



Ray Edwards Show, Episode 319

How To Cash In On LinkedIn

Ray Edwards: *Ray Edwards Show* episode 319, How to Cash in on LinkedIn.

Announcer 1: It's the *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[music]

Singers: Let's change the world and watch your business grow. Welcome to the *Ray Edwards Show, Ray Edwards Show*.

[music]

Ray: It sounds like an over hyped title for this episode but it's not. A couple of years back I got a message from someone who said, "Your LinkedIn profile stinks and I could fix it for you. I've fixed it for a couple of your friends." This guy dropped a couple of names that I was familiar with and I thought, "Wow. This guy really has worked with some pretty smart people and maybe I should let him take a look at my profile." He did and he worked some magic on it and I was really impressed. That's why today we're going to be talking with John Nemo and he will tell you exactly how you can, in a classy, non-pushy way cash in on LinkedIn. That's next.

[music]

Announcer 1: Does anyone want to live a life that is long and prosperous? *Spiritual Foundations*.

Ray: Today's *Spiritual Foundations* comes from Proverbs 16:3, "Commit to the Lord whatever you do and your plans will succeed." Now this doesn't mean that you have to put on robes and burn incense or really it doesn't even really mean that you have to be a believer but if you think of people as divine creations and you think of the work that you do as holy and sacred in some way and you commit it to that holy sacredness to God and my case to Jesus Christ, then I think you'll find, more often than not, you'll do better work, it will be of a more excellent standard and you will succeed. Something to try and see for your own self what happens.

[music]

Announcer 2: This episode of the *Ray Edwards Show* is brought to you by The Prosperity Academy. In the Prosperity Academy you get one-stop help from Ray when it comes to starting, running and growing a prosperous online business. Find out more at rayedwards.com/tpa



[music]

Announcer 1: Now, simple hacks that make life cheaper, easier and faster, *Ray's Tip of the Week*.

[music]

Ray: My tip of the week this week will sound kind of frivolous. It's the Behmor brewer. That's B-E-H-M-O-R. We'll have a link of the show notes. The Behmor connected coffee brew system. This is a brewer that's meant to simulate the results you get if you do a pour over. If you know anything about specialty coffee, hand-crafted coffee, you know what a pour over is. You put the grounds in a cone filter and you pour the water solely through the chemex device and it filters the coffee through it in a swirling, spiral pattern and there's lots of scientific or pseudo-scientific reasons why that makes the coffee better. I don't know if it really does or not but it tastes better to me.

Anyway, the Behmor brewer simulates having a pour over without having to do a pour over and it's connected so can run that through your iPhone. That's the coolest part. Now what possible benefit does running your coffee brewer through your iPhone have? As far as I know, absolutely none but it is kind of cool to have an app that says, "Hey. Your coffee is ready." Try it, you'll like it. If you're into coffee, I think you'll like the Behmor coffee brewer system.

[background noise]

Announcer 1: Now our feature presentation.

[music]

Ray: Let's do it. Let's get into our feature presentation. Let's talk about LinkedIn, cashing in on LinkedIn.

[music]

Ray: If there's one guy who's a genius, who's the master, who's the go-to guy, who's the king of all things LinkedIn, it's this guy, John Nemo.

John Nemo: Ray Edwards are you kidding me? Can I take you on the road? What an introduction. That is so good to be chatting with you my friend.

Ray: Same here and yes I'm available if you need somebody to intro you.

John: I know we're going to talk about the Mastermind but that just reminded me how when we were at your event I would do my special announcer voice, "Now, Hailey from smoking Washington, copywriter to the stars." See you can take me with you when you do Copywriting Academy.



Ray: I think we definitely should talk about that. We can do a spot.

John: [laughs] Oh goodness. Do people know what they're in for right now with this conversation?

Ray: I think they've began to see that something is awry here.

John: [laughs] Something is amiss.

