send them to the link where they can go register for that information. If you want to collect leads, then you can do that.

After that click on:

- I'm Attending

Then you can say, "Yes, attending", "Presenter"... this doesn't really matter. You can click on Presenter and then "Yes, I'm also organizing the event".

You want to click on Add More Details and another window pops up. You can give a bigger description here:

- You can choose the Event Type. I usually just do "Networking".
- You can choose the Industry again. Depending on the industry, mine would be Sports most of the time.
- Keywords, this is important because this will pop up in people's Feed when they're looking and searching for events. So for example, if I'm doing a sports industry event, I would do Sports Marketing and start typing all these keywords: Sports Marketing, Sports Business, etc.
- Tell what people should join or come to the event. So, people that work in the sports industry, sports sponsorship professionals, sports PR, sports everything.
- Organization, this is just your company name.

And then you come down here and click Publish Event.

After that... I'm not actually going to publish this because there's nothing in there. After that you click on My Events and then you can go through and you can update and edit your own events that way. So if I had an event there you'd be able to do that. Or I could click on any event. So you can edit the information if you mess something up. You can edit the information just by clicking on it here in the cue and then editing it here by clicking on it here on Manage. This is a past event so it's probably



not going to allow me to do it. But you can spread the word. Edit event information, so if you want to spread the word:

- You can Share this event with your current contacts
- You can advertise through direct ads on LinkedIn to a local market, to people that are just in that niche.
- You can again edit the information

And I guess it will allow me to do that here, but this is an event I did in London. So you can edit the information. This was a \$10 fee to come. You can put the information right there.

It's pretty cool what you can do with the event.

Now, that's a little bit about creating events and the power of the events. Let's talk about how to promote it.

Once you go to spread the word you can do this by clicking on Share the Event. You'll be able to share this with people that you are directly connected to. Here's... you can pop up a different list and it's got the information. I recommend editing this out because it's not really well formulated. But this is the link that they give you.

So you can copy and paste this link. So just copy that link right there. And then all you want to do is go over to your group. So for me I've got the LinkedIn Groups that I promote my events to. I'll start promoting a month before my event if it's a live event. And what I'll do is I'll use my Group right here. Say this is a sports industry event, it's a local one... then what I'll do is I'll send it to the local niche related groups, or sub-groups.

So I could send it to the whole group by clicking on Send and ask them there and say something like, "Live Event in London Information Inside" right? And then I could write a message here and tell people why they should come to the event. All I have to do is copy and paste this link.

You want to direct them; you want to promote the link that is the Event on LinkedIn. Not actually your web page here. You want to kind of get



the critical mass to sign up first here and spread to the network on LinkedIn. It's over 100 million members that are on here. You're spreading to the network on LinkedIn first, then driving traffic back to your site. But get people excited on LinkedIn first because that's how the message is going to spread.

Sending it to your Groups, if you have Sub-Groups again then you just send it to one of your Sub-Groups if it's a local event. So if I just wanted to send to the Atlanta network, you can see I've got 189 members in this network, if I had a live event in Atlanta. I wouldn't want to send to 35,000 people in the big group because it would just be a local networking group. Hopefully that makes sense.

Also promoting that link through social media; again:

- Through email marketing
- Through your blog

Promote it out there as much as possible:

- To RSVP for the Event on LinkedIn

That's where you want to send people back to: the Event page on LinkedIn first. Then through the website link you can direct people, tell people how to sign up, how to pay for it, how to opt in, whatever it may be.

That's how to create a live event, sell tickets and promote your virtual events on LinkedIn.

Hope you enjoyed this section and we'll see you in the next video.



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Audio 4: Adding Your Blog And Other Applications

In this next part about maximizing advanced applications I want to talk about adding your blog to your Profile. This is probably the second most important app that everyone should be adding no matter what industry you're in because you should all have your own blog in order to get more traffic back to your site.

What we're going to do is we're going to click on the WordPress app. If you have a different type of blog then you can do the the Bloglink but right now:

- You want to click on Wordpress, because most of us have Wordpress.
- You want to click on Add Application

And then from here it's automatically linking my personal site, which is LewisHowes.com. If you wanted to edit this you could add a different link; all you have to do is add your link. It will start to auto feed the most recent articles that you published on your site. So you can see here's the most recent from start to last.

And that's all you need to do. Then it should go automatically on my Profile. I'm going to go to my Profile real quick and see if it shows up as it should. You can see right there. It's down at the bottom now of my last applications... and there's our video.

So you see the auto video, you've got the Wordpress. Those are the 2 main ones that everyone should have in order to get more traffic and brand exposure back to your site.

Again, if you are an author then this is very simple. All you need to do is add the Amazon link. You do it the exact same way: you add the



application that way and then you type in the book that you want to put. You find it on Amazon right then and there.

Those are the most powerful that I think are on LinkedIn. If you want to add any more applications you can just click here and Add Application. It'll take you to this page. But really the main are adding the blog and adding the video.

If you have any other specialty, or any other expertise, then you can definitely do that.

- If you do lots of events then you want to add the Events platform.
- If you're a graphic designer, you're going to want to add the Create A Portfolio.

