

LinkedIn Master Strategies

How to make a name for yourself,
increase opportunities, and
dominate your market on LinkedIn

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Summary

If you have not figured it out by now, LinkedIn is a phenomenal tool. There are endless possibilities as to what you can accomplish using this exceptional platform. Throughout this book, I will shoot it to you straight, sharing all of the facts about how I and many others use LinkedIn to achieve our goals.

There are plenty of LinkedIn experts out there who have probably been on LinkedIn longer, have more direct connections, and have given more workshops and speeches on the topic than I. However, I know my experience using LinkedIn is unlike anyone else's because of certain unique life challenges I faced just a short time ago.

I first joined LinkedIn out of desperation. At the end of 2007 I didn't have a job, I had zero products or services to provide, and had very little work experience. At twenty-four years old, I was a struggling professional athlete without a college degree, walking out of the hospital from a life-threatening surgery after a high-impact collision in an Arena Football League game. I was facing the lowest moment of my life, and I wasn't sure what the future would hold.

One day shortly after my surgery, my most trusted mentor sent me an invitation to join LinkedIn. This was the first time I had heard about the business-networking site, but I figured if my mentor was onto it, this was something I should be using as well. I was right. I noticed LinkedIn's potential from the moment I joined, and the opportunities continue to flow in abundance today.

Due to my surgery, I spent the next six months in a full arm cast bent at a 90 degree angle from my fingers to my shoulder. As a guy who loves to work out and be active, I became very antsy. I wasn't able to work out, I couldn't get a job due to my surgery, and I had all the time in the world to sit and think about where my life would lead me. Needless to say, T.V. became painfully boring after I had watched every HBO On Demand series known to man, even the chick flicks (I know, I was REALLY depressed when I reached that point☺.)

Before my accident, I had spent roughly 6-8 hours a day doing mental or physical training to be the most elite athlete I could be. So while I was in this cast for the next six months of my life, I devoted 6-8 hours a day using LinkedIn... it was a little crazy, I know!

As you can imagine, I made a lot of mistakes early on. Things like sending generic invitations to connect with people, blatantly promoting myself all the time, asking for recommendations instead of giving them first, leaving my profile half completed, and so on. Through months of trial and error I learned how to become effective on LinkedIn, to start

receiving the opportunities I desired, thus achieving the business goals I had set out for myself. What I am going to share with you in the rest of this book will save you time and energy, teaching you the *exact* things you need to do in order to achieve your business goals through LinkedIn.

What Do You Want To Achieve?

We all have goals, and below are a few of the things I have personally achieved or helped others to achieve using LinkedIn:

- Generate more revenue
- Generate an abundance of quality leads
- Convert leads into happy customers
- Find investors for your products and companies
- Find your dream job
- Quit your job to work for yourself
- Find the right employees
- Drive traffic to your website
- Build your contact list
- Sell products
- Find freelancing opportunities
- Become a thought leader in your industry
- Get free PR
- Get your company on TV and other media mentions
- Get high end clients to pay you without having to hard sell

I think you get the point. The list goes on, but if you are looking for these same results for your business, then you are in the right place, as I will break down what I have done for my clients to achieve these results.

The First Thing You Should Do

I have seen different people succeed based on how they set up their unique profile, so I am not going to tell you specifically WHAT you should write in your summary, i.e. your specialties, interests, awards, etc... However, I will tell you that it is important to fill out your profile 100%. Although your profile has reached the standards of being 100% complete in the minds of the LinkedIn gods, you have yet to reach my standards of creating a compelling profile that generates a flow of quality opportunities on a weekly basis.

I hope you enjoy what I will share in the following chapters on how to create this consistent flow of opportunities, and I look forward to hearing about your successes for years to come.

Once you do this, you will want to go through all of your e-mail addresses and add all of the people in your address book that are already on LinkedIn.

I would not recommend inviting people who are not currently on LinkedIn to join, unless you feel they could benefit from doing so. If you have Gmail, Yahoo, Hotmail, Outlook, or any other email provider, view to see who is currently on LinkedIn, and send them an invitation to connect. If you have an Excel sheet with a list of e-mails, check to see who is on LinkedIn there as well, and invite them to connect.

There are two schools of thought in adding connections: 1) Only add your close and trusted network; 2) Connect with everyone. For example, Chris Brogan, one of the top thought leaders on using new media to grow your business, connects with everyone because he knows that a number of his opportunities have come from those he didn't already have in his trusted network, but rather from people who heard about him online, or found his blog and then connected with him on LinkedIn.

I connect with everyone for the same reasons as Chris Brogan, but I also take it another step further.

I cannot stress enough how important it is to fill out your profile and add all of the people you know to your network. After you complete your profile and build up your connections, start writing recommendations for others and the reciprocity principle will work in your favor (as the more you give, the more you will receive in regards to recommendations).

The purpose of this book, however, is not to share with you the basic or even intermediate information on how to use LinkedIn. If you are looking to learn best practices and other useful strategies then I recommend picking up a copy of my other book *LinkedWorking* at www.linkedworkingbook.com as this will give you a great wealth of information on best practices, share great success stories, and get you fully up and running as a newbie on LinkedIn.

This book involves going deeper into the advanced strategies you can implement to take your time spent on LinkedIn to the next level. So sit back and enjoy the ride as I share with you my LinkedIn Master Strategies.

Chapter 1

The Power of Adding Key Words:

Are you tired of having to constantly make cold calls or contact others to bring in new clients and achieve your goals? It can be pretty draining and time consuming when you are always on the phone. I have been there and it really isn't nice when you don't have a Bluetooth or headset and you start to notice that your head is always leaning towards your shoulder, and you have constant neck pain... no fun!

The LinkedIn search function is set up in a fairly simple way. Almost too simple, when you read this next sentence you might shout a Homer Simpson "DOUGH!!!". Are you ready for it? Here is the secret:

The profile that carries more of the same key words shows up first in the search rankings.

This is similar to the old way of Google, where you could add a bunch of key words to your site and it would increase your search engine rankings when anyone typed in those key words in the search box. Luckily for us, Google has adjusted this over the years making more relevant sites pop up first for certain key words.

So what does this actually mean? LinkedIn is not that complex. Luckily for you, you can improve your "LinkedIn ranking" by simply placing certain key words throughout five main areas of your profile. For example, depending on what degree level we are connected, I come up as the first profile when you type in the word "sports" in the people search box on the upper right hand side of your profile.

People

405,862 results for **sports** [Save this search]

Sort by: Relevance ▾ View: Expanded ▾



Lewis Howes (YOU)

Author of the LinkedIn Book "LinkedWorking" | Founder of Sports Executives Association | Sports Social Media Consultant

Columbus, Ohio Area | Sports

Current: **Sports** Industry Writer at **Sports** Networker, ... more...

Past: CEO (**Sports** Advisor) at Comfy Labs, LLC, **Sports** ... more...



Byron Kerr (1st)

Sports Anchor, Play-by-Play Announcer

Washington D.C. Metro Area | Broadcast Media

YOU have the ability to become the most viewed profile in your industry or niche. Is this possible? Yes! You can become recognized as the leader in your industry simply by adding or changing a few words in your profile.

Here are the five main places you need to have your key word:

1. Headline



Make your headline simple and value driven. One way to do this is to tell people who you help and how you help them, in the least amount of words possible. For example:

“I help Small to Medium-Sized Businesses Increase Recurring Revenue with their Email Marketing”

or

“I Provide Fast and Affordable Sales Training to Your IT Employees”

Some people have more than one project or company, so if you have a number of services and skills you provide, you could take this approach to your headline:

“Sales Coach | Professional Speaker | Creator of the Sales Training Toolkit | Author of “The Sales Book”

Either of these approaches are fine. They are clean, compelling, and get to the point of explaining what you do and who could benefit from connecting with you. If you just put “employee of x,y,z company” in your headline, it won’t look as interesting as one of the other examples above.

