



How To Use LinkedIn To Grow Your Business Episode #238

Ray Edwards: Ray Edwards show episode 238, *how to use LinkedIn to grow your business* (Background music).

Yes, welcome to Ray Edwards show, the Ray Edwards show (background music). Take your pick, take your pick. Whichever one works for you (Background music)

Speaker 1: They both help us.

Ray: Correct. Here is the deal; you know that I have never been a big LinkedIn guy.

Speaker 2: Correct.

Ray: In fact we have a gentleman, who we respect a lot. His name is Ajay Slivinsky. Human being extraordinary, super entrepreneur, super investor—

Speaker 2: Yes, I swear he is like Park Terminator.

Ray: He is just really not, stop. (Background music)

We love having him in the Regency Mastermind if he is just really – he is just a great guy to know, he is a great entrepreneur and has long been after me to get more involved with -- more seriously about LinkedIn. I have had an account forever but I have just not done anything with it.

Speaker2: Yes, me too.

Ray: I have to apologize publicly to Ajay because I didn't just get it. I didn't understand what he was trying to tell me, until a LinkedIn expert basically contacted me and said, "Hey, your LinkedIn profile sucks. Let me fix it."

That is where we are going into today. What happened, the story and who this guy is. How he really helped with that very gentle, loving approach; to helping me fix my LinkedIn profile. Before we get into that however, we are going to do this (Background music).

This is a little bit of a different spiritual foundation and takes a little bit set up, the second most popular post in rayedwards.com is called, "should I shut up about Jesus."

Kind of a provocative title? You can read it – in fact I suggest you should do, if just go to rayedwards.com/jesus. Then you can read the whole post. The premise -- the conclusion I reach is no I'm not going to do that. I'm not going to stop talking about my faith because it is inextricably intertwined with my business and that's the way it is going to be and that's how I feel it should be for me. It's not necessarily so for everybody else. I am not even interested in trying to get people to switch their beliefs system. That's not my job, but this is who I am and this is why I do what I do.

This week's spiritual foundation is actually, I believe, the first time in 238 episodes I have responded to a critic on the show. You can read the post by Mr. Anonymous. He did not choose to post his real name or his real website or any other such thing, but he was – he was not the nastiest critic that I have ever heard from, but just, for some reasons when I read this – I'm going to talk about this on the show. I am going to answer some of his questions that have come before but I have never addressed them publically. So this is my chance to do that. Mr. Anonymous says, "Hi. I listen to your podcast regularly; yes the religious talk is a turn off for me."

First of all, I agree with you. Religious talk turns me off too.

Speaker2: Yes.

Ray: Your definition of religion and my definition of religion are probably different. You probably lump all spiritual practices and spiritual believes into the umbrella terminology of religion. I look at religion as a series of a set of rituals and believes and superstitions even, laws and rules that human beings set up as if they were ordained by God and they are often a form of spirituality but lacking the real power of the really experience.

I don't – Im not a big fun of religion. In fact Jesus was not a big fun of religion. He in fact challenged the religious structure of the day and one might say quiet literally that he toed into.

Speaker2: Yes.

Ray: That's semantics and probably Mr. Anonymous you are probably thinking I probably even don't understand what you are talking about. Let's move on to -- let's zoom out to what you -- what I actually think you meant.

You don't like to talk about Jesus. I know it is a turn off for some people. I know that. This is true of so many things. It's true of sports. It's true of guns. It's true of healthy eating. I mean, if I tune into a podcast and all they are going to talk about is some sport topic, I am not going to listen very long because it is a turn off for me.

I am a not against sports. I think sports is a great industry it inspires people. There is a lot of great things about sports, but it's not something that I personally I am lit-up by. I get that.

Why is it that I wonder, this is the one area, the area of spirituality or what a view, that we feel it's okay to criticize other people about. I will never say to somebody "I wish you wouldn't talk about sports on your radio show. It really turns me off. I really don't want to hear about that stuff. I want to hear about only business."

Yet when it comes to spirituality we feel like we can express an opinion in often very arrogant and rude terminology; just something to think about.