Ray: It's interesting we've known each other for quite a while and you were one of the top promoters of our Copywriting Academy course and so you were invited to the very special Alter Elite Joint Venture Partner Mastermind that we held at the Coeur d'Alene Resort in Coeur d'Alene, Idaho which was an awesome place, awesome setting and I was so surprised by how crazy, out there, over the top, energetic you -- Dude you set the thermostat for the energy level in the room. It was really awesome to see.

John: Thank you, yes. One of the funniest things, and this was a big takeaway I took out of the Mastermind was, "Does my online persona, my online brand, my online marketing match what I'm like in real life?" That was such an eye opener for Mike Kim and some of the other folks that met me at the Mastermind for the first time in our life were like "wow I thought you were just some stiff suit and tie LinkedIn trainer. I had no idea" like you came in and were cracking jokes and bouncing off the walls. It's so critical For everybody listening to really understand that we really want to match who we are in real life as close as we can online with our videos, our podcasts, even our written content, our sense of humor because I think that whether we're talking about LinkedIn or any other channel Ray that's what makes you unique, is your personality.

Think about even your podcast and you and Sean and your little rabbit trails and jokes, that's something that you, by the way both, do in real life. [laughs] it's a great thing to witness and that was such a key thing for me to pick up on at the Mastermind.

Ray: Yes, and you know, it's funny John everybody, not everybody, but so many people that I encounter who are asking me questions about. I've been doing this online thing for a while and I'm not really getting anywhere what advice do you give me? I'll go and look at their blog, or their podcast, or a YouTube channel and I see immediately that they're not doing what you just talked about.

They're not really being themselves they're trying to be somebody else really. I can usually identify, "oh so you're trying to be this guy" or, "you're the junior version of that lady". It's such a mistake because the one thing you have that is unduplicatable is you and the quirky parts of you, which everybody tries to hide. It took me a long time as well to learn to let my quirky flag fly. [laughs]

Jhon: And fly does Ray.



Ray: Yes,

John: Here's a great transition into LinkedIn. I just recently published a post about this how to go viral on LinkedIn and it ties in perfectly to this theme. You would probably not believe this or anticipate this if you are a LinkedIn user and you think of LinkedIn as "oh it's professional and stuffy and suit and tie and let's just only talk work, this isn't Facebook". My most viral content on LinkedIn, the three posts that got the most views, the most likes the most engagement.

One was about Jesus, one was about some childhood abuse I went through and how I really had to work on my inner self and how income improvement follows self-improvement, things like that. Then the third one was about a funny kind of embarrassing customer service story where somebody wrote me an angry e-mail and wrote it in 72 point font [laughs] and the lessons learned. All of this is a way of saying, Ray, I just shared my genuine self in these LinkedIn posts.

Like one was hey I love Jesus this is what I'm about I'm leden as somebody that's broken and needs help and this is my guy and I love him and I'm not afraid to say that. Not a preachy pious self-righteous way just hey this I'm finding this helpful today. This is motivating me, I'm feeling-- if you too are feeling this way I got this great guy that can interest you too, that got insane engagement.

Then the one about just working on my childhood stuff and abuse and dysfunction and depression and all those things and how that ties into, business because you can't outperform your self-image was kind of the theme, that got a ton of engagement. Then the third one about, this is really funny. Here's a screenshot of a guy who wrote in 72 point font expletive off about your e-mail, about your webinar.

How do I handle that? How do you react to that? Do you take it personally? Do you understand this is what situation that person's in and don't take your personal needs to get mad at work? Those posts where I just showcased my real personality, my real passions, and my quirkiness, what really I'm about are the most viral, most engaging posts I get on LinkedIn. Not three tips to a killer profile, which is great, not six ways to improve your engagement but the real John.

As we talked about the Mastermind now people are hungry, especially today. I don't know if you agree with this or not or if you see this, but online we want transparency we want authentic people. I've had enough of the hucksters, I've had enough of the guys in the Ferrari's promising me a couple of Facebook ads will make me a millionaire, I'm like wow authentic.