When you are formatting your headline, just make sure you add your key word in there somewhere, as this increases your ranking (look how I have “sports” in the image above).

2. Current Work Experience

Current

- **Sports Industry Writer at Sports Networker** [[Edit](#)]
- **LinkedIn Consultant | Author | Professional Speaker at 418 Enterprises, LLC** [[Edit](#)]
- **Business Development (Sports Inventions) at Trident Design, LLC** [[Edit](#)]
- **Vice President of Public Relations - Mid Day Toast (Sports) at Toastmasters International** [[Edit](#)]

[see less...](#)

[+](#) [Add Current Position](#)

It is important to include certain key words in your current work experience as well. This provides relevance to what you do and by doing so, LinkedIn moves your profile up in the rankings. For me, I add the word “sports” in my current work experience because I want to be one of the first profiles that comes up when someone types in that key word. If you want to come up for a key word in your niche, then be sure to add your key word in your current work experience.

3. Past Work Experience

Past

- **CEO (Sports Advisor) at Comfy Labs, LLC**
- **Sports Professional Wide Receiver at Arena Football League**
- **Sports Industry Financial Rep at Northwestern Mutual**

This is the same point as the current work experience. By having the key words in this section, LinkedIn rewards this for being more relevant, and therefore your profile gets moved up higher on the list when searched for those key words.

4. Summary

The summary is an important part of your profile. It is the part that lets people know exactly who you are, who you help, and how you help them.

I recommend starting off by telling people a little about yourself, your goals, your passions, etc. We like to do business with those we know, like, and trust. Simply posting your resume doesn't let others know really what you are all about. So feel free to add some of your personality in your summary and show people what you are made of.

After you tell a little about yourself, create a new section and tell people exactly whom you help. This could be something like:

“I help entrepreneurs create the systems they need to help them spend more time growing their business, and less time working in their business.”

Obviously you will want to elaborate a little, but don't give the entire farm away. Make sure you are building trust and credibility so those looking at your profile will click on your websites to learn more about your services.

After that, create a new section and explain exactly how you can help them and how they can contact you or learn more about your services. You want to make it as simple and easy for people to know who you are, how you help them, and how they can take action to hire and pay you.

If you have a number of different projects like I do, then I have found this approach works best:

Summary [Edit]

LinkedIn Consulting:

I am the co-author of "LinkedWorking". www.LinkedWorkingBook.com This book teaches you exactly what you need to do to generate success on LinkedIn. Read what the most influential names in Social Media, and a NY Times Best Selling Author are saying about this book at www.linkedworking.com.

I host LinkedWorking events around the country to make our online connections more powerful. And I also provide one-on-one or company training sessions to teach you how to optimize your LinkedIn experience.

Professional Speaker:

I have gone through extensive public speaking training through Toastmasters International. I speak to businesses, networking groups and associations on the power LinkedIn can have on building your business and personal brand. I also speak to colleges, professional sports teams, and sports companies on the ideas of Competition, Entering the Zone, and Being a Natural Athlete.

Sports Networker:

I enjoy meeting new people, especially in the sports industry. I started SportsNetworker.com because I passionately want to help others achieve their goals, and I am always open to building quality relationships. SportsNetworker.com is a resource center that helps those who are currently in the sports industry, or for those wanting to break into sports. Sign up at SportsNetworker.com to receive my monthly newsletter.

Inventor:

I work on various projects at Trident Design. My partner invented the PowerSquid®, ThirstyLight, Onion Goggles and many more flagship products at www.trident-design.com. If you have a product (sports related or not), or an invention you are trying to bring to market, send me an e-mail to see how we can help. Also check out our website to read about our services.

Professional Athlete:

I played arena football in 2007, broke a World Record for the most receiving yards in a single game, and was also a two sport All-American during College in Football and the Decathlon.

Throughout your summary you will want to make sure you are adding your key words in a professional manner, as this is also a relevant section of your profile that will help you increase your search rankings when someone types in those key words. If you read my profile, you will see my key words included throughout.

5. Specialties

In this section, I personally believe it looks more compelling when you list your specialties one on top of the other, instead of in sentence format. For example:

Specialties:

LinkedIn Consulting
LinkedIn Training
LinkedIn Seminars
Sports Management
Sports Industry News
Sports Career Training
Hosting Events With 500+ in Attendance
Blogging
Vlogging
Product Development
Inventing

You want to make sure, however, that you aren't just adding key words to add them. In my other book, *LinkedWorking*, I talk about being concise, compelling, and value-driven throughout your profile. This is a must! If you just have the words "marketing expert" in your profile that looks like this:

marketing expert, marketing expert, marketing expert, marketing expert,
marketing expert, marketing expert, marketing expert, marketing expert

Key words are a major part of being found on LinkedIn. Let's face it, you may be the biggest expert on a certain subject, but if people cannot find you then it will be tough to get paid for your expertise. Wouldn't you agree? 'Nough said!

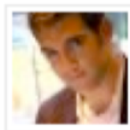
Chapter 2

What is your Status? It's a daily friend:

What is your status?

If you are not familiar with the status section of your profile then read on and learn how this application can drive a lot of traffic to your specific inquiry. The status is important because it informs others about what you are currently doing/looking for and it shows up on all of your connections home profiles.

Why is it important, and how can it help you achieve your goals?



**Lewis
Howes**

Author of the LinkedIn
Book "LinkedWorking" |
Founder of Sports
Executives Association |
Sports Social Media
Consultant

Lewis Sports Networker
Event in NYC with the
founder of ESPN:
<http://budurl.com/Sp...>
1 day ago [Edit]

If you have used [Twitter](#) before, then this will seem like a no-brainer. If you have not used Twitter, then what your status does is give you a limited number of characters to write in a designated text box. Seems simple enough, right? However, the use of this application alone can lead to great results.

Let me use image 2.1 as an example. I updated my status and my goal was to have others click on a link to sign up for a live LinkedIn networking event I was hosting in Cleveland, Ohio. After my status is updated, this information is then redirected to the home page of everyone I am connected with (nearly 1,750 people at the time of this update).

Image 2.1

Lewis Sports Networker Event in NYC with the founder of ESPN:
<http://budurl.com/SportsNetworkingNYC> 4 days ago [Update]

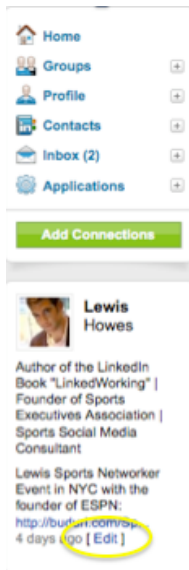
How can you use it effectively?

I believe in updating your status everyday, or at least every time you login to your LinkedIn account. This way, you will constantly be featured on your connections home page of their profile. Here is what I use it for:

- Promoting my networking events or those I will be attending
- Promoting seminars and webinars
- Promoting my new articles on my blog
- Promoting other great blog articles/videos/podcasts
- Promoting places I am traveling to
- Asking compelling questions

Steps to Take With Your Status

1. Go to your home page and scroll down below the green “Add Connections” button located on the left side of your home page.
2. Click on “edit” below the “Add Connections” button (see image 2.1) and start updating what you want to promote.



The Results

Image 2.2 is a screen shot taken five minutes after I updated my status. This was captured from the home profile of one of my direct connections. The link is highlighted in blue so that person can click on it directly and it takes them right where I want it to. Mission accomplished!

