



Module 4: Building Your Company

Audio 1: Creating Your Company Page

Welcome to Part 4 of LinkedInfluence and this is about building your company. There are a couple parts of this section that I want to talk about.

One is creating your Company Page and a lot of people may ask, "Well what do I put on my company page? How do I use it?" So we're going to go through all of that right now.

Just take into consideration that there are continuing to advance this product within the platform.

- They're updating it.
- They're adding new features to help companies promote their page better, to promote their products better and things like that.

So take that into consideration that this may be updated or changed at some point. But what you want to do is:

- Click on Companies

And I think they're doing a great job right now at the moment of giving you some decent features to the Company. What you want to do is:

- Click on Add A Company

And I'm just going to walk through this for you right now. I'm going to do one of my companies that I've not added yet.

- Click Continue here

You'll see that you have the Company section; right now this is in Beta, so it may even be different than yours. When you're done:

- Click Publish right there



So you've got Company Name for 18 Media.

Click right here

All Employees with a valid email registered to this company Domain, so anyone who enters LinkedIn, who adds their email address which is the domain for this company, then they'll be automatically attached to that.

That's how they designate people who are automatically in. So if you work, let's say, Dell and you uploaded your name... say it was me, LHowes@dell.com to my LinkedIn Profile, then I'd automatically be associated with this Company and be in that network already.

- You can designate it like that and leave it like it is right there.
- Or click on Designated Users Only. So if people don't have custom email address, then you can say who is a Designated User Only and start typing in their name right there.

We'll leave it at All Employees With Valid Email Address right now.

Standard logo. Again you can add your logo. We're not going to do this right now, but you just click on here and Add. It says 100x60 pixels right there. You add your logo. Add a smaller logo.

Company description. You fill this out. So, what's your company about?

Specialties. You fill out the company specialties there as well. You can add more specialties.

Twitter ID. So I'd put @LewisHowes.

Your RSS Feed. So I'd put... put my feed in there.

And you don't need to have Show News About My Company. You can have this if you want to. This is pretty cool. But you don't have to show that.

And you click on the Company Information. So what is this company? Are you self-employed? Is it a non-profit? You enter the information there.



You put in you know the size of your company, your website, your URL. Just put in that. The industry, if you're in sports or whatever it may be, you put in that information as well.

Then we go to Operating Status. So you can say whatever you want to say.

- Year founded; you put your year.
- Company location; you can put up to 5 locations right there. Put the address, the city and everything else.

Then when you're done you click Publish.

That's pretty cool right there and I'm actually not going to do this right now but I'm going to just cancel this and show you another Page.

What you can do is... let's go check on Other Company Pages to show you a little example of this. You can see the companies that you're following. Here's a company that I created, Sports Networker, already.

You can see that I have:

- Different tweets that have come through from my Twitter handle. These are all synched by Twitter right there.
- Recent blog posts. These are all blog posts from this. These are all linked back to my RSS Feed.

You can see the information over here on the right and the left and everything.

- My website link
- The year it was founded
- You can see the location right there.

You can add this button and tell people to follow us on LinkedIn. So by having this you follow your company on LinkedIn. So it'll be this Company Page.



You can see the employees, some of the employees you may have. You can see I'm following this and I've got 150 people following this as well. So I've got all these other people that are following this.

- I can promote my company
- I can click here to see More
- I can Edit the Page
- I can click on Careers

So I can go through this section as well.

- Products and Services.

This is a new page which is pretty cool. You can add a Product or Service. So you can create a showcase of recommendations by adding a product or service. And it's pretty cool what you can do.

You can add the information about your product.

- What your product fits
- The name of your product
- Image of your product

This is very powerful. You can promote your product.

- The description

And I'd probably put my membership site on here for my association.

- You can put the website of the product right there.
- You can put the employee names, who people should contact if they want to know more about the product.
- You can add promotional information about this product.
- You can add a video about the product. So if you got a video on YouTube you put the video URL right there and this will populate it right there.

So all this allows you:

- To promote your products
- To give people direction on where they need to go



- To connect with people from the company
- And things like that.

You can checkout analytics. This is all pretty cool information.

- All the different people that viewed my Profile page, the information page
- Members by which industry have looked at it
- You can see who's interested in this
- Members following Sports Networker, following similar companies. You can see how you're related to similar companies

So it's pretty cool what you do here. You can see the number of members that are following your company. You can start to grow this and I feel like LinkedIn is going to advance this. I think they're doing some things to make this a better product already, which I'm liking. At first when the Company Page came out they didn't have these features and now they're starting to expand it, which I think it's going to be more powerful than Facebook Pages, in my opinion.

So you've got these 4 tabs right now, where:

- You can add your Products
- You can add video
- Check analytics
- Edit and go from there

That's a little bit about building and creating your Company Page. But I think it's something you can do now because they will start having more features for you to promote this in the future.

Hope you enjoyed this part of creating your Company Page and we'll see you in the next video.



Module 4: Building Your Company

Audio 2: Increasing Your Influence With Q&A

In this section of LinkedInfluence we're talking about increasing your influence by asking and answering questions, and also talking about the best place to generate leads, which in my opinion is through answering questions and asking questions.