You go on to say, "It's hard to take anyone seriously in 2016 who still believes in Jesus." Yet, you listen to the podcast regularly. If you are not taking me seriously perhaps you are listening for amusement. Perhaps its comedy for you, I don't know. It is too bad because I don't disqualify the wisdom of those who don't believe in Jesus, except in matters about Jesus. We disagree on that particular point.

On other points, I realize that people have wisdom to offer. I don't disqualify a surgeon because he happens to be a Muslim. He may be the best surgeon on earth. That's what I am interested in. In that context, I don't disqualify a politician because he is a Buddhist. I don't disqualify an accountant because she happens to be an atheist.

I admit that I do have a hard time taking people seriously if they are arrogant. You go on to say, "The jury isn't out." In other words, I'm going to interpret what he is saying here. He is saying, "We all realize what you believe is stupid." Well, you are right the jury is definitely in. For sure. I think you and I just disagree about what that ruling was. You say, "We know the facts. The stories and fables that were shared about a thousand of years before the bible."

First of all, I don't think you fully expressed your thought here. I think what you were trying to say – let me help you out. What I think you were trying to say was, many of the stories that the crude of Christianity seem to have collared stories from other belief and religions that came before Christianity.

We can have that discussion. We can talk about Mithraism and Zoroastrianism and all these different believe systems that didn't exist before or contemporary with the Christian faith. We could talk about, what does that mean? You didn't say that though. I am not going to go ahead and go on that road but o think that's what you meant to say when you made your statement.

What I do find interesting is, you go from facts to stories and fables. Just because you label something a story or a fable doesn't make it so. You'll need to prove your proposition, if that is what you want to take up as your position. Unless you simply believing on faith, just because it sounds good to you. If you are doing that, I may not agree with you, but I can understand it is your prerogative to do so.

Then you go on to say, "It's fun to believe but you know the realities as well as I do." Let's break that statement in two. It's fun to believe. I think you presume too much. It's not necessarily fun to believe. Some reasons, it is fun to believe is it makes life a little more difficult because there things that happen that I don't understand, that don't fit with my faith paradigm and I have to decide, what does this mean? How do I interpret this? How do I deal with this?

How do I deal with the fact that I know that God is entirely good and entirely powerful and yet evil still exists in the world? I'm not afraid of this questions, I'm not afraid to talk about them. I am just telling you that saying it's fun to believe takes a simplistic, arrogant and shallow view of what it means to believe in Jesus.

You say that I know the reality – you say you know the reality as well as I do. Well, we just happen to seem to know two different realities. Just saying I secretly agree with you is what you seem to be doing. Is not a rational argument. It doesn't stand out. It's not a chain of logic that leads to a truth.

Once again, you are expressing your opinion which maybe you just believe because it feels good. Maybe you haven't really done the work to have a foundation for the statements you are making. I don't know because you didn't say enough for me to know that. I can tell you that it is not necessary all a fun and games to believe. Actually, belief and faith is a fight, it's a battle. In fact the bible calls it "The fight of faith." If it was easy and fun, I don't think it would be called a fight or a battle. You go on to say, "That's okay if it gets you through the day." I'm going to assume that you don't mean this as a form of insult or that you somehow you are belittling me, by saying I need this crutch to get through the day because I wouldn't certainly say that about you.

Then you go on to say, "But listening to you I believe you are smarter enough to make it on your own without believing in Jesus." Well, I appreciate the faith that you demonstrate in me, but I disagree with you. I'm not smarter enough. I'm not righteous enough, I am not stronger enough, I'm just not enough in many ways that I can make it in life without Jesus.

In my opinion, nobody is. But through Jesus, I am all those things and more. I am good enough, I am smart enough and gosh darn it people like me. Then you say, "As a business person of course you should test this. Take out Jesus talk and see if it gets you more sales." There seems to be an assumption here you are making and that is the addition or subtraction of Jesus into my business into my podcast is somehow a business move.

Not true. Sean you were along for a part of this ride as I was making this decision. At least you have a backseat view of what is going on – I'm asking you an open question that I didn't prepare you for. Do you think at any point was I calculating what I wanted for is in helping me make more money?

Speaker2: No.

Ray: In fact –

Speaker2: You were already working out your business.

Ray: Then I decided that –

Speaker2: That was okay.