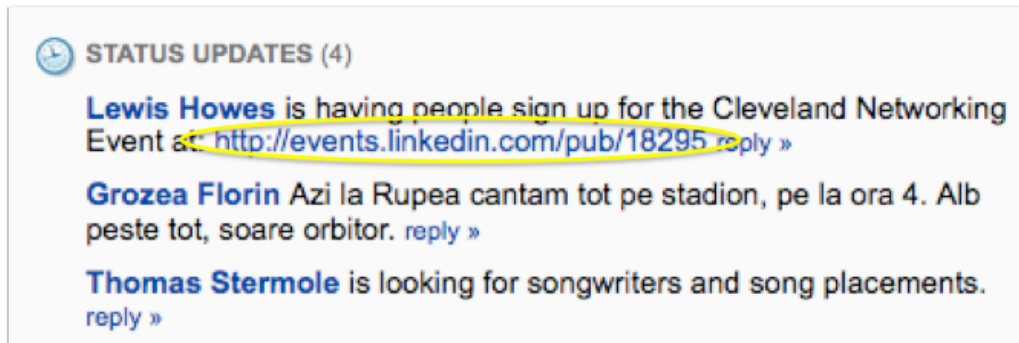


Image 2.2

Additional Notes

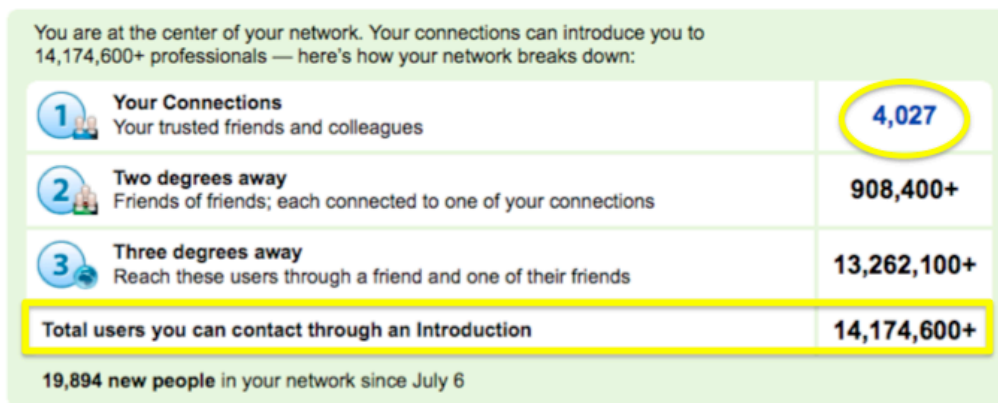
The status section only allows for 140 characters to be included. This being said, if you have a long website to promote, it most likely will not fit. If this is the case, go to www.TinyUrl.com and submit your link and they will shorten it for you. One article I created and used TinyURL for was www.tinyurl.com/shaqfu. Click on this link and you will notice that it will take you to my website for this article, and you will see how long the link actually is. It would not fit in the status section, but by going to TinyURL.com and changing it, I am able to include this in my status updates.

Chapter 3

Get Connected!

It is important to add all of the contacts you currently have in your email lists. The reason for this comes not from the power in your 1st degree connections, rather in your expanded connections, or 2nd and 3rd degree network.

Your Network of Trusted Professionals



There are a few reasons why this is important:

1. Perception

It doesn't look good if you only have 17 connections on your LinkedIn profile. People will assume from perception alone that you are not a well-connected person, and may not have as much value to add you to their network if you are only connected to a few people.

2. More Opportunities

If you connect with more people, it extends your 2nd and 3rd degree network by potentially millions of connections. This means that more people can find you, contact you, and hire you or help you achieve whatever goal you may have. If you have a smaller network, then less people can find you and contact you on the LinkedIn platform.

3. Benefit Your Network

By having a larger network personally, you automatically increase the expanded network of your direct connections. So you not only increase

your opportunities, but you are helping all of your friends and connections as well.

Connecting Thought Process

I believe, along with other social media experts like Chris Brogan, that you should accept all invites and connect with everyone. It only helps you speed up the process of achieving your goals. If you only connect with the people you already know, then you will be stuck in that same circle of opportunities, and won't be exposed to new business that can potentially come your way.

When going through and adding your contacts, I would not recommend inviting people who are not currently on LinkedIn to join, unless you feel they could benefit from doing so. If you have Gmail, Yahoo, Hotmail, Outlook, and anything else, view to see who is currently on LinkedIn, and send them an invitation to connect. If you have an Excel spreadsheet with a list of e-mails, check to see who is on LinkedIn there as well, and add all of them.

Top Linked

One way to drastically grow your extended network is to utilize TopLinked.com. Toplinked.com is a site that is associated with the group, TopLinked, on LinkedIn. This group is the largest networking group on LinkedIn for open networkers. If you are a LinkedIn Open Networker, or LION, then you freely connect with anyone in order to build your network.

TopLinked.com (Open Networkers)

Overview Discussions News Jobs More

Share group

Discussions

Start a Discussion

Recent Activity Recent Discussions Most Comments

Featured Discussion

This group now has 54,000+ participants!

**GROUP RULES:
BEFORE YOU POST ANYTHING,
PLEASE READ THIS POST...**

By Judith Lapwing 12 days ago
Follow | 1 comment »

Featured Discussion

*****Promoting a product, service, company, event,
cause, opportunity, investment, book, etc?**

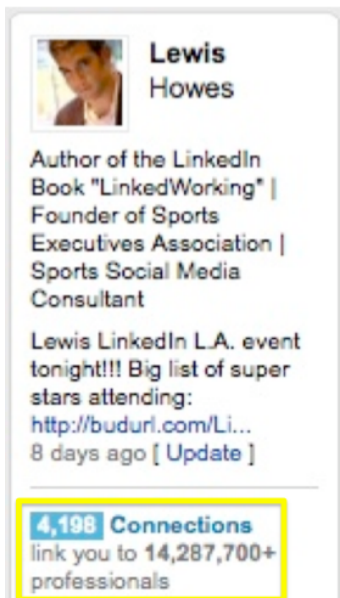
**Add it as a comment to this post and keep the main
discussion area clear for actual discussions.
Thanks!**

By Judith Lapwing 27 days ago
Follow | 161 comments »

Why is TopLinked Important In Achieving Your Goals?

TopLinked.com has a list of the top 100+ most connected individuals on LinkedIn. If you only have a few connections, or even 100 connections, your searching capabilities are limited. Lets say you have 100 connections; these connections probably link you to about 1-2 million people in your expanded network. The goal is to increase this so you can receive opportunities and possible revenue from 5, 10, or 15 million people.

Notice in the picture below where it shows that I have over 4,000 connections, and those connections link me to over 14,000,000+ connections. That means 14,000,000+ people can search and find me, contact me, and hire me if they wish to. If I didn't have that many expanded connections, then I would have fewer opportunities to increase my profits.



Lewis Howes
Author of the LinkedIn Book "LinkedWorking" | Founder of Sports Executives Association | Sports Social Media Consultant

Lewis LinkedIn L.A. event tonight!!! Big list of super stars attending:
<http://budurl.com/Li...>
8 days ago [Update]

4,198 Connections
link you to 14,287,700+ professionals

Steps to Take With TopLinked

1. Go to www.TopLinked.com



2. Click on the *TopLinked 50 Download Link*

The TopLinked People on LinkedIn

TopLinked.com is just what it sounds like - links to the TopLinked people on LinkedIn:

- **The TopLinked 50 -**
(The TopLinked people on all of LinkedIn!)
- **All TopLinked Networkers -**
(The key people to be connected with on LinkedIn!)

3. Click on the *Power Check/Connect Link*

The TopLinked 50

The Top 50 most connected people out of 34 million+ LinkedIn members!
(only active TopLinked.com Members are linked*)

- **Click here to *Power Check/Connect* -**

(The quick and easy way to connect with the TopLinked.com Top 50!)

4. Click on *number 1* and follow the rest of the steps on that page.

Power Check/Connect

Quickly and easily set up a LinkedIn connection invitation to the **Top 50** and **Top Supporters** with whom you are not yet connected!