Ray: I'm Tom Woo! [laughs] I'm Tom Woo you can have beautiful women too!

John: [laughs] Here's the other great thing about it, Ray. You have done this and I kind of have taken a cue from you but you attract a certain type of client and customer and you repel a certain type. You're not trying to be everything to everybody and anybody that knows, "Oh, this is a guy that won't shut up about Jesus, he loves Him, he's going to share Him. I personally love that. That attracted

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me to you. But I would also say it's neat that you have a lot of people I do business with that aren't Christian. That's still just like, I love that Ray is who he is and he's a genuine guy and I may not see eye to eye with him on the Jesus stuff but man his copy is great and I like working with them. I just I love that element of what we can do today in business.

Ray: Thanks for saying that. I think you're right on about the general principle. I'm curious about on LinkedIn especially. Do you feel like there's a ratio of how much personal sharing is too much, and how many, three ways to improve your profile kind of articles should you write? How do you figure all that stuff out?

John: Yes, I have experimented with this a lot. Really what I have seen is LinkedIn still is first and foremost professional. It isn't Facebook, it isn't Instagram, it's not YouTube even. Cat photos every day and rebel 77 coffee shots. Not like five apostol [unintelligible 00:11:05]. I would say once a week, once or twice a week a very thoughtful post works very well. What I find works really good is original photographs.

If you're going to tell a fun story about when Ray used to work in the radio business at the country western station and a life lesson learned. Dig out an old photo and put that in there because, if it's not stock art and if it's not something odd. If it's a real original interesting photograph people will then get drawn into the story. When I published that thing about me as a 70-year-old and I found a photo of me in a lake here in Minnesota with a wiffle ball bat plan, and that just drew people in. Because it was an authentic photo, of an authentic real person with a story.

The ratio I would say is a couple of times a week, you can have something more personal, more fun, something you're passionate about. Doesn't have to be Jesus, doesn't have to be that controversial so to speak. I wouldn't do politics, that's just never going to work well [chuckles]. I'm fine losing followers over Jesus, I don't want to lose any over Donald or Hillary or anybody else in the political world. But really what you're passionate about, your kids, your family, your pets, sailing, whatever it is people bond around those things and it really does build up the key component of LinkedIn which is the one on one personal interaction.

Ray: For people who are not into LinkedIn when we connect with one another, this is the way I recall it. You basically sent an email saying, your LinkedIn profile sucks.

John: 72 point font. [laugh]

Ray: "You need to do something about this my friend" and then you gracious-- you didn't say it exactly like that but that's the way it felt to me. Then you graciously said "I would be willing to help you with this", and you'd help some other prominent people like Chris Brogan and others and so I felt like, "okay, this guy is going to help me, why not? Seems like he's trusted by other people, so I should give it a shot".

You made some big improvements for me, but for somebody who's in that place of like I had a LinkedIn account and I didn't even really know what I was doing and I
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hadn't looked in it months, maybe years. Where does a person like that start? How do we think about LinkedIn if we're not in the corporate? I'm looking for my next gig as a VP somewhere. If I'm an online entrepreneur or own a coffee shop, how should I view you LinkedIn? How should I use it?

John: Great question and this is the big thing. LinkedIn has an image problem. They cannot, for whatever reason, out grow this original view of what their platform is. You just said it, everyone looks at it and goes, "oh that's if you're looking for a corporate job, or you want to get hired, or your recruiter". That's what it's for job seeking, it's a resume. You just posts up your profile, is like a resume. If you only see LinkedIn that way, you're missing an enormous enormous amount of opportunity with lead generation and business. Because here's where LinkedIn is today, we've got over 500 million members on this platform, more than 200 countries around the world. You've got two new members joining every single second. LinkedIn has become something where literally like in Spokane Washington area you can walk into revel 77 and have a coffee meeting with someone, you can do that on LinkedIn with hundreds of people every single day through this one on one messaging exchange.