Ray: So be it. In fact that's how it goes. This is important enough to me in that it doesn't – that's not what makes the decision. That's not what motivated me, first of all. Secondly,

if you are referring to just finding out if the truth claims of Jesus are real or not, they are not based on sales. I don't know if you are aware of this, but that's not how we judge the truth claims of the deity.

I don't do it based on whether it's going to get me sales or cut me sales. I do it because it's who I am. You go on to say, "Can you reach a larger audience? You wouldn't ask the question if you think you wouldn't think it could help your business. For me, I would be more inclined to purchase something from you if you weren't sharing the same silly spiritual thoughts."

You make a statement where you say I wouldn't ask the question if I didn't think it could help my business. That's not true. I asked the question because I wanted to invite a discussion about it. Because I think it's an important topic. Because I want the chance to talk about the reasons why I am not going to shut up about Jesus.

I wanted to engage a discussion. That's why I asked the question. It had nothing to do with whether it can help my business or not. Again, you presume too much. You're trying to read my motives. For me, you say I would be more inclined to purchase something from you if you weren't sharing such silly spiritual thoughts.

Great, then don't purchase something from me. I am not angry. I am not mad at you for saying that, I am – I applaud you for your honesty. You should probably not purchase from me. You should probably not listen to the podcast. If it drives you so nuts. Yet you do listen and yet you are engaging in this discussion. That's an interesting point of observation. I wonder why.

You say that my spiritual thoughts are silly. That's just not a nice thing to say. There is no need to start name calling and insulting one another. That's just not a civil discussion. I like to keep discussions on my blog and my podcast civil. I am not singling you out. I don't know your name. I am not sharing your name publicly.

I know that you represent a large number of people who probably do listen and probably have had the same thought but didn't have the courage that you had to post it. I appreciate you doing the work of people who wonder the same things and you're giving me the opportunity to speak to all people who have these questions who are in the audience at least until today.

Maybe after today there won't be, I don't know. I am not asking people to go away by the way. I am not trying to drive people away. It's my intension to be inclusive. I love all people. I love you if you are a Buddhist, if you are an Atheist, a Muslim, a Zoroastrianism, if you have a faith that requires you to wear a fried egg on your head every Thursday. I still love you. I respect you as a human being and I want to help you with your business if can; if that works for you, then great. If it doesn't there are other mentors, there are other coaches, other podcasts that may be right for you and I wish you well and hope you find those other teachers.

You say, "But it seems every other comment here like your religion talks so if it makes you more money go for." Again, this is not about whether it makes me money or not. The truth is, if I think about this one carefully, I probably could make more money if I dialed

back the spiritual language to a point it was more acceptable and more generic, so that it didn't put me in the position of actually taking a stand on anything.

Plenty people do that. Plenty people speak about spiritual matters in such a generic way that you really don't really know what they believe and you could apply your own beliefs in what they are saying, and not really realize that they are saying something completely opposite to what you believe. But I'm not really going to do that. I believe that's disingenuous.

That's my decision, my opinion. I am not casting any judgment on anybody else. I don't know their motives. I find it interesting that even though you say you think in today's world that holds you back; you probably have a larger audience without this Jesus talk. Without the Jesus talk, that's easy for me to say. I find it interesting that even though you say this you are still listening. I do appreciate that, I mean it. Sincerely, thank you. I appreciate you giving me the opportunity to answer this question. I am sure others have thought about this but never asked. For that, I am truly grateful.

You go on to say, "I also think you should prove this comment as no one else has said yes you should shut up about Jesus. I think these are all valid points and things to consider." I have considered them. I don't think they are all valid. Purely from a logical stand point, if you are trying to make logic based argument you failed.

If you are trying to express your opinions strongly, you've succeeded. I grant you that. I do appreciate you are offering your opinion. What I would like to say is that I have considered all these things you have mentioned and other reasons why I might not want to talk about Jesus and I decided that I'm going to keep on talking.

My conclusion remains unchanged from the one I wrote about in the original article. If you are listening to this and you want to add your voice to the conversation, this has sparked something in you, if you are this person who wrote this comment or you are somebody else who thinks, "Yes, it's about time somebody said that." Or if you agree with me, whichever side of the fence you happen to land on, if you want to join this discussion I invite you to do so. Just keep it civil, be nice, don't call names, don't say nasty things.