Terms of Service: This list is to be used ONLY to send connection invitations directly through LinkedIn and ONLY to people with whom you have a prior relationship. Any other use is prohibited.

1) [Click here to download the 25 November 2008 Top Invite Me List](#)
(includes all TopLinked.com Top 50 and Top Supporter Members)

2) [Click here to go to the "Upload your contacts file" page](#)

- click the "Browse" button and select the file you just downloaded
- click the "Upload Contacts File" button
- click the "Finish Upload" button

The Results

If you have around 100 connections it usually links you to 1-4 million people. If you go through the TopLinked process, it should double that number to around 8 million in a few days. Pretty cool, huh?

Chapter 4

Ask Compelling Questions

Where do you ask questions?

Excluding your status section and sending e-mails to your direct connections, there are two main places you can ask a question on LinkedIn:

1. **The Question & Answer Section, and**
2. **The Groups Discussion Board**

The screenshot shows the LinkedIn 'Answers' section. At the top, there is a blue navigation bar with the word 'Answers' in white. Below this bar are several tabs: 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. A promotional banner below the tabs reads 'Get actionable data from your network. Create a poll.' with a small bar chart icon.

The main content area is divided into two columns. The left column is titled 'Ask a Question' and contains a text input field with the placeholder text 'Get fast and accurate answers.' and a blue 'Next' button. The right column is titled 'Answer Questions' and lists 'Recommended categories for you:' with a bulleted list: 'Using LinkedIn', 'Business Development', 'Professional Networking', 'Staffing and Recruiting', and 'Advertising'.

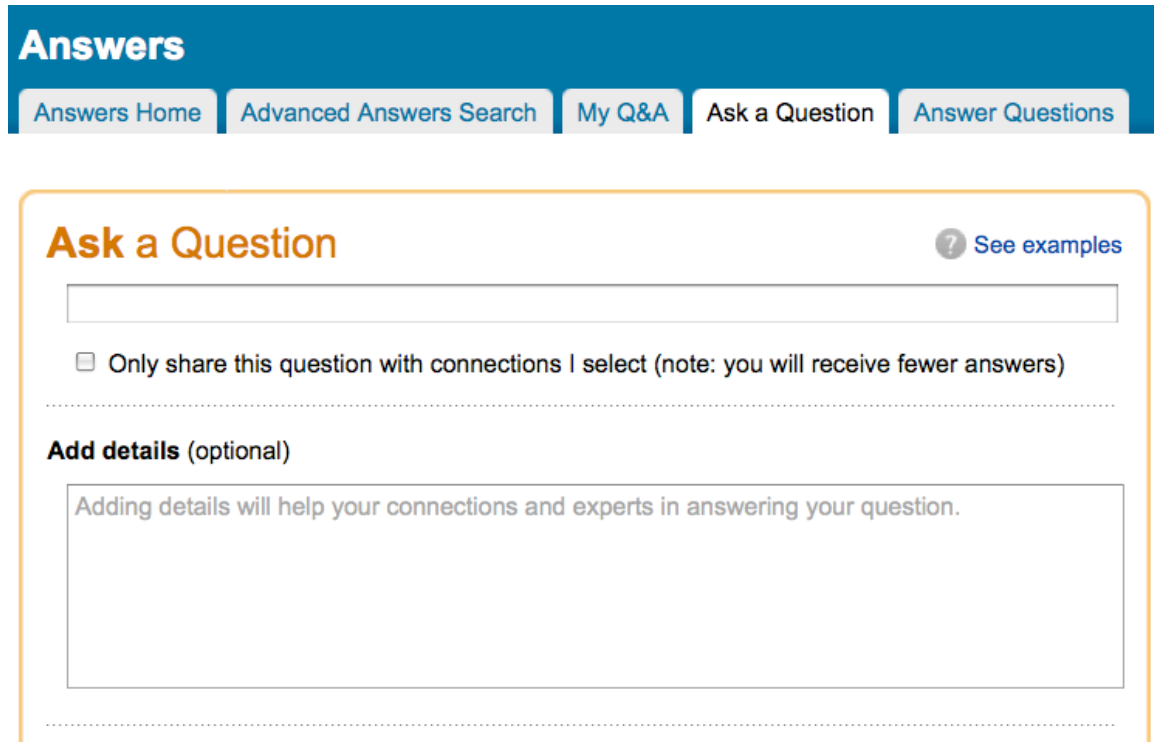
Below the 'Ask a Question' section is a 'New Questions From Your Network' section. It features two question cards. The first card asks: 'Does anyone have experience with Facebook advertising? Success or failure stories to share? Recommended seminars or blogs to read?' and notes '28 answers | Asked by Julie Gallaher | 5 hours ago in Internet Marketing'. The second card asks: 'If you where to develop a plan for your networking activities in 2009, what would you be sure to include in your plans? Please be as detailed as possible.'

On the right side of the interface, there are two additional sections. The 'Rate Answers' section shows 'You have 3 closed questions to rate:' and lists two questions: 'What are the blogs and resources on social media marketing?' and 'Do you want to attend the LinkedIn Cleveland Networking Event?' with a link to 'LinkedIn Los Angeles group'. The 'Featured Category' section is titled 'Small Business' and is sponsored by 'EASY SAVINGS'. The 'My Q&A' section shows 'You have 0 open questions.' and a link to 'Ask a question now.' with a sub-link '» View all your questions & answers'.

Both of these sections are equally useful and important but may be targeting different individuals.

When you ask a question in the Question & Answer section, you have the ability to reach over 40+ million people who are on LinkedIn. Only, there is a catch. When you ask a question you are limited to two niche sections or industry topics you can submit them to. For example, if you wanted to ask a question about Internet marketing, you would most likely submit this question in the “Internet” and “Marketing” section of

the Q&A. This would then be searched and answered by your target audience.



The screenshot shows the LinkedIn 'Ask a Question' interface. At the top, there is a blue navigation bar with the word 'Answers' in white. Below this bar are five tabs: 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. The 'Ask a Question' tab is currently selected. The main content area is titled 'Ask a Question' in orange text, with a 'See examples' link (a question mark icon followed by the text 'See examples') to its right. Below the title is a large text input field. Underneath the input field is a checkbox with the text 'Only share this question with connections I select (note: you will receive fewer answers)'. A horizontal dotted line separates this section from the 'Add details (optional)' section. The 'Add details' section has a sub-header 'Add details (optional)' and a text input field containing the placeholder text 'Adding details will help your connections and experts in answering your question.' Another horizontal dotted line is at the bottom of the form area.

You would not want to submit this question in the “Business Operations” or “Sustainability” sections because it just wouldn’t make sense. However, anyone can search through any category and answer questions outside of their specific industry, so the questions you ask have the ability to reach millions of individuals.

Categorize your question

Administration »	▲	Air Travel	
Business Operations »		Business Dining and Entertainment	
Business Travel »		Car and Train Travel	
Career and Education »		Hotels	
Conferences and Event Planning »		Travel Tools	
Finance and Accounting »			
Financial Markets »			
Government and Non-Profit »			
Hiring and Human Resources »			
International »			
Law and Legal »	▼		

Select another category (optional)

Law and Legal »	▲	Business Plans	
Management »		Franchising	
Marketing and Sales »		Incorporation	
Non-Profit »		Small Business	
Personal Finance »		Starting Up	
Product Management »			
Professional Development »			
Startups and Small Businesses »			
Sustainability »			
Technology »			
Using LinkedIn	▼		

When you ask a question on a group discussion board, you are directing this to a community of niche individuals. I receive countless questions in my Sports Industry Network group and they are all usually geared towards the sports industry in some fashion. Since I have over 17,000 members who are experts from every realm of the sports industry, you are likely to receive great answers, and an ongoing discussion.



