

**Linked** **Working**<sup>™</sup>

# **The Underground Secrets to Making Money, & Taking Control of Your Industry on LinkedIn**



By:

**Lewis** **Howes**

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## **The Underground Secrets to Massive Success on LinkedIn**

If you have not figured it out by now, LinkedIn is a phenomenal tool. The possibilities really are endless, and if I can become successful from using it, then anyone can. But somehow, people just don't understand why it's useful, and how to use it to achieve their professional goals. I know I was unsure about how to use it, and in the first few months I still couldn't figure out how to import my contacts. Sound familiar?

### **What does it mean to generate success on LinkedIn?**

Success is determined on each individual's professional goals; finding a job, driving massive traffic to your website, generating quality targeted leads, generating sales of any kind, finding a business partner, finding investors, promoting a company/product/event/service, finding the right service provider, becoming a globally recognized industry leader, and generating more income.

If the above paragraph describes something you are looking to achieve, then read on and learn exactly how you can achieve this without having to pay for anything on LinkedIn.

### **How I Started Out**

When I first got "LinkedIn" I didn't have a job, had zero products or services to provide, and had very little work experience. I was a twenty-four year old struggling professional athlete without a college degree and just got out of the hospital from a near life-threatening surgery. I would say it was one of the lowest moments of my life, and I wasn't sure what the future would hold.

One day, however, 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 on it, I knew it was something I should be using as well. I was right. I noticed the potential when I first "linked in", and the opportunities continue to overflow in abundance today.

The more I figured out the underground secrets to using LinkedIn, the more opportunities unfolded, and it came to the point where there were too many to manage.

I received free trips around the country, was hired to become the editor and chief of a sports industry magazine, hosted LinkedIn networking events with 500+ in attendance, had Billionaires send me invitations to connect, did numerous speaking engagements, was paid large sums to do seminars and events, acquired a growing database of over 15,000 of the most prominent sports executives around the world, grew my groups to over 30,000 members, drove over 5,000 hits of traffic to my blog in its first month without doing any work, had countless sponsorship and product licensing opportunities with close to \$1,000,000 worth of commissions, was given free ad space and booths for prominent trade shows, was sent free products to test, was called upon from around the world and had numerous job opportunities all from my connections on LinkedIn. After these things developed for me, a young guy with very much work experience that, I soon realized that this was an application that everyone could benefit from... especially anyone in business already.

LinkedIn can help anyone achieve their professional goals. I am confident that what I will show you throughout this book, you will find informative and helpful in reaching your business objectives.

### **The First Thing YOU Should Do**

I have seen different people succeed from the way they set up their profile, so I am not going to tell you specifically what YOU should write in your summary, specialties, interests, awards, etc... However, I will tell you it is important to fill out your profile 100%. Once you do this, you will want to go through all of your e-mail addresses and add all of the people 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, and anything else, view to see who is currently on LinkedIn, and send them an invite. If you have an Excel sheet with a list of e-mails, check to see who is on LinkedIn there as well, and add them.

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 making recommendations and asking for them. The more recommendations you make, the better. These three things are important in achieving your LinkedIn success and that will take me into the first secret to achieving your goals.

## **The 12 Underground Secrets: Unveiling LinkedIn**

My objective is to provide with you all of the tools you need to achieve your LinkedIn goals. Keep in mind that LinkedIn is constantly redesigning and upgrading its platform with additional tools and applications every week. It is not my focus to explain how to use every new application; instead I will show you the secrets to unlocking the potential of the core that is LinkedIn. If you have additional questions on the advanced applications, feel free to keep up with my blog at [www.LinkedinWorking.com](http://www.LinkedinWorking.com) or send me an e-mail to [lewis@linkedworking.com](mailto:lewis@linkedworking.com) with your questions and Ill be glad to answer them.

# Chapter 1

## The Power of Adding Key “Niche” Words:

Are you tired of having to contact others to reach your goals and get the profits you need? I am going to show you exactly what you need to start having your prospects e-mailing and calling you, as opposed to you having to do all of the work. LinkedIn is a fairly simple platform to use to drive prospects or traffic to your profile, as opposed to the likes of driving traffic to your website with Google.

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 by simply adding or changing a few words in your profile.

When I started on LinkedIn, one of my goals was to be able to connect with some of the most powerful sports executives and prominent professional athletes. There are over 100,000 people who work in sports that are currently active on LinkedIn, and over 261,500 results for the term “sports”. My profile comes up first when you type in “Sports” in the people search box, how powerful is that?