But it's all the exact same way. You're just uploading your information and it's very simple to do.

- If you're in real estate, you can do this one.
- Twitter. Again if you have your own Twitter account then it's very simple to do this. You just click on your Twitter information, you upload your account and you put it on your Profile. From here you can either add more accounts or you can see if you want them to synch with, you know... your Twitter feed to your LinkedIn feed, which I recommend.

So there are lots of ways to do this, but this is very powerful for you to add these advanced applications.

See here are my Twitter updates and things like that. I click Edit on here so you can see more. Basically:

- You can add another Twitter account
- You can make it visible to everyone or no one
- You can share all tweets, or you can only share tweets that contain the hashtag #in

There are lots of things you can do here that allows you to get more traffic back from LinkedIn back to your site, back to Twitter and everything else.



Those are some things you can do and everything you do here, just click on the More tab, and then More Advanced Applications.

- Scroll through
- Figure out which ones work best for you and your business.

I think a lot of them are very powerful. Some aren't as good as others. But the ones we mentioned:

- WordPress
- Twitter's good

We've got SlideShare, Amazon Reading List. Those are all powerful, they are going to help you take everything to the next level.

Try some Advanced Applications, see which ones you like.

- At least put a video up on your Profile
- At least synch to Twitter and your blog because those will help you to at least get some basic information out and some basic traffic out to your site.

Hope you enjoyed this part of taking everything to the next level with maximizing the Advanced Applications.



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Audio 5: Driving Traffic To Your Site

In this section we're going to be talking about driving traffic to your sites with LinkedIn.

Now some of you may not think that LinkedIn is a powerful way to drive traffic, however I see that it's usually one of the top 5, top 7 site referrals that drive traffic to my sites each and every month, through Google Analytics.

It is very powerful however you need to set things up the right way in order for it to automate this traffic and to drive more traffic back to your site. We've talked about some of these things throughout the training so far, but I want to recap and go over all the main things that help you get more traffic.

Let's talk about on your Profile first. On your Profile the easiest thing is basically adding website links right here, and again, customizing those website links with a call to action. If you have these links, 3 at least... have all 3 links and call to actions... you'll get more clicks, more hits back to your website. So when someone first comes to your Profile if it looks interesting and the websites look compelling, then they're going to click on here and take them to your site. That's number 1.

Number 2 is advanced keyword search ranking. If you're being found for example, when you type in sports I'm usually one of the first results that pop up, that means I'm getting a lot of people connecting with me each and every day. That means:

- They're coming to my Profile right here
- They're scrolling around
- They're clicking on my links



So you want to be found. You want to add the keyword search ranking thing that we talked about in the previous section.

So we've got the website links. We've got the search ranking.

Another thing is Groups. This is the most powerful thing and we've talked about this before also in another section. But when you create your own Group you have the ability to send a message once a week. Remember this, this is very powerful.

So, one of my Groups right here has got 34,000+ members and I can send them a message once a week. If you remember right here I can send them a message once a week by managing right here and clicking Send An Announcement. So that'll open up a box where I can Send An Announcement, add a link and again you've got to put the <http://> in there.

However...

- I can also do Discussion throughout my Group.
- I can add an RSS feed.

So I've got an RSS feed throughout my Group and I add Discussions throughout other various Groups. It's an extremely powerful way to do that.

One quick simple way to do that would be to:

- Update your status and send it to all the groups at the same time

So if I wanted to share a link... I'm just going to put my link in there right now... and I'm going to Attach this. It should show up; it's one of my articles. If you only have one article you can do that; put up one of those main articles.

Basically I can just do this. I can say, "Check out SportsNetworker.com", right? But if I had an article out I'd actually put the article in there.

I can click on Share. We've gone through this before, but after this click on Share again. So once you've got this link back to your website you



click on Share again, as opposed to clicking on Post Update, you click on Post To Groups.

From here, I start typing in all the different Groups. So/

- Sports Industry Network
- Sports Marketers.

Just start typing in keywords.

- Sports Insights
- Sports Marketing 2.0

All the different sports Groups... I'm not going to do all of them. But I can do up to 50 of these and send it out. These all together probably have 50,000 members. If I send it out to 50 it's probably close to 100,000 people that this would be distributed to.

And I'll put in... I'll just put this in and I'll click Share. What this will do, is this will send out to all these different Groups in the Group Discussion.

So as opposed to going through one by one of the Groups, adding my link to each Group, I can:

- Add that specific link to that article that sales page, my site, right here to my Status Update
- Click on share. And again, you click on Share right next to it, right here. This box will pop up.
- Start typing in
- Click on Post To Groups
- Start type in all this information right there

Then all you need to do is click on Share. And once you do that it will go out to all the different Groups that you typed in right here:

- Distributing to Discussion
- But also sending a weekly email to all those Groups

So you're going to get in people's inboxes with your link, but also throughout the Discussion of those Groups. I'm not going to send this one out right now. But you get the idea right there.



So it's a very powerful way to distribute your content, either through your own Group, or through other Groups. This is the best way to automate it by first adding a link here, sharing it with your network, your personal network. So this went out to over 10,000 people on their Home Feed. But then clicking Share again, with this pop up, clicking Post To Groups and then start typing in the Groups so you can distribute to targeted people on LinkedIn.