Do you use Twitter? Here are some Sports Pros you must follow...

Posted 2 months ago by [Lewis Howes](#), Author of the LinkedIn Book "LinkedWorking" | Founder of Sports Executives Association | Sports Social Media Consultant
[Follow](#) | [Make featured](#) | [Move to Jobs](#) | [Delete](#) | [41 comments »](#)

How will asking questions help you achieve your goals?

If you look at Image 4.1 you will notice that I asked two questions on the same day. With the first question I asked, "Besides using Twitter, Facebook, LinkedIn, and e-mail marketing services... what is the best way to promote your blog articles?" I submitted this question in the

“Blogging” and “Web Development” sections because I felt that would be the best target for my question.

Within a matter of days, I had received 25 solid answers from 25 different experts on this topic. Some wrote lists of websites where I could go to promote my articles, others broke down incorporating social networking in a way I had never thought of, and others just gave me insightful information or recommended contacting other experts. Not only did they give me the answers for free, which could have been costly consulting fees, but many of them sent me an invitation to connect and told me they would always be willing to answer any of my questions.



Image 4.1

This is Powerful Stuff! From a few seconds of writing the question and posting it, I now had a wealth of free information from top experts, new connections that expanded my overall network, and an open invitation to reach out for advice in the future. It doesn't get much better than that.

When you write a question on the discussion board of a group, this will target a specific niche. The benefit of this is that your question has the ability to show up on the home profile of everyone in that group. If the group has 20,000 members, then the potential for the answer you are looking for is highly likely.

In Image 4.2 I wrote a question on the discussion board for my Sports Industry Network group that has thousands of niche related members. You will notice that the question has three comments on it and it was on my home profile page. Once this happens, you know that it is also on the home profile page of everyone else.

This also shows the importance of being active in the discussion board and leaving comments because your name will show up on the home profile pages as well when you leave your thoughts.

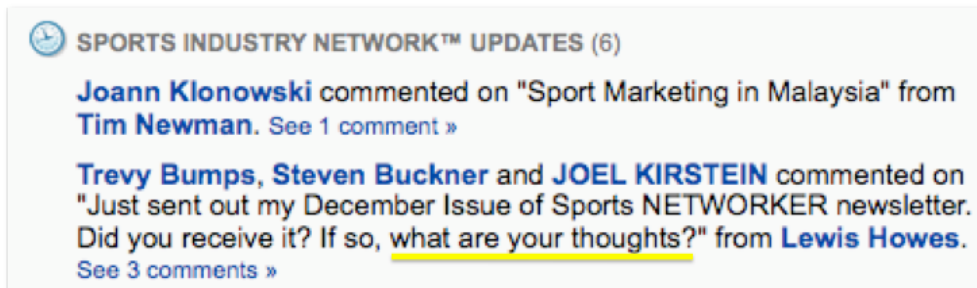


Image 4.2

Phrasing Your Questions For Success

Make your questions very direct and to the point. Do not try to be too broad, or you will get broad answers (unless that is what you are looking for). The more concise and focused your questions are, the right people will find and answer them, providing you with all of the information you need.

When you ask a question you:

- 1. Attract high quality individuals to join your network**
- 2. Find the information you need for free**
- 3. Expand your connections**
- 4. Promote your profile by showing up on the home pages of others**

Chapter 5

Become a Thought Leader

My good friend Jim Kukral told me once that a great way to become known as a thought leader in your industry is to put yourself out there as much as possible and provide the best information humanly possibly for your niche. The more you are able to do this, the more business that will come to you because others will begin to anoint you as the expert.

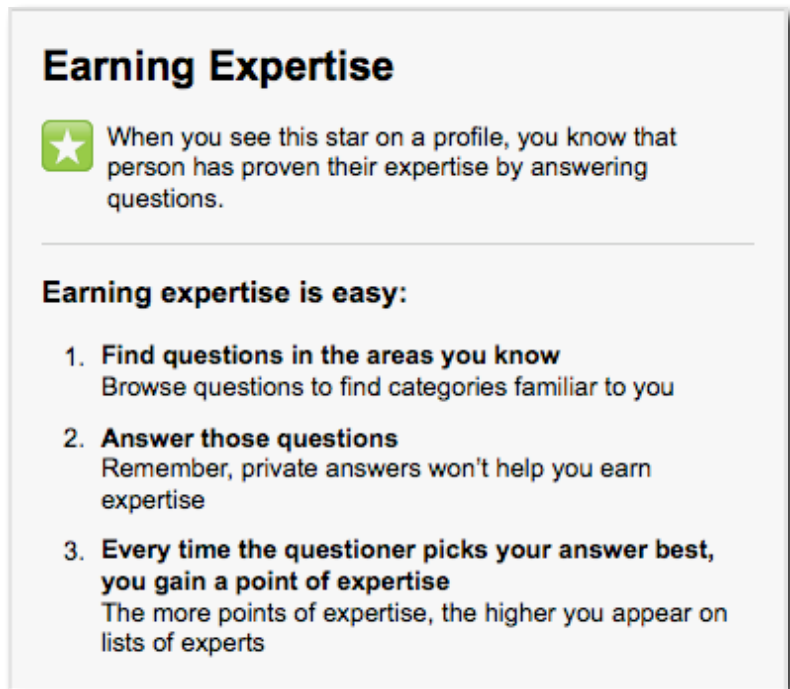
Someone I admire in the marketing world is Carrie Wilkerson. Carrie has built many successful businesses, but one in particular is the Association of Work at Home Women. On her site she provides a ton of resources and information on how to run a successful business as a woman from home. She has a great niche and the more she offered advice, the more business she received from women because of her thought leadership.

Another excellent example is Barry Chandler. Barry worked for years doing the cost control and inventory management for the bars on cruise ships. He then went on to develop a membership site called ManageYourBar.com that gives downloads, checklists, and other business building information for anyone who manages a bar. Again, he is extremely successful because he constantly adds value to his community and gives them the answers they are looking for.


How does this thought leadership relate to LinkedIn you might ask? Well, I was browsing through the Q&A section at one point, and I noticed one guy was answering a lot of great questions on web design and online marketing. He was giving away all of his amazing knowledge for free in response to these questions. I noticed that he probably only had 40% of his profile completed, and he didn't even have a picture posted. However, he did have a link to his personal website, and it looked great, completely reflecting what he had explained in his answers.

I sent him a response to one of his answers thanking him for sharing his information, and told him how great his portfolio looked. I asked him, "How many questions do you answer a week on LinkedIn and has it given you any business?" And he answered, "I usually try to spend 10 minutes a day answering questions and in the last month I received three consulting and web design gigs from it, bringing in over \$5,000 in revenue."

I was amazed at the success he was having even with such a poor-looking profile. It just goes to show you that “content is king”, and if you continue to put yourself out there and provide useful information for those who need it, then they will begin to see you as a thought leader and an expert in that industry. If you follow up and pursue it correctly, this will ultimately bring you more business!

A screenshot of a LinkedIn help article titled "Earning Expertise". The article explains that a green star icon on a profile indicates that the person has proven their expertise by answering questions. It then lists three steps to earn expertise: 1. Find questions in the areas you know (browse questions for familiar categories), 2. Answer those questions (private answers don't count), and 3. Every time the questioner picks your answer best, you gain a point of expertise (more points lead to higher visibility on expert lists).

Earning Expertise

 When you see this star on a profile, you know that person has proven their expertise by answering questions.

Earning expertise is easy:

- 1. Find questions in the areas you know**
Browse questions to find categories familiar to you
- 2. Answer those questions**
Remember, private answers won't help you earn expertise
- 3. Every time the questioner picks your answer best, you gain a point of expertise**
The more points of expertise, the higher you appear on lists of experts

Image 5.1

The more you decide to answer questions in a thoughtful manner, the more chances those who wrote the questions will then rate your suggestions as the “best answer”.