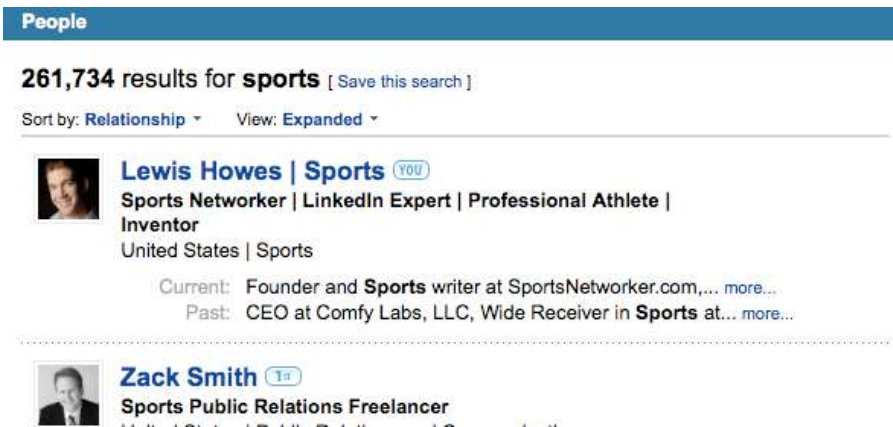


Image 1.1

How did I end up as the first result in the people search box when you type in “sports”? Simple, I learned the secrets of the system.

There are five things you need to focus on here, but first you need to figure out what it is you want to be recognized as, or you want people to find you for. If you are looking to be know as an expert and become hired to do more consulting in say “marketing”, “personal relations”, “sales”, “IT”, etc... then act according to the Key Words of your niche or industry.

The five areas you need to focus on are:

### **1. Your Profile:**

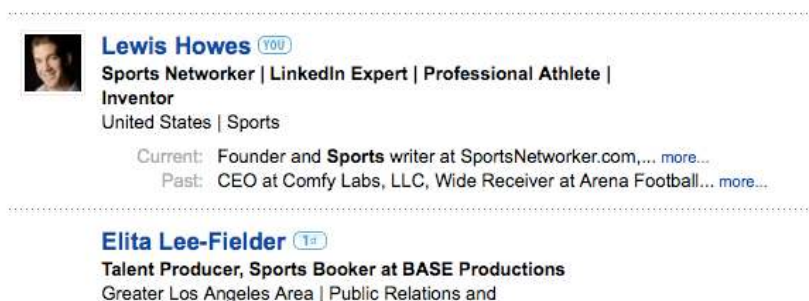
For the purposes of focusing on this secret, your profile includes the: summary, specialties, interests, groups/associations, and honors/awards.

You want to focus on updating your profile with the key words people use to search when they are looking for someone with YOUR specialty. For me, that means putting the words and phrases, (sports, sports management, sports professional, sports marketing, sports consultant, etc...) throughout my profile. The more times I use these key words in my profile, the higher my profile comes up in the search result!

### **2. Your Past Experience:**

Find a way to incorporate these key words or a key word in your past experience. Even if your past experience didn't reflect these key words, you will want to be creative and figure out a way to incorporate them. In Image 1.1 my past experience originally was (Wide Receiver at the Arena Football League) and I changed it to (Wide Receiver in Sports at the Arena Football League). Does it make complete sense? Not really, but it works enough and brings my profile up in the search rankings which helps me achieve my profits.

Image 1.2 shows my profile without the “sports” term in my past experience and this puts me as the 16<sup>th</sup> profile on the second page of the search results. At this point I am just another profile in the shuffle of sports professionals, and that's not how you achieve your success.



**Image 1.2**

### 3. Your Current Experience:

Adding the key word/words in your current experience is even more important than putting them in your past experiences. I took out the word “sports” in my current experience, and left everything else in the same place and my profile didn’t show up in the first 100 profiles. This is not good. This tells me that it is imperative that you have the key word you want others to associate you with, or find you, in the title of your current position. Doing this simple step alone will help you achieve amazing results.

### 4. Your Headline:

If I take the word “sports” out of my headline, it only moves me down in the search results one position. This may not seem like must to you, but I would rather someone hire me as a consultant over the person the see in front of me.

Adding the key word in your headline also grabs the attention of others, and influences them to click on your name and read more about you.

