



LinkedIn Profit Power Creating an Attention-Getting Profile

This is LinkedIn Profit Power. It's a series and this is the first one in the series.

LinkedIn is a social-media site. It's all about relationship marketing and social media is all about relationships. LinkedIn is no different, but it is a different audience and different in how you approach it than the other platforms.

Most people are on Facebook; LinkedIn has a better clientele:

- 16% of people make over \$100,000 on Facebook, 27% on LinkedIn.
- 34% makes under \$30,000 on Facebook, only 21% on LinkedIn,

so you have more companies; you have more high income individuals.

Facebook is more social and LinkedIn is more business-oriented and the two have very different processes for how you connect on them.

I've come up with four steps to LinkedIn success. This is how I see it; first you have to be credible, and we talk about collecting your information to show your credibility. You have to be branded well, you have to get connected and get hired. So be credible, be branded, get connected, and get hired.

To be credible, you've got to fill out your profile and optimize it. Like anything, those of you who have worked with me on the Best-Seller Launch or done

Crushing Kindle know that we do the research to find your keywords and your categories and know that you have to optimize for searches and, of course, that's true on LinkedIn as well. You've got to connect in the right way, or you're going to be dead in the water. You've got to have the proper branding.

So, what you have to do is you have to collect a lot of information before you can really start using it properly. These are the things that I want you to think about. We're going to do some exercises here.

First, I want you to make a list of what you've accomplished. What have you accomplished in your life and on this one, if you look down it says, "Work accomplishments", so I'm not talking about what you've garnered from your work lately, but over the course of your lifetime; what have you accomplished. Because like for me, if I go back and say, "What have I accomplished?" Well, I have a Grammy nomination; I got that almost 16 years ago now. But, I forgot, I also won the Music City Songfest, beating out 30,000 people for the Grand Prize; that's a pretty important accomplishment in my life.

So, what accomplishments have you had in your life? I want you to spend a few minutes and write those down- as many as you can think of. And then, of course, once this call is over, you'll want to go back and continue to work on these. But if you, at least, have enough to get you started, you can start filling in your profile on LinkedIn, and then you can add to it later. So, what have you accomplished in your life?

If you're just joining us, we're looking at what have you have accomplished in your life, write that down.

That goes for your entire life. I remember in grammar school, how I once, I can't even remember the name of it now, this teacher gave award of the week (for citizenship) that I won. Or junior high, whether it's a member of a distinguished band or a drama club. It could be anything, anything that you've accomplished in your life.

Then, your education. Write that down. Education can be University, I went to UC Berkeley, and I went to graduate school at UCLA in architecture, which is a long

story. But then, I've got tons and tons of education from being online. So you've got your formal education, and you've got your informal education.

When I got on the Internet in 2004, I started taking courses right away, so my list is a mile long. For most people, you take courses; definitely put in what is that education that you got. One thing that I'll say about that is when we get to this and you put them in the sections on LinkedIn, it actually puts them in the chronological order so the one that you did last will be the one at the top. So what is your education? That one shouldn't take too long.

The next one is what are your top skills? You want to write down what your skills are. Now, sometimes people don't actually know what their skills are, and the reason they don't know is because it comes so easily to them that they think everybody can do what they can do, and it's just simply not true. We're all wired differently.

So for instance, when I talk to my web person, Tanya, she and I are really good friends. We started out just working together years ago. She'll get frustrated with me because I'm just not very technical and she is so technical and it's second nature to her. When I tell her, "You should put a program together and teach this" she says, "What would I teach?" Well, there are lots of things that she can teach, but it comes so easily to her that she doesn't even know what would be of interest to others.

So now, when she helps me with something, she'll say to me, "Okay. Write down all the questions that you have. I'll make a program out of that" because I'm the one who needs help and she can provide it.

But what are your top skills? What can people learn from you? Are you a good writer? Are you a good tech person? Are you a good designer? Are you a good trainer? Whatever those skills are that you have, you want to write them all down. Of course, again, you can always add to them later.