When this happens, it will take your credibility to an entirely different level. Sheilah Etheridge is known as the “Queen of Q&A” on LinkedIn for the number of best answers she has. Image 5.2 shows you that she is a thought leader in a number of different areas, and when talking with her, she has said it has definitely helped her differentiate herself against her competitors on LinkedIn.

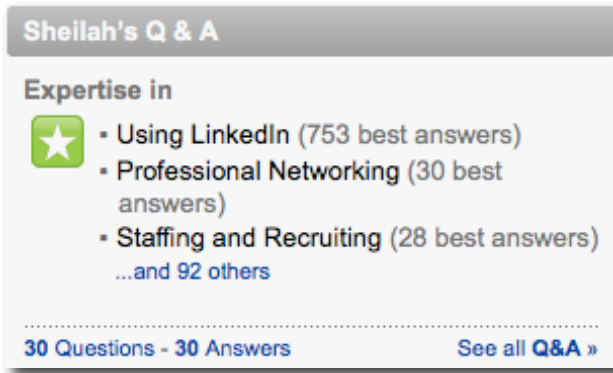


Image 5.2

How to get started:

When you click on “Answers” at the top of your home or profile page, the next page will have a list of categories on the lower right hand side that will look like this:



Find the category that best suits your strengths, and start browsing the questions. Once you find the ones that you feel comfortable with, then answer away! Take the approach that you should spend a few minutes every day, or a few minutes every week to answer the questions that you know best. Eventually over time, people will start to notice your name and link back to your profile to connect with you. And depending on what your goals are, you have the potential to generate some serious business from simply answering questions.

Chapter 6

Have You Updated Lately?

Every time you update your profile, it shows up on the home profile of everyone you are directly connected to. And why is this important you might ask? Because the more times you show up on someone else's profile, the more opportunities you will receive. It is the law of averages, when you pop up in someone's mind enough times, whenever they hear of an opportunity that would suit your expertise or skill level, they have a greater chance to think of you first for the opportunity.



PROFILE UPDATES (4)

Sindy Martin has an updated profile (Interests, Expertise)

Tariq Ahmad is now Student at [University of Northern Colorado](#).

[Send a message](#)

Sarah Tipton has an updated profile (Industry, Headline, Interests, Associations)

Every time you update something on your profile, it will show up on your connections profile. Here are a few examples:

- Name
- Headline
- Location
- Current Work Experience
- Past Work Experience
- Education
- Websites
- Summary
- Specialties
- Current Work Experience Details
- Past Work Experience Details
- Education Details
- Honors and Awards
- Interests
- Contact Information

If you change as much as a comma on any of these sections, then your direct connections will see that you have updated your profile.

I see far too many people have the same information on their LinkedIn profile from months before, even when they change jobs they forget to update it. This doesn't look professional and can be misleading to the people reading your profile.

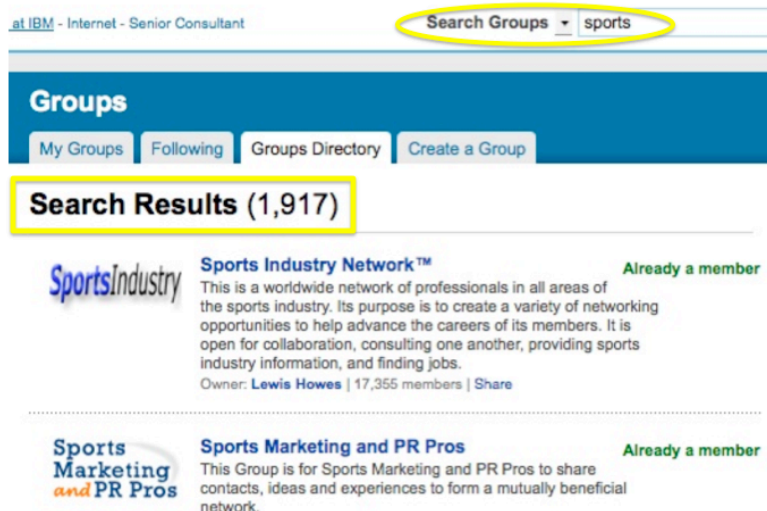
Be sure to update it regularly to let others know what you are up to, and attract new people to connect.

Chapter 7

Follow The Tribe

Groups are extremely important when trying to achieve your goals on LinkedIn. We are all trying to achieve something whether it's finding a job, finding more business leads, promoting a service or product, reconnecting with friends, etc. The best and easiest way to do this is to join the groups where the members are the people you are targeting.

All you need to do is search groups in your industry, niche, interests, hobby, etc... and join them. It's that simple.



Why is this important?

Unless you have someone's e-mail address, you went to school with them, or you are a current or past colleagues, you will not be able to send invitations to connect with those individuals. However, you can send an unlimited amount of e-mails to anyone that you are in the same group with. So if you are in a group with 20,000 people you are able to search for specific individuals in that group, and send them a message.

SportsIndustry **Sports Industry Network™**

Overview Discussions News Jobs Subgroups More Manage [Group Profile](#)

Members (16954)

First Name Last Name Email Address [Search Members](#)

Remove Remove and Block

Sorted by: Last Name Showing 1 to 50 of 16,954

<input type="checkbox"/>	"Roadie" Rodecker, George (2nd) Joined on 7/01/2008 Promote to manager Send message »
<input type="checkbox"/>	"Sasha" Powers, Alex (2nd) Joined on 2/03/2009 Promote to manager Send message »
<input type="checkbox"/>	't Hart, Marcel (group) Joined on 3/04/2009 Promote to manager Send message »
<input type="checkbox"/>	(61)(0) 404 55555 69, Peter Wharram (2nd) Joined on 11/23/2008 Promote to manager Send message »
<input type="checkbox"/>	(Allison) Kidd, Valorie (2nd) Joined on 6/21/2008 Promote to manager Send message »
<input type="checkbox"/>	(Anderson) Hartman, Leah (group) Joined on 5/27/2008 Promote to manager Send message »
<input type="checkbox"/>	(Anderson) Mummert, Donna (2nd) Joined on 6/17/2008 Promote to manager Send message »
<input type="checkbox"/>	(andv@skvlineshots.com). Andv Loousnak (1st)

Manage Group

- [Create a Subgroup](#) **NEW**
- [Send an Announcement](#)
- [Send Invitations](#)
- [Pre-approve People](#)

Members

- [Managers](#)
- [Requests to Join](#)
- [Invited](#)
- [Pre-approved](#)
- [Blocked](#)
- [Show less...](#)

- [Manage Subgroups](#) **NEW**
- [Manage News Feeds](#)
- [Manage Templates](#)
- [Edit Group Information](#)
- [Edit Group Settings](#)
- [Change Owner](#)

I will say this again--the more people you have access to contact and be contacted by, the more opportunities to succeed you will have. If people cannot send you an email without having to sign up for a paid account, or by having to go through an additional hassle, then they will move on to another person who is easier to contact.

Chapter 8

Build Your Tribe

Seth Godin talks about the importance of building a “tribe” of followers who will listen to what you have to say, and follow you in the direction you are heading. In order to build a successful business, we must be able to build an audience and lead them.

I have created over 10 different groups with over 50,000 members in total. My largest group is called the **Sports Industry Network**, and at the writing of this book it had over 17,000 members who are sports executives from all around the world. This is extremely powerful for me.

How is it powerful? Well, I have my own website, www.sportsnetworker.com, and when you own a group you are able to post one website to be the official group website. Since I have a website that relates to my group members, I automatically drive targeted traffic to my website. Every time someone joins my group, they usually click on the website that is affiliated with it. In this case, my site receives about 500 new unique views a week from the people who join my group. This continues to build my personal brand without me having to do any work. It is all automated!