I'm going to get into that in a little bit because really, I want people to view LinkedIn as the world's biggest professional coffee shop. This is where you can go in you can meet with prospects you can meet with peers you can meet with contemporaries, you can chat informally, you can build the relationships, and you can just scale it. The place to start with this, of course, is your profile, your home page. The best thing about it is you don't want it to be a resume. When I found you, Ray, it was written like 99% of everyone else's LinkedIn profile and I always say "here's what 99% of LinkedIn profiles do wrong and how to fix it" and that is it's written like a resume.

You don't want that. You don't want it written in the third person where Ray Edwards has worked at such illustrious employers as Radio Station X or whatever it is. You want it to basically say what I do. I help entrepreneurs, business coaches, and consultants grow their business by Copywriting or whatever it is whatever your product or service is in this case.

Basically, what you do is you flip your profile upside down, you make it what I call client facing and I have a whole template for this and it really follows these kinds of key phrases. What I do, how I do it, who I work with, what others say, and what you do is you capitalize each of those little phrases. What that does is it helps it stand out on LinkedIn on a profile because you can't bold or italicize or format very much with your profile text, but if I land on Ray Edwards profile and it says what I do, I help business coaches and consultants grow their business through Copywriting.

I know immediately, "oh this guy's a Copywriting guru". How I do it. I provide on-site and online courses that help you tap into the power of copy to blah, blah, blah, okay that's how he does it. You know what others say, "Ray is the best there is". Michael Hyatt, Tony Robbins all the people you've worked with, who I've worked with.



Once you get a real client facing profile where it's really about the problems that you solve and the core audiences you serve now you can go out and have this one on one coffee shop style conversations with your prospects because when they land on your profile and they see that it's all about them. That they're the target audience you help, and you bring these specific services, and you have these testimonials, and you have these different ways that you help people then you're off and running.

Ray: You have won me over, you had me at coffee shop.

John: [laughs] Can we get into what the most powerful feature is right now?

Ray: Yes.

John: I know I'm LinkedIn nerd so I skip over the profile all the time. You've got to start there that's your foundation and I've got resources and we'll link it up on a Ray's site and give you my template and things like that but this is where all the money is made on LinkedIn.

Ray: All right, let's do it.

John: This is where all the money is made, it is made in the LinkedIn messaging system. Okay, let me explain this the way LinkedIn works is, as soon as Ray and I get connected on LinkedIn I now have an unlimited ability to message with him back and forth.

Ray: What you do then is you spam the heck out of everybody, right?

John: [laughs] "Ray can I please have 50 minutes of your time to explore mutual synergies between our corporate interests?" Right here's what I do I pretend when I mean-- here's what I do, I have a specific system that I walk people through on LinkedIn to get-- first I show you how to find your prospect because you've got 500 million profiles. How do you sift through them to find the exact person you want to connect with?

You find them and then the most important part, where the magic is, is how to engage people right. How to engage them, how to warm them up. I look at it like if I walked into Revel 77 and I met Ray for the first time, I break the ice. I ask him where he's from. I ask him where he went to school. I asked him what he likes to do outside of work. By the way, LinkedIn provides all that up front because Ray's profile says, here's where he lives, here's where he went to school, here's some hobbies and interests.

When I connect with Ray on LinkedIn I immediately can have a one on one coffee shop style conversation. "Hey, Ray so glad we got connected. How's life in Spokane? I see you just bought a coffee shop. How's that going? Are you over caffeinated?", "ha, ha" Then you here's what's really cool about LinkedIn that most people don't know. They've revamped the messaging system Ray, so it's like a real-time instant messaging text message type exchange.

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You see as soon as I'm writing to you that I'm writing. The message window pops open you see my face with the "...". My message pops in, it shows on my end Ray read your message. Then I see "...". Ray is writing back. All of a sudden, we're going back and forth in real time. I'm doing 10-20 conversations at once in real time with, by the way, my ideal prospects. Because I'm using LinkedIn I'm not wasting time with gatekeepers or administrative assistants. I'm talking directly to the CEO while he's on LinkedIn or on the app. They have this little magic green dot now that shows you "Ray is on LinkedIn and active right now. You can talk to him", and it's going to pop up and alert you.