You can read the original article in its entirety. You can read the comments by going to rayedwards.com/Jesus. I hope you'll give it some consideration and I will love to hear your thoughts.

(Background music)

First there was Ajay who urged us who said--it's like every time we have a Regency Mastermind meeting, he would say, "Have you considered LinkedIn?" We would kind of and say, "What? That's a good point Ajay, why don't you explain what you mean by that." But he really had an important point that he was making that I just didn't get, until one of our students in the Copy Writing Academy, a guy named John Nemo, contacted us to point out that in the nicest way possible he was saying, "Ray you need some help with your LinkedIn profile." He was nice about it.

Speaker2: Yes, he was.

Ray Edwards: John has rewritten some pretty big LinkedIn profile pages for other people who are more famous than I am; more famous.

Speaker2: More famous.

Ray: People like for instance

Speaker2: Chris Brogan, Jairek Robbins?

Ray: Yes, Jairek Robbins you know that's Tony Robbins son.

Speaker2: I did not know that.

Ray Edwards: I met him at the conference one time. It was put on by a lady named Wright Perry, R-H-E-A not R-A-Y. There was this guy standing outside the conference room who is like 8 feet tall. He looked kind of like Tony Robbins, but he looked like he is about 22. I walked over and looked up and started talking to him. I was like, "How did you like the conference?" "It's good, it's good, having a great time. Learning a lot ."

"What's your name?" "Jairek." "Jairek Robbins? Wait a minute, are you the Jairek Robbins that I heard about?" "Yes, that's me."

Speaker2: Yes, that's me.

Ray Edwards: Tony tells stories about him on his personal power program. That's what happens when you are the son of a person who is in the self-improvement field.

Speaker2: Right. (laughs)

Ray Edwards: You run into people who say, "I heard the story your dad told about you." I think I've been pretty good not doing it here. He's written the LinkedIn profile – rewritten LinkedIn profiles for Jairek Robbins and **[Unintelligible 00:19:34]**

Speaker2: Right.

Ray: That we know are in love. That's a great guy, quiet impressive. He has also helped me with my LinkedIn profile. I think he did a fantastic job. I was really impressed with what he showed me, with what he did for us. So, who is John Nemo?

John Nemo: John Nemo has a number one selling book, about LinkedIn. He is a trainer and a speaker. Since 2012 he's helped a lot of business cultures--

Speaker 1: A lot of business coaches, consultant trainers, small business owners lots of business people use LinkedIn to generate more business. He has worked with Associate Press, Talk Radio Producer award winning PR and Social Media Director and he is the author of seven different book.

Ray: Seven.

Speaker 1: Seven. His LinkedIn tips and strategies are regularly featured on *Inc. Magazine*, *Business Insider*, *American city* business journals and many other places.

Ray: Let's get right down to the interview with Mr. John Nemo. So John Nemo Welcome to the podcast.

John: Oh man, so excited to be here. Thank you.

Ray: It's so good to have you on board and you and I have known each other for quite some time now and you did something crazy back in 2012. You quit your day job and you started a brand new business from scratch using just LinkedIn now how's that going for you?

John: Well my kids are still eating Ray so that's good—

Ray: That is good.

John: I'm still here. We're not all well for yet but yes I did. The quick back story to this was like a lot of your listeners, like a lot of people I had a day job, I was kind of dying a slow death in the cubicle world but I had great gigs so it was hard to leave. But I had the entrepreneur inside me, I wanted to start my own business, a marketing agency and so I

finally made the leap in 2012 and decided as I jumped off what's going to be the fastest way to build a business.

I started out with LinkedIn and really I had been on that network for quite a few years, used it for jobs and things but I saw potential there all the way back in 2012 to really use LinkedIn for something different. For lead generation for business and sales and it was proven true, right. In those first three months of two 2012 I left the day job that was paying me six figures, great gig great salary but in just three months on LinkedIn I had already done six figures of revenue.

All from LinkedIn, all from clients I found cold so to speak on LinkedIn and that the rest as history, I've just it's grown from there to where actually I had to close the marketing agency and now I just do LinkedIn training full time because it's only getting bigger as we saw with Microsoft buying them for like a gazillion dollars. The sky is the limit now for this network.