The owner of a group is also able to send out a weekly message to anyone who joins. So instead of having to spend money on email marketing, you can simply make your announcements to your contacts through a group.

SportsIndustry **Sports Industry Network™**

Overview Discussions News Jobs Subgroups More Manage

Members (17355)

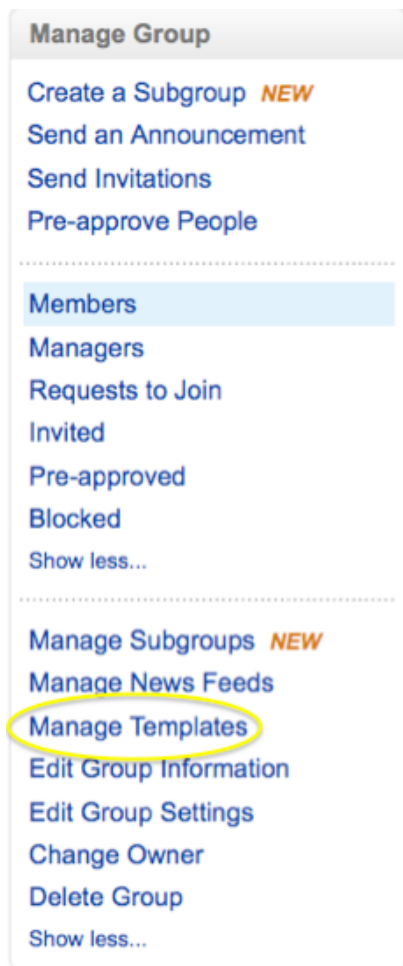
First Name Last Name Email Address Search Members

Remove Remove and Block

Sorted by: Last Name Showing 1 to 50 of 17,355

<input type="checkbox"/>	"Roadie" Rodecker, George (2nd) Joined on 7/01/2008 Promote to manager Send message »
<input type="checkbox"/>	"Sasha" Powers, Alex (2nd) Joined on 2/03/2009 Promote to manager Send message »
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<input type="checkbox"/>	(61)(0) 404 55555 69, Peter Wharram (2nd) Joined on 11/23/2008 Promote to manager Send message »
<input type="checkbox"/>	(Allison) Kidd, Valorie (2nd) Joined on 6/21/2008 Promote to manager Send message »
<input type="checkbox"/>	(Anderson) Hartman, Leah (group) Joined on 5/27/2008 Promote to manager Send message »
<input type="checkbox"/>	(Anderson) Mummert, Donna (2nd) Joined on 6/17/2008 Promote to manager Send message »
<input type="checkbox"/>	(andy@skylineshots.com), Andy Lopusnak (1st) Joined on 5/31/2008 Promote to manager Send message »
<input type="checkbox"/>	Adelson, Alyssa (2nd) Joined on 10/28/2008 Promote to manager Send message »

As the group owner, you are also able to create an automated message to all members who join. In the “manage templates” section of the group, you are able to customize any message you want, with information about yourself, the group, your company, a link back to your website which will create a constant flow of organic traffic, a product you offer, an event you host, or any number of things.



Along with driving traffic to my website, by being the owner of the group I am automatically considered the “thought leader” or “expert” in the industry of my group. I get countless invitations to connect from other top sports executives every day, and this allows me to stop working hard to connect with the movers and shakers in the industry. Instead, by creating the group, I am considered a major player in my niche. All I did was take a few minutes to start the group, and I am now connected to over 10,000 top decision makers in the industry that I do business with. Do you find that important? I think it is an unbelievable thing that anyone can create a network like this, and all it takes is getting it started and spreading the word.

How do you create a group?

Creating a group can literally take less than two minutes and you have instant access to start promoting it once you complete the form. To get started, click on “groups” then “create a group”.

The screenshot shows the LinkedIn Groups interface. At the top, there's a blue header with the word "Groups" and navigation tabs for "My Groups", "Following", "Groups Directory", and "Create a Group". A "FAQ" link is in the top right. Below the header, it says "My Groups (56)" with a link to "Edit the order of your groups". A list of groups is shown, including "Sports Industry Network", "Athlete Network", "Chicago Sports" (a subgroup), "Ohio Social Media Network", "D3 Football Network", and "Fitness and Health Professionals". To the right of the list are two light blue boxes. The top box is titled "Groups Directory" and contains text about finding communities and a "Find a Group" button. The bottom box is titled "Create a Group" and contains text about staying informed and a "Create a Group" button. A yellow arrow points from the "Create a Group" button in the bottom box to the "Create a Group" button in the top box.

Here is what you will need to move forward:

1. **Logo:** This can be any image, but a clean design always looks more professional
2. **Name:** If you already have a company name, then you may want to use that, otherwise think of 1-3 words that create a concise message of what your group is all about.
3. **Group Type:** The options range from: professional, networking, conference, alumni, corporate, non-profit, and other. Think about which one your group fits in best, and others will search through the various categories.
4. **Summary:** This is an important section. Write a brief description about what your group is, who it is for, and how it proves to help its members. The clearer you are in the summary, the more targeted members will join.
5. **Full Description:** In this section, you can add more details as to how exactly the group benefits its members. Include what you want people to talk about in the discussion section, if you will be having live events in the future, and how to contact you.
6. **E-mail:** You will have to include an e-mail address to create a group. Use the one that you use frequently so when someone writes to the group owner about an opportunity, you will be ready to receive it.

7. Website: It is not required to add your personal or company website in the group, but it is a waste of your time if you don't add it because it generates constant traffic.

Building Your Tribe

Once you create your group, you will be given a URL that sends you directly to the sign-up page for the group. Send out an e-mail with a link to your URL to everyone you know who would be interested in joining such a group. Add this in your status update on a weekly basis, and each new connection you make, be sure to add the link and the group name in every message on LinkedIn.

It will take some time to build up a larger network, however if you put in the time in the beginning to promote it, then it will begin to grow organically over time.

My Sports Industry Group had received over 100 new members per day for a few weeks, and at that point I was not doing any work in promoting it.

The reason it was growing so fast is because when one person joins a new group, it shows up on their home page that they just joined. If you remember what I mentioned in previous chapters, every time you take an action on, change, or update your profile, it then shows up on all of the home pages of every one of your connections. If you have other connections that are in your same industry or share similar interests, then when they see you joined a certain group, they will want to join as well.

Therefore your members of the group do the promotion for you, while you let the LinkedIn platform do the grunt work for you. Pretty cool, huh?

Subgroups

You are able to create a number of subgroups within each group you start. For example, I have the Sports Industry Network, which has members from all over the world. To make it easier for people to connect within major cities I created a few subgroups like "NY Sports", "LA Sports", "Chicago Sports", and so on. This way, whenever I travel to these major cities it is much easier to promote events because there is a more targeted subgroup, as opposed to sending a message out to the entire network.

Chapter 9

Advanced Applications



Applications are a major part of my daily use on LinkedIn. The good thing about LinkedIn, is that they are working hard every week to create more compelling features and applications, and it has been very helpful for many because these applications bring profiles to life, as opposed to being dull and boring (like a resume can be at times).

I want to cover the main applications I feel are helpful for any entrepreneur or employee looking to achieve their goals.

Amazon Application:

I like this application because I am an author and it allows me to place an image of my book on my public profile. When anyone clicks on my book image, it directs him or her to the Amazon.com page where they can learn more about the book, and ultimately buy it. I like to make sales on my book without having to “sell” it to anyone.

If they are looking at my profile, then they already show some interest in what I do so it’s a much easier sale. If you don’t have a published book, it’s still a great application to show people what type of compelling books you are currently reading, once again building up trust and a mutual bond with the viewer.

Blogging Application:

This is a biggie! If you have a blog, then please add it to your LinkedIn profile! You are missing out on FREE organic traffic, from quality leads, if you do not add this.