This is where the game has changed, is not only an ability to find and talk to your prospects directly, one-on-one with no gatekeepers, but to do it in real time. I mean, there's nothing better than being able to mirror or mimic those real-life coffee conversations while you're sitting here in your sweatpants and T-shirt, right? Like, being able to do that at scale and that's really where LinkedIn power is right now.

Ray: How do you do that without freaking people out?

John: [laughs] Yes, it's a great question and you don't want to scare people or everything like that. I always give context for the conversation. Let's use a real-life example of what I do. I have a LinkedIn reaches online training course, right? One of my groups that I sell to is business coaches. I show them how to find their leads on LinkedIn and sell them. I will run a search on LinkedIn-- because you have to think of it this way. [cough] Excuse me.

LinkedIn is like the world's biggest professional search engine. It's basically a database. Google for professionals. I go on LinkedIn and then in my little search box I type in the word Business Coach and then I filter the search results by people. It's going to show me, "Here's 700,000 business coaches you can connect and talk to". Well, I want to filter it more, so then I filtered down "Show me business coaches that live in Spokane, Washington". Then I filter it again and says "Okay, here are 73 business coaches that live in Spokane, Washington". Now, what I can do when I originally connect with them is personalize and automate the engagement.

I use some different third-party automation tools that work with LinkedIn and I can send all 73 business coaches in Spokane a personal invite, just like an e-mail blast that reads like this, "Hi", insert the name, so Hi Ray, Hi Sally, Hi Fred, "notice you're a business coach in Spokane and would love to connect. Your name popped up on a LinkedIn search for me. I was intrigued, took a look of your profile would love to connect and chat". Boom. Send them off. 70 invites go out. I've given them context, "Here's how I found you". I have personalized it with where you live.

Then what happens is, as soon as they accept my invite, now in my inbox we can have a conversation. Some people will reply right away and go "Hey, hey, cool. I looked at your profile sounds interesting what you do, tell me more", and we're often chatting. Other people just accept it but then my next message basically, is the key pivot area. This is where I can personalize it more based on their profile. Like "Hey, I



see you went to the University of Washington are you a fan of the Huskies Football team?", or if I'm doing a large amount of people then I just use a more general script.

But here's the other big thing, Ray, and you hinted at it earlier, which is you can't spam people. If I just met you at rebel 77 for the first time, within the first minute of meeting you, if I tried to ask you for money or time, you-- We wouldn't do that. That'll just be insane. Hence, so I don't know why in real life we don't act that way but then online, people just try to go for the home run right away. They try to marry you on the first date, you know what I mean?

Ray: Yes, I mean it's-- That's what I was getting at. I get a lot of those kinds of messages through LinkedIn where people are doing it wrong and it feels stalker-ish and rude and over the top, so I'm with you. I'm talking with you.

John: Yes. We need a little professional courtship, Ray. I need to warm you up. I need the schmooze. I need to take you out to Coeur d'Alene, ride it. Walk on the lake. No, I'm just kidding. Okay, we've gone too far with **[unintelligible 00:24:09]** but here we go. Here's what we do, Ray. [laughter] You do key things.

Ray: Just for the record, John and I are not dating.

John: No, we're both happily married. Yes, Ray's wife is wonderful. Okay, so [laughs] professional courtship, here's what we do. I get connected to you-- and I have all kinds of scripts for this. You just fill in the blanks. But I get connected, the next big pivot I do, and I'll give you an example just from how I do it, I connect with you, you're a business coach in Spokane, we're connected. The first message I send you does two things, it asks you a question and then it also asks you for permission. Here's what I mean. "Hey, Ray. So glad we got connected. I hope life in Spokane is treating you well. I was curious, do you ever use LinkedIn to find clients or leads? The reason I ask is, I actually work with a lot of business coaches around the country showing them how to use LinkedIn to get clients and get leads. If that's something you're interested in", here's where I ask permission, "I actually have a free webinar I can send you to", or I might say, "or I have a free copy of my book I can give you that specializes in how have been business coaches do this or that", it's a free piece of content, "If you'd like I can share the link. If not, no worries, great to connect".