The next one: work accomplishments. So in the job that you have now and the job you've had the last few years, and the jobs that you've had over the years...what have you accomplished in your work?

So for me, in my work, I've won two eLit awards. I've become a number-one best-seller several times. I helped hundreds of people around the world become authors. What are the things that you've done?

I'm a contributing writer to Published! Magazine. You know, sometimes you forget. You don't put them all in there. That's why I'm telling you the things that I've done, so maybe it'll spark something for what you've done.

I'll give you a couple more minutes on that and then we'll go on to the next one. Again, you can come back and work on these more later, and you can always add on. So in other words, once we do this, you want to go to LinkedIn and you want to start filling this stuff in if you haven't already. And if you come up with new things today, you'll want to add those to your profile, and then just know that you can always add to it. So this isn't something that you just do once. It's something that you want to continue to work on and update periodically.

So again, have you won any awards or are there telesummits you've spoken on, guest blogs, offline speaking? All of this speaks to your credibility. I have to say, I was really bad in the sense that I have been on so many teleseminars and in the past, I didn't keep track of them. Now, every time I do something I keep a list and it goes on that list of accomplishments so that I don't forget, because believe me, I have definitely forgotten some over the years.

Next. Do you have a membership? Do you have a podcast? Do you have a lot of followers in social media? Again, anything that gives you credibility goes on your list. You could say, "I have a LinkedIn community, of however many." I can't remember how many I have, I don't know. My whole community is about 20,000 people. I have a membership – eBook Empire Builders, I have a podcast Best-Seller to Business Pro, coming soon. That's at the time that we're recording. So, anything that you have that gives you credibility, you want to write down right now. You want to have all these things on your list.

The next thing is how do you help your clients and your customers? What benefits are they going to get from working with you?

I help people learn to write eBooks, become bestselling authors, build a platform and build a six- or seven-figure income. That's how I help my clients. I also have

done-for-you services. We'll write a book for you, we'll build a platform out for you; we'll make a best-seller list for you. That's how I help my clients.

How do you help your clients? What benefits do they get from working with you? Share the benefit, not the features. What do they get out of it? Mine get more credibility? More expert status. They build a list? They make money. They start having passive income. Those are the benefits. So, what benefits do your clients get from working with you? I'll give you a couple of minutes on that one.

If you're just joining, you want to get out a paper and pencil. We're doing some footwork to get the information together to build your profile in LinkedIn because it does no good to reach out to people in LinkedIn if you don't have a good profile. Building your profile is the first step. So, how do you help your clients and customers and what benefits do they get from working with you?

Next. You have to be branded. So, first of all, to be branded you have to know what you do. What do you do? And once you say what you do, what sets you apart from others? You'll see that is super important in a minute. If you do not know what sets you apart, you cannot really market yourself well because if somebody comes to you and says, "Well, okay, I see you and I see this person and that person and the other person doing the same thing, how are you different and, hopefully, how are you better?" Because if you can't tell people that, then you're going to have a really hard time (being successful).

So, part of it is you, part of it is your personality, part of it is your teaching style, part of it is what you name things (books, programs, reports etc.), how you put your programs together, how you put your business together, and all the different pieces of it. But the main thing to set you apart, and I understand not everybody has something that stands out as much as mine but, for instance, one of the things that I know that sets me apart is I'm a Grammy-nominated songwriter. I know that nobody else who does what I do is a Grammy-nominated songwriter!

The question is what does that have to do with what I teach now? What it has to do with what I teach now is I know how to write books; I know how to connect with people emotionally. I've been called "The Title Wizard". People love what I

do and all that, but it's because I have this special skill: I have a certain set of skills that nobody else has. So, that sets me apart.

Another thing that sets me apart is I come from the creative world. If you're a technical person, that's going to set you apart from people who are coming from the non-technical world, or vice-versa. You need to understand who your competition is, what they teach, and how they do it-what they represent so that you can see how you're different. Once you know how you're different, you want to highlight it in your profile and in your branding.