### 5. Your Name:

This is the most important secrete in bumping your profile up to the top of the search results. Your current experience is the second most important, but if you want to ensure your name is at the top of the list (or in the top few if someone else has a paid profile) then you will want to add your niche word after your name.

Without this addition, you are subject to chance in getting your profile on the first page and as the first result.

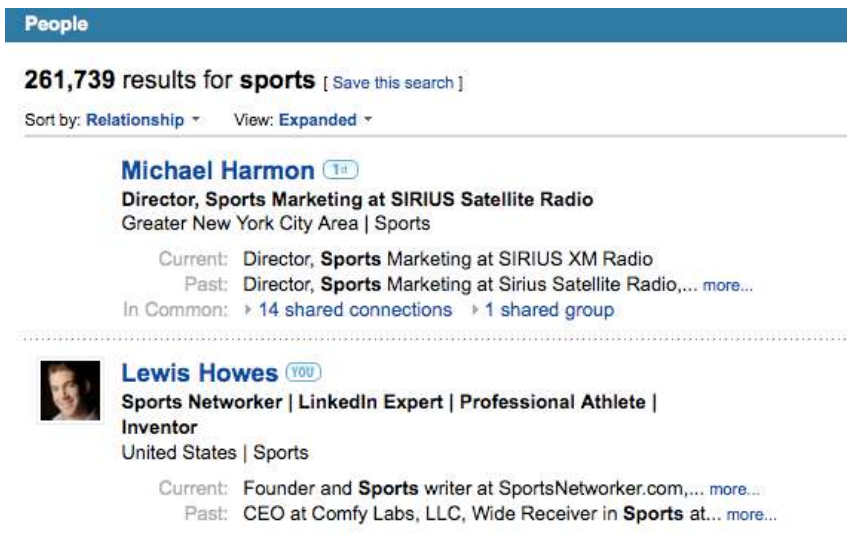


Image 1.3

In image 1.3 I take out the (| **Sports**) section next to my name and I am now the 12<sup>th</sup> profile to show up with you type in “sports”. This screen shot is taken on the second page of the search results, and there are 10 profiles listed per page.

It is so important to add key words related to your niche or industry in order to maximize your opportunities for profit. Just by adding a few key words can increase your chances of having the right person find you for the opportunity of your dreams. If you don't add these key words in the 5 sections mentioned above, you will just be another number in sea of 30 million professionals on LinkedIn.

# 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 connects home profile.

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



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**

### 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](http://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](http://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

## Are You TopLinked Yet?

### What is TopLinked.com?

Toplinked.com is site that is associated with the group (TopLinked) on LinkedIn. This group is the largest (23,000+ participants) networking group on LinkedIn for open networkers (LIONs). If you are a LION, or a LinkedIn Open Networker, then you freely connect with anyone in order to build your network.

### 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 that you can contact through a connection. The goal is to increase this so you can contact 5, 10, or 30 million people. In addition, the more people that can search and find you the better chances you have at achieving your professional goals.

### Steps to Take With Toplinked

1. Go to [www.TopLinked.com](http://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

I recently had a friend do this who had 100 connections and was connected to 1 million people indirectly on LinkedIn. After one day he had 200 connections and was able to contact over 8 million people now. This gives you so much more opportunity after you follow these steps.

# Chapter 4

## How do You Ask Questions?

### Where do you ask questions?

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

- 1. The Question & Answer section, and**
- 2. The discussion board on your group profile pages**

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 32 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.

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.

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 geared towards the sports industry in some fashion. Since I have over 10,000 members who are experts from every realm of the sports industry, you are likely to receive great answers, and an ongoing discussion.

## 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 minutes of writing the question and posting it, I now had a wealth of free information, new connections which 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 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 of my Sports Industry Network group that has over 10,000 members. You will notice that the question has three comments on it, and I noticed it on my home profile page. Once this happens, you know that it is also on the home profile 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, giving you 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

## Answer Questions Dummy!

### How does answering questions help you achieve your goals?

I was browsing through the questions section at one point, and I noticed one guy was answering a lot of great questions on web design and website marketing. He was giving away all of his amazing knowledge for free in response to these answers. 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!

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."

I was amazed at the success he was having even with such a poor 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 bring you more business!