What I found with that second part is, asking permission has become critical on LinkedIn, just because of what you said, Ray. People get so immediately turned off, they get so many spammy offers. People just ramble link down their throat, "I'm just assuming you're going to want to read this". But if you take a step back, you ask them about their business, you ask them about what they're up to and then you say, "If you're interested in topic X, Y, Z, I'd be happy to share a free resource on it. Let me know", I'm not going to just assume you want it.

What happens is two things. One is, you create more engagement because people then feel compelled to write back and tell you what they think and two, you build trust



and likability because you're not just trying to ram something down their throat. I'll have people say "Yes, I'm not [unintelligible 00:26:19]", and using it for lead generation. No worries for me that I know not to waste time trying to chase that person down anymore. I can move on to the next prospect who says "Yes, I'm curious about using LinkedIn to find clients. Tell me more", "Great. Here's a link to our webinar", "Here's a link to a book". That's really become a place where you can use both automation and personal messaging to really scale these one-on-one conversations.

Ray: Do you find that you get more responses when asking people permission to send them a link to a book or to webinar?

John: Definitely, the book. I think some of it has to do with my audience. My audience, I've kind of figured out who my core buyers are, it's really business coaches, consultants, self-employed, somebody between the age of 40 and 75 and a lot of people of that genre love books. There's a lot of value in a free book. Not an e-book, not a PDF I threw together but it's actually a free copy of my bestselling book that you can buy on Amazon or you can buy at the store, that has a lot of value. Whereas some people are like "Yes, webinars are not really for me". I think the book really works well because it's high value and it really moves people further into my world.

Before I ever try to sell them an online training, they're really warmed up. They know my story, they know how the heck did you become this LinkedIn guy? Why are you so crazy? [laughs] What happened to get you to this point? Then I'm building lead magnets into the book of course, that say "If you really like what you're reading in the book, I'll take it a step further with this free video training and show you some tools and current examples". Then they come over to the webinar already warmed up. It's all automated though. That's the beautiful thing about the tools and technology of it is, we have this ability. I test it all the time and sometimes I see more with the webinars, sometimes it's more with the book, but the point is, either way I get them over to a LinkedIn page with an opt-in for the book or an opt-in for the webinars, so I'm building my e-mail list.

That's another key thing is, you don't want to build your house on LinkedIn land. [laughs] You've talked about this too, Ray, and I found somebody say-- It was the copy blogger guy called it the Digital Sharecropping. You don't want to build your house on rented land just like you don't want to do all your customer back and forth on Facebook messages. Get them off of there, get them onto your website, get them on the phone, get them on your e-mail list and then carry their relationship forward that way. That's another big thing.

Ray: I often like to know the nuts and bolts, so I'm going to go back to the book for a minute. Do you actually send them the physical book?

John: No. No. That saves me a lot of time. I don't do the Russell Bronson free plus shipping or anything like that. What I basically say is, "Hey, I'll give you a free copy



of my book. You can grab it in the digital, eBook format, PDF or audiobook. On the front page of my site, linkedinriches.com, there's a big orange button. Get a free copy of the book with the book cover", then once you opt-in it says "Okay, you can download it as a PDF, as an EPUB", so you can read on your Kindle or your eBooks, "or you can download the audio version MP3 and listen to it on your iPod, computer or whatever". People will download multiple items of it.

That's how I deliver it. Is all digital. There's no overhead, there's no shipping fees. There's no delay either, they get immediate instant access to it. I find that works really well versus a physical product with shipping and waiting and filling out stuff and "Give me your address". Is very seamless because all I need is your e-mail and then boom I fire it to you.