Ray: Were you surprised by the Microsoft move?

John: Yes. I mean especially Ray because like you I hate Microsoft, I hate PCs and Apple to buy them, I love Apple. I love your tips on Apple products. But anyway, I was surprised, I mean I think it's a great business move for a bunch of different reasons and for those that don't know obviously Microsoft recently bought LinkedIn for 26 Billion Dollars. I think it's going to be really good because I think of all the great products that are going to get integrated now on to LinkedIn like Microsoft on Skype for instance are just one small example.

You're going to now I predict within the next several months you're going be able do video calls and Skype calls right inside LinkedIn with your connections, it's all going to be integrated. Pretty soon you're going to be doing live video on LinkedIn. You're going to be doing all kinds of stuff and it's only going to get better and that's why I'm just so excited about it because the platform now there at the big boy table. Like, they've got the back in the capital they need to build this thing out.

Ray: Well I think it was to me it was like the sleeping giant being Microsoft has awakened. And the whole LinkedIn thing I have to confess I am late to the party I have a member of our high and mastermind group who's been trying to tell me for a long time, Ray you need to be more serious about LinkedIn but it was you who awakened me to the fact that LinkedIn is more than just something for job seekers.

John: Absolutely. Yes, I mean that was something where I really found so many people LinkedIn and this will be one of the things they have to continue to grow as a network is their reputation, right. When they started back in early 2000s LinkedIn really was for that, it was for job seekers. It was HR professionals and career people and put yourself on LinkedIn and post a resume and hope somebody hires you or look for an employee but you have to understand as LinkedIn has completely changed, right.

In the last decade, it's really morphed into kind of a one stop shop for professionals now globally. You've got almost 450 million members, 200 plus countries and really you can come on LinkedIn now and here is all the different things that Ray Edwards can do on a day on LinkedIn and there is a lot the Ray Edwards doesn't a day. So listen here's what he could do, right. You can come on you can find a job you can find an employee still but more importantly here is some of the other new things you can be doing with LinkedIn.

You can buy and sell services in their new freelance marketplace called ProFinder. It's just like Fiverr or the old Elance or different things like that. They will hold freelance marketplace to buy and sell services and hire people that you can get online training. They bought Lynda.com the online training site for two billion dollars a couple years ago. You can find an unlimited amount of sales leads and clients in your niche, in your industry because everybody professional is on LinkedIn. That's really where the training and assistance that I teach comes in as this ability to instantly find and engage and quickly build these one-on-one personal relationships with people that then results in sales.

Ray: So I think it's really important to underline what you just said about the fact that this is more than just finding an employee or finding a job platform and that if you're a small business owner or a coach or a consultant or an entrepreneur, if you train people, if you work for sales professionals all of these different careers or businesses and more really need to be paying attention to LinkedIn as a new source of sales and leads and customers, right.

John: Absolutely. I mean I think that's the thing Ray is like people don't realize how easy this is. When I talk to executives, when I give speeches, when I do trainings online for different small business owners and coaches, consultants and entrepreneurs the number one thing they always come away with as I didn't realize I could be doing it on LinkedIn and I didn't realize it was that easy, right like literally you have to think of LinkedIn now like a Google search engine.

I can go into LinkedIn right now Ray and I can literally find say my audience happens to be small business owners in Houston, Texas I can literally find 3000 of them to connect with and start networking with and eventually sell my product to.

Ray: Wow.

John: That is one small segment. I'll give you one quick example of how I did six figures of revenue in 90 days by myself back in 2012. When I opened a marketing agency one of the best pieces of advice I got was the riches are in the niches, right. So when I went on as a marketing agency and say trying to sell all my marketing services to anyone and everyone I picked a couple of niches where I had some background and experience and one of the odd ones was debt collectors, right so--Because everybody thinks debt collectors and you think of marketing, right.

Ray: Of course, yes.

John: They certainly need help with PR, come on. I had worked in trade association for the debt collection industry so I knew a bunch of these guys. I knew they needed help, they needed business sites, they needed marketing services so when I went on LinkedIn in those first 90 days all I did was I set up my profile and will get into this in a second but I set it up to appeal to debt collectors.