So we've got the Groups.
We've got the website links.
We've got the search ranking.

A couple of other things we talked about already is the blog application and the Twitter application. Obviously having the Twitter application that will pop up there. I'm just going to stop this video as it's coming up right now. Go to the next one. So adding your Twitter and also adding this so when people come to your website they're going to see this WordPress app. If they click on this, it'll take them to a new site which should pop up. Boom! My latest article. It takes them right to my latest article. OK?

So you see the idea right there. It's a very simple way to drive traffic by having your RSS feed.

So we've got that!

- We've got the video.
- We've got your website links right here.
- We've got Twitter which is going to help you drive more traffic.
- And updating your status and distributing to all the Groups.
- And the last thing I want to talk about is Q&A.

So by going to the Answer section right here... Asking questions and answering questions is a great way for you to drive more traffic from more targeted people. So what I would want to do... you would want to browser the section where you feel like you best fit in, OK?

So for me I can talk about using LinkedIn. I click on this and here are some really basic questions that people ask the network:



- 5 hours ago
- 21 hours ago
- A day ago

...about LinkedIn. I can answer these questions, maybe one or two every other day or something, and drive more traffic back to my sites. So when people click on my answer:

- They'll see my name
- They'll see my Profile
- And they click back to my site

I can share recommended sites and things like that.

- By doing that you're going to expose traffic
- But also by asking questions you can expose traffic as well.

These are very powerful things you can do and I'm going to talk about how to answer and ask questions in part 4 of this training. But this is just a simple way to drive more traffic.

Hopefully you have enjoyed this section on driving traffic to your site with LinkedIn and we'll see you in the next section.



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Audio 6: Advanced Applications And Adding Video

Welcome to Part 3 of LinkedInfluence and in this section we're going to be talking about taking everything to the next level. And what I want to talk about first is maximizing Advanced Applications. I want to show you all the different places, the different applications there are and we kind of talked about this in previous Part 1.

But you can see there are a lot of different applications and it all depends on what you do in business:

- If you want to present a lot of documents you use Google Presentations
- Synch tweets with Twitter.
- You can add in your WordPress, add your blog, your RSS feed.
- Upload Events
- If you're in real estate you can add this Real Estate app
- If you're a lawyer you can add the lawyer apps

There are a lot of different things.

- If you're an author you want to add the Reading List by Amazon
- And, etc.

What I want to share with you first though is something I think is extremely important, which is adding a video to your LinkedIn Profile. Let's talk about this one first.

You're going to need to click on the SlideShare Presentations app and make sure you download this and display it on your Home Page.

- Click on Update Settings

Let's see, I'm going to remove the display on my home page and see if that'll work. This will show up on...



You want to log in.
Let's go ahead and synch our account.

If you don't already have an account here then you'll have to link up with the SlideShare application. What you want to do then is:

- Go to SlideShare.net if you don't already have an account.
- Sign up here. It's free.
- Come back over to LinkedIn

And you'll see that here are my accounts I have inside of SlideShare.
What you want to do is:

- Click on Edit
- Edit your presentation

And there will be a place for you to add a video. And if it doesn't work in here... it should show up automatically in here. What you'll need to do is:

- Go over to your SlideShare account
- Click on Edit

Then right here is says Embed YouTube Videos. So it may not be as easy to find on the section in LinkedIn but when you go here:

- Click on Embed YouTube Videos.

When you do that here all you need to do is insert a YouTube link URL and add it right there. I just:

- Grabbed one right over from YouTube
- Copied and pasted

This is the most important part:

- You need to select a position of where you want this video to be.

So if you want it auto play then you want to make sure you put it before Slide 1. So I'm going to:

- Click on Before Slide 1
- Insert and publish



And away we go. Now I've got my YouTube link in there. It's all set up in my presentation.

- Click over here
- Update this

Now this video should be displaying on my LinkedIn Profile. Let's go over to my Profile and see if it's showing up. You'll see right there that the video is loading and it's about to play right in a second once it starts loading.

That's how you add a video to your LinkedIn Profile.

Let me show you again, what you've got to do:

- Click on More
- Get Advanced Applications
- Go to the SlideShare.net section
- Click on the Display On My Profile (if you've got too many on your Home Page already they won't let you display it on your Home Page)
- Click on Update Settings
- You're going to see it's got to synch with SlideShare, if not already here, you've got to synch to it
- After this you'll have your presentation, if you've already got a presentation here, you're going to have to go over to SlideShare.net, add the Embed A YouTube Video
- Select the position to go 1 Before Each Slide
- Then come back over, click on update or OK
- And you'll be able to upload that video to your LinkedIn Profile

That's how you add a video to your LinkedIn Profile and one of the primary apps that you should be using because it's creating more brand awareness and more brand exposure.

And it changes it up when people come to your Profile. They're not just reading; they're getting to see from you.

- It could be a testimonial from one of your clients
- Or customers, or it could be a quick FAQ from you



So this is the first part of taking everything to the next level with maximizing Advanced Applications.