So ask yourself, have you helped your clients and customers based on this thing that you have that sets you apart? Now one of the things I know is some people say, "I'm not special. I'm not different." I find that generally not to be true, that it's really just a lie that we tell ourselves. The truth is we're all different. We're all unique. We all have a set of skills and a way of seeing the world that nobody else has.

If you're having trouble finding that, then you might want to set up a consultation with me. You can get a free Extraordinary Results FREE Consultation at <http://ellenlikes.com/schedulefreeconsult>, if you need help figuring this stuff out or if you need help with the copywriting part of it; how you're going to say it.

But the main thing right now is you just want to know, what sets you apart? How are you different? How are you better? All that is actually why people should come to you; that should all be part of your branding. Again, what benefits do they get from working with you and what solutions do you provide to your clients? And, what keeps them up at night that you can give them the solution to?

I was just talking to a client today. She's doing all this great work, but she's not building a list, she's not building a business because she's not connecting to her audience in the right way, so they're not getting on her list. You want to get people from wherever they are; in social media, at live events, wherever it is -you want to get people on your list. If they're not getting on your list, you're not building your business. Because once they're on your list is when you can start marketing to them and working with them.

So you've got to have something compelling to give them, something that they really want. That's true in all of your marketing material, but especially when you're branding and how you present yourself in your profile on LinkedIn.

The next thing you have to think about is what keywords do people look up when they're looking for you? That is super important. What keywords do people look up when they're looking for you? There's a couple of ways to look at this. One is you can go to the Google Keyword Tool at www.googlekeywordtool.com and just start to put in words, put yourself in your prospective customers' shoes and say, "Okay. If I were my customer and I was looking for me, what would I look up?" Sometimes people have a hard time doing this. (Google Keyword Tool is now defunct!)

Here is a list of 12 tools.

<http://ellenlikes.com/12FreeKeywordTools>

Early on my career, I was at the JV Rampage, and Mark Hendricks was there. Mark was already a top Internet marketer, and he was teaching me how to do keyword research. He was saying that when we go to look for something, we don't really think about it. We know what we're looking for. So we just go there, we put it in, and we look for it, but when we're trying to figure out what the customer is looking for, sometimes we go brain dead. We have a hard time figuring out what they would look for.

Well, one of the reasons I use a Keyword Tool is that, sometimes, it jogs my memory; it tells me other things that I haven't thought of- other words that I haven't thought of, other phrases that I haven't thought of. Then, what I do is I go to Kindle and I do research there. That's much more involved, but the idea again is to see what are people looking for, but also what are they buying? It's not enough that they're clicking on certain things. I want to know what they are buying.

So, I have a process for that, but it's not part of this. It's Kick It With Kindle, is the home-study version of that. (If you want to do it with me privately, then the link is www.thebookcoach.com/crushingkindle -that's where you would set that up.)

The idea is that you need to find the keywords that people are looking up, and then I want to take it a step further and see what they're buying on Kindle because that gives me more relevant information. I don't really care what they're clicking on; I want to know where they're willing to put their money up.

The next thing is what kind of image do you want to project in your branding? Because you're going to use those elements in your LinkedIn banner. As I'm doing this right now, my LinkedIn banner is actually in process right now. I got the first version of it and it was a mess. (It's now up at www.linkedin.com/in/ellenviolette) but we're still refining it.

I want to simplify it and keep it clean; there was just too much stuff on it, but it took me a while to get it together because I had four awards I wanted to put in there. I wanted to have the Grammy nomination and the eLit awards and the number one best-seller awards on there. So, those are some of the things that you can put in your banner.

We'll talk more about banners next time, but right now, what kind of image do you want to project? What I did was I actually am in the process of rebranding and this came about because I was putting together my Best-Seller To Business Pro podcast, and I was having the design done, and they did such a great job that I decided I wanted to rebrand everything to match it. So, I had them do a new logo for me and that has the same kind of lettering and now we're working on different pieces so that everything is branded the same. So if you go, you might see some of my old branding and some of my new branding.

And then, you want to use that branding and everything in the logo, in the banners, you want a Facebook, a Twitter, a LinkedIn or Google Plus, Instagram, Periscope now is the new thing, as many places as you're going to be, you want to have banners that are all branded, that all have the same book and feel.