Then I went on LinkedIn and I was able to instantly connect with thousands of different debt collection agency owners around the United States. Now the important part here for everyone listening is I was able using LinkedIn to connect with the exact decision maker, the exact person who would buy my product or service. No middlemen no secretaries, no administrative assistants, no layers of corporate gobbledygook to get through right to the owner of the agency who has the pocket book.

Once I could connect to them so talking to them one-on-one building a relationship doing all the things you do successfully in sales that's how I was able to generate that revenue so quickly. There's all these great ways you can do it on LinkedIn which we're going to talk about more here in a minute.

Ray: That is, if you think about was possible through the revenue that you just spoke of. It's really kind of astonishing and I think you, you mentioned it's like it's a search engine like Google I think with Microsoft behind LinkedIn now that's got to be part of their strategy is that they're going to sneak into the search engine space in a way that's I think going to surprise everybody. You mentioned something else that clipped a switch in my head so they bought, LinkedIn bought lynda.com, which means if I'm paying for LinkedIn and I'm paying for lynda.com I'm paying too much.

John: Yes. The lynda.com courses should now be free to you if you have a paid LinkedIn subscription.

Ray: Well, okay.

John: I'll continue to hire in once--

Ray: Note to self.

John: Note to self. Sorry Lynda--

Ray: I can follow-up on that. So you in your book and in your trainings too you said that 99% of people are using LinkedIn the wrong way, what is the wrong way?

John: Right I'm so glad you brought this up. What I'm talking about is again going back to the history of LinkedIn and how we used it, in the beginning it was a resume, right. We

all spoke about ourselves in the third person, we talk like we're a professional athlete, Ray Edwards has done such accomplishments as chicken soup for the soul copywriting and Tony Robbins, which is all great.

But the only problem is when I write like a resume, write like a third person my ideal clients and customers often don't really care. They don't care where I went to college, they don't care about my work history. They don't want to read a resume what they want to read is what I call a client facing profile and so what I mean by that is repurposing that to say for Ray Edwards' profile for example as using you as my guinea pig here Ray which you're comfortable with it is a great way to do that in today's environment. When I got started we did it through an online forums which you can still do but that is so yesterday so tube socks and member's only jackets .

John: Glory Vany t-shirts, oh Ray I'm back, I'm rolling my jeans as we speak. Dynamite [laughs] JJ Walker.

Ray: But this is the way to do it. This is my new advice to people. Im so glad that you reached out to us and contacted and indeed you provided value to do exactly what you teach other people to do. That's one of the things I love about you John. I have a question. This is like me asking you a question for my own benefit hopefully to help others as well. How do you balance between the personal versus the personal in the LinkedIn persona?

John: There is this key right here I am glad that you brought this up. This is core to what make you stand out from a business perspective I get asked this question a lot in LinkedIn which is there's a million copywriters out there, how do I stand out how do I make myself unique or different.

There are a bunch of people offering what I offer and my answer to that is that you are you, what's your unique personality and style and so one of the things where you can take advantage on LinkedIn is being a little more personable, a little more sharing who you are and what I mean by that is LinkedIn traditionally is a very kind of stuffed suits, suits and ties and stuffy like that professional and everyone being so worried about being professional. I will go on in the right context and share personal things.

I will share a funny anecdote about one of my three wild young boys, bursting in to the webinar and pulling the cord out of my mike [laughter] something like that. A crazy dog but I will find ways to tie it in to business. That's the key analogy of the time that my kid pulled the cord out and what I had to do and how that relates to customer service. Something like that. I also share my faith on LinkedIn.

One of the things I love about your show is that you are a believer you love Jesus I do too and I am a minister in the market place it matters to me so I find ways on LinkedIn,

not all the time, you have to be on set but I find just to share my faith and to tie it to business or to share inspirational piece of scripture or something like that not in a manipulative way but to turn people over because I honestly care more about Jesus and the gospel than I want to make money off people, you know what I mean?

People like that, it repels some people and they say I am not going to do anything with you because you are a Jesus guy but it also strengthens and deepens the relationships I have with customers who do like Jesus and more importantly it opens up conversations with people that go, “You seem really reasonable those aren’t like the Christians I’ve met. Let’s talk.”