What you want to do is:

- Click on the More tab
- Click on Answers

And this'll take you to the section on the questions and answers section on LinkedIn. Now, I'm just going to use myself as an example. You can ask a quick question if you want to. You can answer questions.

This is like a quick little section right here. You can do that, or you can click up here on Ask A Question, or Answer Questions.

Let's go to Answer Questions first. This is pretty simple. What you want to do is go to Browse A Section. So wherever people are talking about, this is your industry, if you're in:

- Business travel
- Business operations
- Hiring
- Marketing and sales

Whatever these may be, you can go here and click on the one that you want to answer most. I'm going to click on using LinkedIn because that's one of my specialties. So people are asking different questions here. And someone's saying,



“What are the biggest benefits of getting a paid account on LinkedIn?”

What I can do here is see that there are already 6 answers and you can see that some of these other people have answered a lot of questions. But basically, what I can do is answer the questions myself by clicking I can Suggest An Expert. What I’m going to do is Answer The Question. And I would just give a detailed description of the benefits of getting a paid account on LinkedIn.

What I’d probably do is talk about the benefits of free account and how I’ve always had a free account and the things you can do to get more out of a free account.

And I would just give the best answer. I might make some references to a blog post or two, but after than I would just post the answer and make it the best possible answer out here in order for them to rank it as their best answer.

After that I would reply privately. So this is the best place to get leads and become a thought leader.

- Reply privately after you answer the question.

And you’d say,

“You know, I just wanted to let you know that I answered your question and left this response publicly, but I want to let you know that I’ve really got a great video or a great answer for this. And if you’re interested in learning more I’m happy to do a free 15 minute phone call to give you some strategy on what you can get out of LinkedIn and how you can go from there. Or if you like, feel free to check out my video blog that talks exactly about this as well.”

So I type that information in right here and then see if they want to get on the phone. This person has a pain. They’re trying to figure out what they can do to get more out of LinkedIn. This may be to try to figure out



how to get more from their marketing, or to learn how to get more sales. It doesn't matter what the question is, but they've got a pain about a specific topic that you can help them with. When you answer the question publicly and then reply privately it shows that you care about them, that you want to help them out to take them to the next level.

By doing that, you can probably get an email conversation, or get them on the phone. Now I could potentially upsell this person to a \$1000 coaching program or sell them one of my products, my LinkedIn book or something like that. It's a way for me to generate those leads and this does take a little time, but some of the people I know do this and they make an extra \$3-5000 a month just from answering questions and using this same strategy.

You can see, you can go to this. You click send down here and you send that response.

That's one way right there to do it. And that's something that I really recommend doing if you're hurting for leads and if you want to get more leads. OK?

So go to the Answer Question section and go through over here and figure out what's best for you. So you can do that or you can Ask A Question.

And if you Ask A Question this is going to go out to the network of people who are on LinkedIn, so I'd say, "What's your biggest success story on LinkedIn?" Just ask that question.

And you want to unclick this. Do not click on that because you want to send it out to the entire network.

You can add additional details here. So I could say, "I'm looking for the best strategies..." and I'd probably add more than that, but just to give you an example of what this is.

Then you can click here through the Browse Categories. I could click on Using LinkedIn. Then what you can do is select another category. Let's



just say I want to do some type of marketing right here. So marketing and sales. You can see there are all different Sub-Categories over here. So I could do... If I wanted someone in graphic design to hear what their biggest success story is. And you want to keep this on unclicked, so you want to keep it so it goes to the entire network as opposed to a local market.

Then you can have 3 different things. You can say, promoting your services, job seeking or recruiting. So you can give a reason why you click on all these and I'll just leave them unclicked for now and click on Ask Questions.

So by doing that you can send this out to an extra 200 people if you wanted to at a time and ask them specifically, but that just takes extra time. So we're going to skip that. And your question should be asked.

You'll start seeing responses for that question by:

- Going back to your Answers section
- Clicking on the Q&A

And I'm hoping that this went through. My Q&A... yes, it's right here. What's your biggest success story, right there. You can see all these other questions that I've already asked. You can see your stats. Some of these I still need to rate. They've already been closed, but I still need to rate those. You can see your answers section, so you can see which ones have been rated. The top best one. The more detail you give the better.

You can see this was the best answer and things like that. So, you can see your statistics and see how many times you're getting the best answer out of the amount of questions that you're answering. And go from there.

But by asking questions you'll start to get a bunch of leads coming through. By asking questions you'll start to get 5, 10, 20 results potentially from people that give you great responses. You can follow up with those people as leads as well in a certain way.



You can either ask a question. You can answer questions. But that's a great way to get in the mindset and get in the space of people who are looking for answers of a specialty that you have.

These are people with a pain point and you can help them. If you take it to the next step, reply privately, and get on an email conversation or on the phone with them and offer them some type of free 10-20 minute consulting. Then you're going to definitely get a better opportunity of closing that lead long term by building that relationship with someone who has an exact pain point of what you can offer.

Hope you enjoyed this section about increasing your influence by asking and answering questions.

We'll see you on the next video.