So as a matter of fact, if you look in the lower left-hand corner of any of these slides, you'll see my new logo. You can see it's kind of small, but you can see the book. It's sitting on top of the eBook there, but it's got the same lettering as my podcast; all of them are going to be the same. You want to also have that same branding on your website, your blog, and newsletter.

Again, right now I'm in transition so you see some has the new, some has the old, and it's because I have so many pages. I have hundreds of pages and handouts and programs. So it's going to take some time. But you've got to start somewhere.

Okay. So when you set up your profile, you're going to start with your name, your headline, your job title, your company name, and your skills. So that's how we What is your headline? What do you offer? What is your title? What skills do you have? Your name, your company name. That's where you start.

This is my LinkedIn profile, if you look down below, you can see my little LinkedIn URL. You should have the same thing. You should have a custom URL with your name, I should make a note of that because next month, I'll tell you how to do that.

Anyway, if you look at my picture, there's a red frame around my picture. You want to get a frame around your picture. The reason is that there are ways to bring up lists in LinkedIn. When you bring up a list in LinkedIn of people, let's say I did a search and I brought up all publishing experts. There's a few that would have this because they've all worked with my mentor, but all the rest of them wouldn't have that and when you have the frame, it stands out.

If you're in a niche, in most niches, nobody else is going to have a frame. So when you have a frame that stands out, and then the eye goes to you, and they're going to be most likely to click on your picture instead of somebody else's. So that's one of the big takeaways from today is you want to have a frame around your picture. Some of the stuff seems so simple, but it makes a huge difference.

Next, if you look at my name, and then you see what I do: how to publish and profit from your book, award-winning publishing and platform-building expert. If you noticed, I've got little stars in there. First of all, it imparts to people that I'm a star and secondly, it stands out more than people who don't do that. So, you want to do that.

It's funny because everybody teaches a little bit differently, and I have already listened to three different LinkedIn gurus, and they all have slightly different ways of doing things, but I will say, because we're here, when I get to the buzz words

that you shouldn't use, one of them that was recommended not to use is “Expert” and I have “Expert” in there, so, somebody sees that, I'm thinking, "Okay. Do I want to change that or not?" I'll have to think about that if I want to change it.

Then, there are profile mistakes that people make. So, one is not having a professional profile-not making it awesome. You've really got to get people excited about what you do. Not writing a headline that rocks, not using the first person, and not getting personal are all big mistakes on LinkedIn. You can be personal in this.

Not having a banner at the top. Most people do not have a banner at the top. So when you have a banner, it makes you stand out more, it makes you look more professional. Again, if you go and look me up right now, you'll see I don't have one yet because we're in the process of making it, I'm just not happy with it yet. (Mine is now live-it still isn't finished, but it's good enough to put up at the time I am doing this transcript.)

Not branding yourself properly, not framing your picture on your profile, and not using those stars that I recommended are a mistake. There are some other ones that we're really going to get into more in later calls, but I just wanted to mention, because I see this a lot, and if you're already on LinkedIn, you're probably already connecting with people. When people connect with you, there are a couple of things that people do that are absolute no-no's, and when people do this to me, I don't really want anything to do with them.

So one is asking you to buy something right away. You've just connected with them; they send you that first e-mail, and they ask you to buy something, or they ask you even to get their free giveaway. You know they're trying to get you to opt in to their list so that they can start marketing to you. We all know the drill, but maybe you don't know if you want to connect with them. You don't know if you want to be on their list yet.

When I connect with people, what I generally try to do is try to see where we have a connection and, again, we'll go into this in later calls, but I see where we have something in common, and then I say something like, “I see we have X in common, I want to connect and to get to know you better.” That's all I'm trying to

do- make connections. I'm either trying to connect with them as a possible client influencer, or joint-venture partner or affiliate, where we can help each other.