There’s opportunities because I am a big follower of Brian Manning and leading with weakness and grace and not looking down and I want to do more like what you do and share it and tie it in to business and that is part of what goes in that personal branding on LinkedIn. You have to be nuanced with it you can’t just be posting cat photos, pictures of your lunch but there are opportunities to do that and when you do it well you can really stand out.

Ray: [inaudible.00:43:25] on the cat photos.

John: Sorry Ray, we’ve got to scale back.

Ray: What I love about what you have just shared is once again it’s just you being you. Being real, being a human being in the context of business. It is brilliant and so simple I think people miss the golden opportunity that there is in just being who you are because there is only one you. Somebody once said you might just be yourself, because everybody else is taken.

John: Yes this shares I’ll give you one quick example because I love that. Talking about transparency in business that is all this rage of share your income reports and stuff like that. My take on it was I just let some of the stuff that I struggle with in my life some real life problems. The time I got fired from a job for just sending an angry email or times where I had family troubles and led to, hey I am a real person too.

You might see my LinkedIn photo when I have a tie on which is like the only time in my life I’ve worn a tie[laughter] I had photo shoot but I’m always going to be transparent and I’m always going to be honest and try to run my business that way. That really matters to people because I’m selling an online training product and they want to know, good is

going to be realistic with customer service and he is a real guy I can trust him and like him and know him and that is really where that come in when you do it the right way.

I'm not saying people to tune in an episode of out Dr.Phil or Oprah and get on the couch and unload your life but there is something to be said in today's market place about personal branding and authenticity and like you said be yourself. That is the ultimate at the end of the day you will be happier and your customers.

Ray: Eventually people are going to find out who you are anyhow so you might as well not surprise them.

John: If People want follow up-- I definitely recommend you to laugh anytime anybody asks any questions about LinkedIn I just tell them John Nimo is your guy. How do people get in touch with you online?

John: I have put together some special stuff for the Rays R S community because I love you, I love your podcast and I am a student of your trainings, I love all your stuff I know the quality of your community so if people go to [Linkedinriches.com/ray](https://www.linkedin.com/company/raysriches) you are going to find a bunch of goodies there, free trainings, webinars, free books all kinds of stuff Ray. It is a puffery of flutterfulness of LinkedIn tips. How is that?

Ray: Wow that is pretty good copy right on top of your head.

John: That's some good alliteration I am raven as we go, buddy I learnt it from you.

Ray: We will put a link to all that stuff in the show notes at this week's episode and again its [Linkedlnriches.com/ray](https://www.linkedin.com/company/raysriches) very clever I like the name.[laughs]

John: I went on to Lynda I came up with that one.

Ray: It's so generous of you to do that. I know this will be valuable stuff I haven't seen in yet but I can already tell you is going to be valuable because I know what John the kind of work that you do. So I highly recommend people go and grab that and then of course your website is [Linkedlnreeches.com](https://www.linkedin.com/company/raysriches) and you my friend are awesome and I love what you do and how you show up and what you contribute to the marketplace.

John: Thanks buddy I appreciate it Ray.

Speaker 2: That was a good interview,

Ray: Yes it was. John knows his stuff.

Speaker 2: He does, he is a cool dude. Have you found this show helpful or useful? Please go to iTunes and give us a review five stars.

Ray: I am not sure that guy who hates me [laughs].

Speaker 2: If you like a transcript go to rayedwards.com/238 and remember John is making a special free training available *Rayedwards* show just go to Linkedinriches.com/ray. Link is in the post.

Ray: You can just go to the post at rayedwards.com/238 you get a copy of his book for free there. You can download it so you don't have to wait for it to come in the mail.

Speaker 2: Any parting thoughts?

Ray: I think you should get LinkedIn because it is a big deal. The first LinkedIn about Lynda.com is the online learning portal of choice is part of your LinkedIn profile now. If you have paid in LinkedIn account you get linda.com then Microsoft bought LinkedIn. I think LinkedIn is a big deal.

Speaker 2: I am interested to see what Microsoft does.

Ray: Ajay Slavinsky you are the ruler of the free world because you knew you tried to tell us we finally listened. Till the next time May God continue to bless you and may he do more than you can ask or even possibly imagine.

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