I sat down with six-figure blogger and co-author of *Pro Blogger*, Chris Garrett, to consult with him on his LinkedIn strategy, and I was amazed that he hadn’t integrated his blog into his profile. Chris is someone who

already gets thousands of hits to his blog every day, (and makes good money from blogging by the way) but he was missing out on some major consulting opportunities from not adding it to his LinkedIn profile.

Let's think about this. There are 44+ million business professionals on LinkedIn and it grows every second. Thousands of these business professionals are looking to get a blog set up on their company website because they are starting to see the value of using social media. Some of these professionals don't have the time to figure out how to set up a blog and create a strategy for their company so they are going to want to seek consulting help. If they search for bloggers on LinkedIn (which I know some do) and they find that you don't have your blog on your LinkedIn profile then how are you credible?

Now Chris Garrett is one of the most credible people on the planet for teaching people how to create a profitable blog because he has been doing it for a number of years himself, and has many success stories from his clients to back it up. However, for the average corporate professional who isn't aware of his successes, Chris wants to make it as easy as possible for people to come to his profile, read his content, then contact and hire him for his expertise.

It's simple to add your blog to your profile, just download the application, insert your URL, and start enjoying the free traffic and profile booster.

Slide Share Application:

This is one of the latest applications I am glad that LinkedIn added to their platform. What this app allows you to ultimately do is to add a video to your LinkedIn profile. Yes, that's right, you can have a video play right on your LinkedIn profile!

Here are the steps to make this happen:

1. Download the slide share application
2. Add a PowerPoint slide show presentation
3. Insert the URL of the video you want to have on your profile from YouTube (currently, you can only add a video if it is published on YouTube.com).
4. Put the video on any slide you wish (I put my video on the first slide so it's the first thing people see when they click on my slide show).
5. Enjoy showing off your profile with a video!

Google Documents Application:

This is a fun one that I have used from time to time when I have a document I want people to be able to look at on LinkedIn. It's great because you can showcase information about your upcoming or past presentations, show charts on how your company has grown, display graphs on a new business system you have created, etc...

It is another way to enhance your profile to showcase your skills and ultimately provide more visual value to those looking at what you have to offer.

Polls Application:

I have used this application a few times, but not as often as I would like. However, I received some great information when I used it because it was an easy way for me to receive data from a targeted audience and in return provide more value to that niche.

There are some applications that will serve you better than others, but it all depends on what you are trying to accomplish. Take a look at all of them and see what makes sense for you and/or your business. Add any applications that make you have a richer, more compelling profile.

Chapter 10

Events

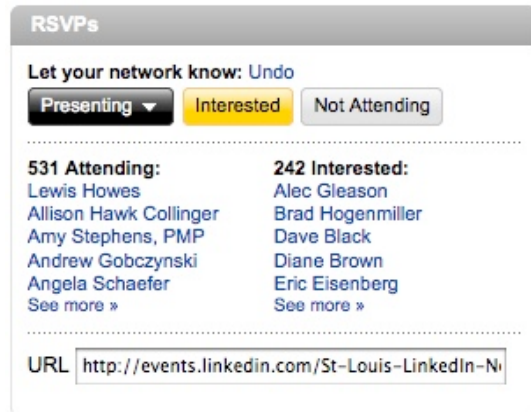
Creating and hosting events around the country and packing venues with upwards of 500 paying attendees, would not be possible for me if it were not for the events application on LinkedIn. I feel it is the most viral application on LinkedIn and this application alone is more powerful than trying to use other sites like Twitter, Facebook, or MeetUp to promote events.

How is this? Every time someone signs up to attend my event, it shows up on the home profile of everyone they are connected to. So the members do the work in promoting the event for you, without them even trying, but because LinkedIn has built their system to do so.

The image below is from my home page on LinkedIn. You will notice two people (Bruce and Lisa) who have signed up for my LinkedIn networking event in Cleveland. Every time any of your direct connections sign up as either attending or interested in an event it will show up on your home profile, and the home profiles of everyone they are connected to.



The result adds up to thousands of potential people seeing this and potentially clicking on it to read more. Five years ago I would have to spend thousands on marketing dollars to take out ads in the newspaper or business journal to promote an event and get 500 paying attendees. Now, with LinkedIn, anyone can utilize the free application they have created to put on your own event, build authority and thought leadership within your industry, increase your opportunities, and make more money.



The image above shows you are able to view how many are “attending” and how many have clicked as “interested” in your event. You can send out an email to your contacts with the link that LinkedIn provides you with, so it makes the marketing side of things much easier.

When you click on “see more” the image below pops up and you are able to see a full list of the people attending or interested. You can view their picture, see what city they live in, what industry and company they work for, learn about their interests and so on. It is such a great platform because it allows you to pre-qualify people you want to meet in person during the event.

St. Louis LinkedIn Networking Event

[Overview](#)[RSVPs](#)[Manage](#)

RSVPs: All (773)

**Lewis Howes** (YOU)

Author of the LinkedIn Book "LinkedWorking" | Founder of Sports Executives Association | Sports Social Media Consultant
Columbus, Ohio Area
Organizing and presenting

**Alec Gleason** (1st)

Account Manager at Coolfire Media
Greater St. Louis Area
Interested

**Allison Hawk Collinger** (1st)

Experienced Strategist and Communications Professional AHC Consulting
Greater St. Louis Area
Attending

**Amy Stephens, PMP** (1st)

PMO Management • Quality & Productivity Governance • Project Portfolio Optimization • Program Management
Greater St. Louis Area
Attending

**Andrew Gobczynski** (1st)

Nationwide Principal Agency Owner
Greater St. Louis Area
Attending

I have hosted well over a dozen events all around the country, and I am amazed at the quality of people who attend. It is because most of the people are already on LinkedIn, and they understand the power of networking and connecting with others to build their business. That is why this application works better on LinkedIn than on any other site, because for the most part, we all have similar goals on LinkedIn.

If you are curious as to how you can profit from doing events then check out how I do it. Notice the image below. There were 531 registered as "attending" and another 242 "interested", seeing that you usually don't get the full amount to show up for these events (we all have busy schedules that change frequently) I had roughly 350 actually attend the event. Notice the price that is featured on the event details, multiply those numbers, include a few sponsorship tables, and depending on location I have even received up to a 20% commission on food and beverage sales for my promotional efforts.

Starts:	Thursday July 09, 2009, 05:30PM
Ends:	Thursday July 09, 2009, 08:30PM
Event Type:	Networking/Meetup
Location:	Bar Louie 14 Maryland Plaza St Louis, MO 63108 US
Price:	\$5
Website:	http://www.stlouis.aiga.org/events/2009/07/31566613
Industry:	
Keywords:	LinkedIn, Networking, Social Media, Business
Intended For:	Anyone looking to connect with quality business professionals in the St. Louis area.

RSVPs

Let your network know: [Undo](#)

531 Attending:

Lewis Howes
Allison Hawk Collinger
Amy Stephens, PMP
Andrew Gobczynski
Angela Schaefer
[See more »](#)

242 Interested:

Alec Gleason
Brad Hogenmiller
Dave Black
Diane Brown
Eric Eisenberg
[See more »](#)

URL

Not a shabby night for only having to create an event on LinkedIn, and send out a few messages to my groups and my direct contacts, wouldn't you agree?

You can use the events platform to promote offline events or online events including tele-seminars, or webinars to promote the information you know best. The possibilities really are endless as to what you can make from using the events platform, it's all a matter of being consistent and providing value in your events so people will recommend them and come back.

Summary

As you can see there are many ways to utilize LinkedIn in order to achieve your goals. All of the examples I have shown above are proven to bring results. It is up to you to determine which strategy makes the most sense for your business. Once you figure out what works best for you, start taking action and be consistent, compelling, and value driven and you will start to see the power of the *LinkedIn Master Strategies!*

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