I do not want somebody asking me to buy something, and I don't want anyone to ask me to get on his or her list. Now, occasionally, I might do that. They might be of interest to me and I might be willing to get on their list, but it works a lot better when-and somebody actually did this to me the other day- they said, "Are you a coach?" And I said, "Yes." And they said, "Well I have this PDF about coaching, would you be interested?" and I said, "Yes", first of all because I'm always looking for freebies to give to my list, that's my main thing. But, they're thinking they're going to get me as a client, but they aren't.

But, you never know, if I see something that catches my eye and turns out it's something that I want to be a client on, fine, I'll do that. But the main thing is you do not want to do those two things. It's the fastest way to burn bridges.

Next is creating your headline. There are three types of headlines. The first one is a 'bases-covered' headline and it says all the things that you do. Next is a benefits headline, which is what you help people accomplish and that can include your credentials. The third one is the 'benefit-from- here-to-there', I'm going to get you from here to there. Those are the three.

Now, if I were writing a bases-covered headline, my headline would be, "I help people writing books in three days or less, become a bestselling author, market their books for passive income, build a platform, and make a six- or seven-figure income online." That's covering all the basics of the things that I do, and I might add, "and I have done-for-you services". The page is saying what you do-that's covering your bases.

The benefits headline is what I have there now. It's: "How to publish and profit from your book. Award-winning publishing and platform-building expert". I'm going to rethink that, but definitely 'how to publish and profit from your book'. I'll tell you something, I went round and round with this and again my mentor said, "Look, put something up there, you can always change it", but he also said, "Don't try to be so clever. Just tell people what you do".

So, I was trying to get “best-seller” in there, but it just wasn't clear enough because when I say “Best-seller to Business Pro”, people may not know what that means. But if they listen to the podcast, they're going to find out that we cover everything from best sellers to becoming a business pro. That's what the podcast is going to be about.

But anyway, I was so close to this that I couldn't even see that publishing and profiting was the way to go or publishing and platform building. He (my mentor) helped me with that. I'm real good at helping other people get clear, but a lot of times it's very difficult to get yourself clear, to see the forest for the trees, that's why I coach people one-on-one (and that's why everyone needs a coach or mentor).

Okay. Now the Here-to-there headline is “I help people go from being the best kept secret in their niche to a top author expert in their field with publishing and platform builder”. So here I'm saying this is how I help you. I help you go from here to there, or I could've said “I help people go from being the best-kept secret in their niche to a number one best-selling author”. You know, a highly regarded expert in their field and top business coach, which is probably a little bit better than what I wrote here. So again, you just keep refining, just keep making it better.

Okay. As I said, there are buzzwords that you want to try to avoid. I'm passionate; I'm motivated, driven. Oh, this is my favorite one to not use and that's “Connect with me.” There are some people for whom that is so rude because what they're saying is, “I'm not interested in you, but you should be interested in me”. Don't do that. I don't care who you are, and there are some top guys who do that.

Responsible, creative. I like other people to see that I'm creative. I don't like to go out and saying, "I'm creative." It's better to use social proof for that. It's better for me to say somebody called me “The Title Wizard”. It's better for me to say, "I came up with a concept for Gerri Chambers' book, “Bossy” and that got her a publicist who then took her to Twitter and got her over 250,000 twitter followers, and now she was named one of the top hundred people to follow, entrepreneurs to follow on Twitter. (#30!)

That's a powerful testament to what I do instead of me sitting there saying, "I'm creative." That's what you want to do. Get the social proof, don't sit there and say things like, "I'm creative. I'm passionate about what I do." Everybody is. Other words to avoid include: analytical, strategic, patient, organizational, innovative and, of course, the last one was expert.

So, how do you write your headline? I want to talk about how you don't write your headline first. Once you know what not to do, it's easier to do what you should do. I didn't want to out anybody.

So, let's say on the first one: The guy's name was Joe and Joe is the president or founder....president of sleep centers, for instance. Well, in that case, it's all about him. He's just telling you that he's the president of this company, big deal, and whoop. Founder president -- actually these two are the kind of the same, the one in the bottom name, owner of the Rubber Ducky company, who cares? Or, this one, I love. ...