### 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

#### Where do I go 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:

## Browse

Administration  
Business Operations  
Business Travel  
Career and Education  
Conferences and Event Planning  
Finance and Accounting  
Financial Markets  
Government and Non-Profit  
Hiring and Human Resources  
International  
Law and Legal  
Management  
Marketing and Sales  
Non-Profit  
Personal Finance  
Product Management  
Professional Development  
Startups and Small Businesses  
Sustainability  
Technology  
Using LinkedIn

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?

### How does updating your profile achieve your goals?

Every time you update your profile, it shows up on the home profile of everyone you are directly connected to. Is this starting to sound like a common theme yet? 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 will think of you first for the opportunity.

I update something on my profile at least once every few weeks because I am constantly doing something new in my life, or achieving my goals. Even if I don't have something to update, I can always rephrase something I have said, or check for grammar one more time and update accordingly. Even if I add a comma somewhere in my Summary or Specialties section, this is still considered "updating" my profile, and it will show up on my direct connections home profile page. I always try to find a way to put my name in front of my connections, and this is one way to do so.

### How can you update it?

You can update your:

- 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 one 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.

### **My Rock Star Guide To Writing Your Headline**

The headline is the most important part of your profile. When people browse through profiles, they notice what is said first. Take some time to think about what you want others to view you as. Do you want to be just another:

<p><b>Joe Smith</b> <b>Financial advisor at a lame old company</b></p>
--

Or, would you rather be:

<p><b>Jon Smith</b> <b>Money Making Expert</b> <b>Helping Individuals Become Financially Free</b></p>
---

The first one is extremely boring to me and it looks like another financial advisor in a sea of financial advisors on LinkedIn. The second one, however, at least looks and sounds interesting. Do I want to work with a money-making expert? That is a definite YES! Do I want to become financially free? That is another big YES!

Or do I want to talk with an average financial advisor who is going to pitch me on the same whole life insurance that is going to give me a 3% return on my investment? I am sure they both provide the same life insurance, annuities, and mutual funds, but I would rather speak with someone who says they know how to make money over the average financial advisor.

# Chapter 7

## Follow The Tribe

### Which groups should you join?

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

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 need to pay in order to contact these individuals. However, you can send an unlimited amount of e-mails to anyone that you are in the same group with.

### How does connecting with certain groups achieve your goals?

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 additional hassle, then they will move on to another person who is easier to contact. It's that simple.

# Chapter 8

## Build Your Tribe

### Why is creating a group important?

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.

### How will it help you achieve your goals?

I have created 12 different groups with over 30,000 members in total. My largest group is called the **Sports Industry Network** and it has over 12,000 members who are sports executives from all around the world. This is extremely powerful for me.

I have my own website, [www.sportsnetworker.com](http://www.sportsnetworker.com) and this automatically drives 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!

Along with driving traffic to my website, by being the owner of the group, I am automatically considered that “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 and since everyone is starting to join LinkedIn, 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 in. 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”. 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 more clear 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.

### **How do you get members to join?**

Once you create your group, you will be given an 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.

Here is how it grows so rapidly. When one person joins a new group, it shows up on their home profile that that just joined. Therefore, creating free promotion for you, the group owner.

### **How does this help you?**

Whenever I go to a sports conference or networking event I now get a handful of individuals who come up to me and say they know who I am from my group, my site, or my newsletter that I send out to the group. This is extremely powerful because I am now one of the decision makers in the industry. Companies have offered me jobs, people have hired me to cover stories for them and do product reviews on my site, and opportunities continue to come my way in the sports industry. This is powerful!

# Chapter 9

## Add Contacts Everyday

It is important to add connections everyday. I know this may seem time consuming, but it gives you another opportunity to show up on the home profile of everyone THAT PERSON is connected to. What if that person is connected to 20,000 high profile individuals? That gives you the opportunity for your name to show up on their home profile that you connected with them. See Image 9.1 for an example:

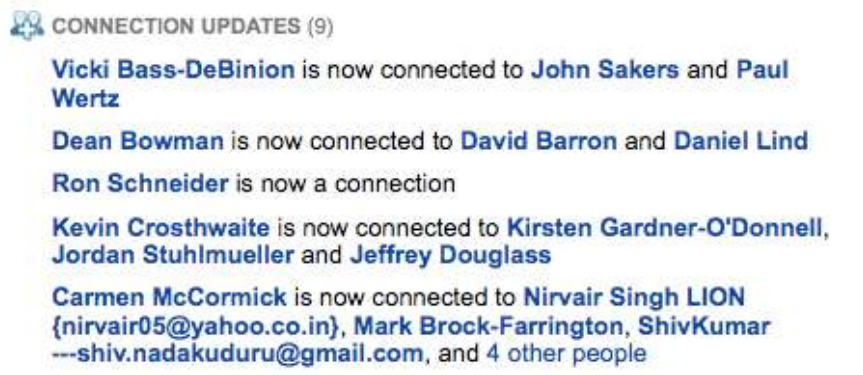


Image 9.1

Notice how it says “Ron Schneider is now a connection” on my home page. This means that it will say, “Lewis Howes is now connected to Ron Schneider” on the home profile of everyone I am connected to. That makes for over 2,500 individuals (my connections) who may see his name on their profile that day.

### How will this help you achieve your goals?

This repeats what many chapters have said before. The more you show up on the home profiles of your connections, and the connections of others, the more they will begin to know, like, and trust you for your services or products.

Everyday take a moment to add a new connection from your address book, or reach out to connect with someone new who that you can either help or who can benefit you.

# Chapter 10

## Any News Is Good News

### What is the importance of adding a news article?

A great way to drive easy traffic back to your site is to add articles to the news section of the groups you are in. LinkedIn currently allows you to be a member of 50 groups, and I suggest you join up to 50 of the ones that meet your business or personal criteria. Every time you add an article to the group news section, it gives you another opportunity to be seen everyone on of those group members.

### News: Most Read

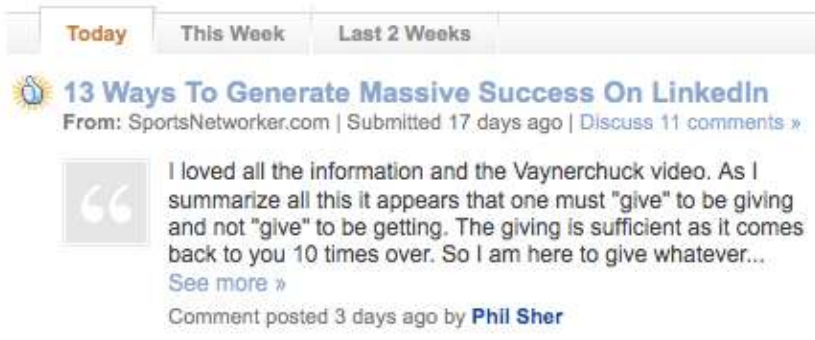


Image 9.1

Adding news articles also allows your name to be seen on the home profile of everyone in that specific group. In Image 9.2 you will notice the grey shadowed box that is surrounding a comment on one of my articles. Because someone commented on my article, that grey box shows up on the home page of 12,000 people in the Sports Industry Network group. This gives me much more advantage over everyone else because that grey box stands out over everything else on the home page. Nothing else gives you that box and stands out like this, so it is important to get a comment on every article you upload in the news section, so you continue to be on the home profile of everyone in that group.

 SPORTS INDUSTRY NETWORK™ UPDATES (10)

**Harold Mendez** wants to discuss, "Looking for an intern with web design experience." [Be the first to comment »](#)

**Richard Goodis** wants to discuss, "I am looking to expand my domestic U.S. network within this group. Please feel free to send me an invite or let me know if I can send one to you."  
[Be the first to comment »](#)

**Willy Badger** commented on "5 Ways to Use Twitter: Promote Your Sports Company Or Personal Brand" from SportsNetworker.com:

"Great blog Lewis It it what I was looking for on getting information on sports business around the..." [More »](#)

[Show more...](#)

**Image 10.2**

## Summary

I have literally seen tremendous success on LinkedIn, and make money nearly every week from my efforts on LinkedIn. My monetary success includes:

- \* Being found on LinkedIn and offered a handful of jobs (without looking for one)
- \* Being found and hired as a consultant
- \* Being found and hired as a public speaker
- \* Being found and hired to attend industry events
- \* Finding companies to sponsor my events
- \* Finding individuals to attend my events
- \* Finding business partners to invest in my projects

I am certain if you take the time to apply the principles in the book, you will start to notice the results you want to see. It does not happen over night, and it may take a few months until your name starts to be noticed by the influential professionals in your industry, but like all good things, it takes time to build.

LinkedIn also updates and changes their platform on a weekly basis. Some things work in your benefit, and other changes may work against you. However, if you continue to build your personal brand, and provide amazing value to your network, you will always have opportunities in front of you.

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