"Name, author, self-employed" and he couldn't even spell author right. It's spelled wrong. Don't have spelling mistakes in your headlines. Nobody's going to want to connect with you. That's just basic. I'm sure there are lots of other ones that you could find that are just bad, but basically, they just don't connect with people. They don't explain how they help anybody. They're self-serving; they don't work. So, that's the headline.

What you want to do in your headlines is engage people, get them excited about what you do. That's the bottom line. There's not just one way to do it, but again, if you want help with that, then I can do it one-on-one. It's hard to do it here.

The next thing, then, is your summary. It's going to start with a question. For instance, my question is, "What would your home-based business look like if you could become a best-selling author, gain credibility, expert status, get more interviews, media mentions, telesummits, webinars, magazines, radio and TV, podcasts, and industry blogs? That's my question.

This one is from my mentor TR Garland. He said, "What would your speaker-author- coaching business look like if you got into more stages, teleseminars,

webinars, media, radio, and TV, podcasts, expert panels, industry blogs; it would be pretty amazing, wouldn't it?

So again, it's more like the beginning of a sales page. Okay? That's what you do. Then, there are different sections within your summary that you want to add. Most of the people in TR's class, not everybody, but most of us just followed his lead.

So, "Types of clients" that I serve- that's number one. You want to write these down. "Types of clients" that I serve that's top of the list in the first section. The second section is "What do I do for my clients?" "How do I serve them?", And under that, you can list your programs and services.

The next one is "Your Unique Experiences". The next one he has is the "Unique Perspective". And again, you don't have to use "Unique Perspective" if you don't want to or if you don't think you have anything unique in your experience. It's not static, so you can come back and add it later as you feel you've gotten unique experience, and then "Your Experience" and then "The Urgent Problems" that you address and solve. That's under "Your Experience".

Those are different sections under your summary. Also, you should have a "Welcome video. You can go to mine. It's www.Linkedin.com/in/ellenviolette and look at my video. It's not great yet, but I just wanted to get one up there. I can always make it better. That's the point. Just get it going, don't worry about getting it perfect.

Next, you want to have "Testimonials", and "Next Steps", and then you can have "Case studies" with their challenge and what the solution was. Then, you'll have your education. The summary can be quite long. I think some people go overboard. I think if you have too much information in there, it just gets exhausting to read. Other people don't feel that way. TR's is very long and growing. Mine is much shorter. I haven't put everything yet that I want in there. I'm not sure I want everything I've ever done ever, in there though.

Next section- you can have your books in there. So, you can have a book topic, and then a book title, and then a book description, and then book accolades, and

you can have reviews as well. You can go over to Amazon and take some reviews off of there if you want.

If you have any reviews in Goodreads, if you've been in the membership for a while, you get a whole training on Goodreads, that was a two-parter, if you didn't get that and want access to that, you can buy it and I will get that on the website, but right now it's not up yet so if you want that, you would just have to send me an e-mail and tell me if you want that. We can discuss the price; I don't want to put it on here.

Okay. Next is "Issue Topic". So if you're writing articles, if you got any major magazines, you want to put those: your article title, your article description, your article accolades. So that's under "Articles". Article titles, article description, article accolades and quotes, if you have any. Again, you may not have all of these, but if you do, you want to put them in there. Radio shows, interviews, or podcasts, if you are a podcast guest. Again, what was the interview topic, what was the interview title, what was the interview description, and interview accolades, and again I don't have a lot of these because I didn't keep track, so as I said, I keep track now, so I highly suggest that you keep track.

If you host a show, if you've got a Blog Talk Radio Show, if you got a podcast, if you've got a radio show, what are the topics of your shows? Who are your upcoming guests? You can have a list of that. What are your topics and what are your upcoming guests? Who are they?

Then the "Past-Experience" section; jobs and positions that you've held. Publications.

The next section is "Recommendations". So in "Recommendations", and there's two sections for "Recommendations", this is the first one. Here you set up the top skills that people can recommend you for and if you've already been in LinkedIn you'll know that what you can do in LinkedIn is when you go in there, there's this little thing that'll come up and it will tell you who's got different things going on and then there's a section, it'll say "Do you want to recommend this person" and you just say "Yes" or "No" and your picture goes in there. It puts you on the scoreboard basically. You don't say anything. You just check it. So, that's how that

one works and, again, we'll get more into that on other calls. But, that's the basics of it.

What you want to do is put the top four at the top and put them in caps to make them stand out. And again, you can use stars, and you want to highlight the target market that you want to reach. So, this is an example of that. This is TR's and you've got "Speakers", "Authors", "Coaching", and "Seminar Leaders". Those are the top people he's trying to reach, and he put it right at the top.

Then, "How to get the speaking gigs", "How to sell your books", how to do whatever it is that he wants them to do. What you want to do is you want to get these filled in. If you see it (In the PowerPoint), they're all filled in. But, what happens when you're first starting this is they're not going to be all filled in. It looks straggly, so if you can get friends and colleagues, whoever, to go in there and recommend you to get it going, that's a good thing so it doesn't look so empty.

But again, people just press on the button and say, "Yeah. I recommend you for this." That's not real involved. It'll say, "Ellen also knows about..." and it'll say the same thing for you, and you can put all the things that you're good at in here.

There are more sections below that in your summary, so you've got "Additional info", "Your Interests", and "Your Personal Details" actually for your birthday and marital status, and it's nice for contacting you.

Now, I want to say something about birthdays. I didn't want to put my birthday in in the beginning when I was just on Facebook, and so I made it a different date. Well the problem with doing that is that on Facebook and LinkedIn, people will wish you a happy birthday on your birthday, and if you don't make it your real birthday, it's a bummer because I got Happy Birthdays but it wasn't on my birthday, and it just didn't feel good. So, you want to put in your real birthday. If you want to get the love, you got to have your real birthday.

The next is "Organizations that you belong to". You want to think about all the organizations you belong to, speaking organizations, learning organizations like for instance, you're in eBook Empire Builders so if you're hearing this in eBook Empire Builders (which will be Best-Seller to Business Pro Association-same

membership)' you can put that in there-if you're in the membership. Professional groups, alumni associations, any different groups that you belong to. So, people who belong to Toastmasters, BNI, CEO Space, and there's just lots of different organizations, groups on Facebook, groups on LinkedIn; if you wanted to, you could put those in.

The reason that you want to put all this stuff in is because on LinkedIn, everything links to everything else. If you don't get anything else out of this, remember that. Everything links to everything else. What I mean by that is that if I put in that I'm in a professional group, that becomes a clickable link, and it'll take people to that group, and then you'll be able to find other people in that group to connect to.

So, it's really important, because what this does is that the more things that you link to, the more people it gives you access to, and the more people it gives access to, the more it starts to show you that your list of prospects is infinite (But at the same time, it's connecting you to people who in all probability will be interested in what you offer.) You can never run out. There are billions of people in the world.

There are millions and millions of people on LinkedIn. If you go and you connect with just five people a day, which is what the gurus recommend, five to six people a day, which I'm not going to go into today, but the point is even if you did that, five days a week, or if you did six a week, that would be 20 days a month times six, that would be 120 people a month. You did like 1000, a little over 1000 a year. So in ten years, you get 10,000 and there's millions. So, you'll never run out of prospects if you do it.

The other thing that I didn't say at the beginning, so I want to say it here, is that you cannot run a business if you're not constantly looking for new prospects, PERIOD. Really hear what I just said. You will not grow a business; you will not have a business if you do not constantly go prospecting for new clients because there are always going to be people that you've worked with, and then they get off your list, and you can't be growing if you just lose people all the time and you're not replenishing.

So, you want to keep the people that are on your list as long as possible and keep creating new things that they want from you, but at some point, they're going to leave. I do have people on my list who have been there since the beginning, but I also have really great clients who have left. Maybe they outgrew me and now they're working with somebody who's a multimillionaire and they're trying to get to multi-multi-millionaires or whatever. Or they really want to learn speaking from the stage and while I've done it, I don't teach it.

Or, they don't like my business model anymore and they want to do a different model. There are lots of reasons why people would leave. But if you understand that, if you get into abundant thinking about this, that there's always going to be more people that you can prospect; it takes away some of the anxiety. On the other hand, it can create overwhelm if you don't do this step by step, which is why we're only going over the pieces that we're going over right now; if you go over too much, you're just going to have way too much to do (and you'll get into overwhelm).

So as I said, the cool thing is that you've got a month to work on this stuff if you're listening to this in the membership. And, if you feel that you're not getting there fast enough or you need help or you're confused, then you might want to consider working with me one on one.

The next section is "Honors and Awards". As I've said, I put in my number-one best-sellers, my eLit awards; you can put in educational awards, professional awards. I put in my Grammy nomination and the things that are the most impressive you want to put in there. You want to put it all in there, but the ones that are the most impressive; you might want to put at the top in your banner. I wouldn't put in more than four up there.

Okay, then we come back to "Recommendations". This is where you ask people to recommend you, and they will write a full testimonial in this section. I just was going over mine because I was getting ready to put this together for you guys and I realized that I haven't asked anybody since 2013 (My bad). So mine all look old. So I need to get on the horn there and get some new testimonials.

You don't want to let those lapse and I see that I let it lapse because I had gone over to Facebook and I had kind of gotten off of LinkedIn, but now Facebook is getting more saturated. LinkedIn has a better clientele, sort of what I'm not looking for, and so now I'm more engaged in LinkedIn.

Okay, and then “Groups” you belong to. That lets other people see who you are interested in and shows them other places where they can connect with you. So, you want to put your groups that you belong to. Actually, I think they might do that one for you in LinkedIn, but the bottom line is, again, you have to understand that LinkedIn is a series of click-throughs. Everything that you put on your profile, people can then click through and you can click through (on theirs), and then find other people that are in those groups, or in that alumni association, or in that professional group or whatever. That's how you get these unlimited prospects.

And then, there's following, so influencers who you follow; there's a section for that. Again, you want to see who you want to follow, and you want to put those in there. You put those in there not just to show who has influenced you, but because, again, you'll be able to see other people that they're influencing, other people who have the same interest that you have, and when you have that, they become people that you might connect with. They become easier to connect with because you have something in common.

Also, what you can do is you can go and, again, we'll come back to this again, but you can comment on their posts. So if you're connected with an influencer and they post, you can go look at his or her post, and then you can see who commented on it and you can also comment. So, you're being seen and you're also seeing people; that's what you want to do.

Then, there's “News”. So news you can follow and that's entrepreneurs, these are just some of the ones that I follow. Entrepreneurs, Forbes, Business Insider, TED Conferences, Mashable, and there's a ton more. But that's basically it, and there are a few others sections that you can use or not use, but I just decided not to put them in because you don't need everything. That's plenty to get you started.

So, the main thing is you've got to figure out who you're trying to reach, what your message is, and then create your banner, your profile, and your summary.

Those are the three things. You don't have to spend a lot of money. You can go to Fiverr and have somebody make you a banner. Find somebody whose designs you like. (TR Garland also has a design team that can do it for you. You can find him on Facebook at @TRGARLAND. Tell him I sent you.)

But again, before you do that, you want to collect your badges and make sure you have everything that you want to put on there. One of the things that held me back for a while was I didn't know if I could use the Grammy icon, so I had to do some digging and call some people; finally I got permission to use it, but I just wasn't sure.

So, you may have to do some digging. You may have to create an icon. We actually created the icon for the Grammy nomination because the ones that I found online, either had somebody's name in them who had won -who wasn't me- (like Annie Lennox), or it had a year that they won it that wasn't the year that I got the nomination.

So, sometimes you have to create your own or have somebody create it for you. That can take a little bit of time too, so that's why I said you want to make a list of all these things, and then you can go in and update it or if you're impatient, you can go and update the stuff you already know, and then come back and get more information together.

So do it however you want to do it, but I think it's easier if you just gather all the information first, get all your ducks in a row, and then go put everything up there.

Okay. So that's it for today. Get to work on creating your LinkedIn profile!