Ray: That's cool. You've got a whole system that you teach people about how to do this in details, you've given a lot of value already on this interview. I mean people could take what they've heard in this conversation and just put it into use could transform their experiences in LinkedIn, but I really have very few courses or trainings these days that I wholeheartedly say to people.

"You just need to have this, it needs to be part of your arsenal" and your training is one of those. I know you have a webinar where you teach a lot of this stuff. Then if people want to know more of you have a way to know more but tell us about how and why we might want to experience the webinar training.

John: Yes, thank you and thank you for those kind words. I've built the course five years ago and I constantly updated and it's really been built off of what we're talking about. The webinar is going to walk you through some on my best free tips. The way it breaks down is there's three very simple things you need to know about LinkedIn. One is your profile, second is how to prospect and third rail of this how to profit right. Profile, prospecting, and profiting. The whole webinar, the whole course is broken into those three simple steps.

We start with your profile getting that client-facing like we talked about. Then we walk through prospecting, how to find people, how to engage him, what to say, how to utilize the scripts that I've been working through. Third then is how to profit, how to build a sales funnel on LinkedIn, how to automate the system. There are now these tools coming out Ray, I didn't even mention yet there are now tools coming out, third-party tools that work with LinkedIn so you can tag all your connections.

You can automate and set up little autoresponder sequences inside of LinkedIn messages. Yes, yes. Now I connect with Ray and then he starts getting automated messages from me. If he replies personally then it alerts me and takes him out of the sequence so that I don't keep sending automated stuff, but there's a way for me now at 16,000 LinkedIn connections to tag them. I have 5,000 business coaches tagged, I have 4,382 sales executives tagged, I have 1,500 CEOs tagged.



Then I can use this software to pull up my list of CEOs send a one and done message automatically like an e-mail blast inside of LinkedIn to 1,500 CEOs that is specific to them, specific to their industry, specific tips, specific question, that's how I use LinkedIn. The way I got into your Mastermind was using this system. 16,000 people, that I was sending one on one messages to going "hey are you interested in Copywriting? Do you ever use it for your business?"

"Let me know because if you are I've got a great course a great person you need to know about. His name is Ray Edwards, let me know". Then when they would reply "yes I'm interested" boom here is my affiliate link off we went. I also obviously used my email list and other methods but LinkedIn is this sleeping giant. You have to understand you're sitting on a goldmine. You're sitting on all these prospects that you can talk to anytime you want for free and they're all on this platform in business mode.

It's not like Facebook where maybe they're checking it to see what the kids are up to or look at cat videos or see what coffee concoctions Ray has dreamed up with rebel 77. They're there for work. Give me some advice, give me some tips, give me some content, give me some direction and that's why it works incredibly well.

Ray: That is awesome and so powerful I think you said it well when you said it's a sleeping giant. This is really, in my opinion, the biggest underused secret weapon that is available to you in your marketing arsenal online. I really encourage you to go check out this training, is free training you can find it as, we have a special link for you RayEdwards.com/Nemo and I am an affiliate for John but I only affiliate with people that I actually believe in and that I trust with my family.

I'm saying that about you John, I trust you with my family my subscribers and listeners are my family and I know you take good care of them and I do get a commission. If one or two of you will go ahead and sign up for this whole program I will get to move to Europe and live in a castle.

John: [laughs] You're going to be buying more coffee. Come on Ray let's be honest

Ray: That's true. So I get a small compensation but really what I'm more interested in is you getting more business, getting more profit for yourself. The way you do that, in my opinion, one of the best ways you can do it is to go through John's training and learn what he has to teach because nobody knows this subject like John Nemo.

John: Thank you. I want to say this Ray. I worked hard to build this with value. I **[unintelligible 00:35:13]** in your profile, Chris Brogan, John Lee Dumas, Jairek Robbins, Bob Burg. I want your family to know you're getting top-shelf A-quality, A-list stuff. That this isn't your typical spam everybody with a sales message or whatever, it's very much based around what I've learned from you Ray which is, build up, know, like and trust. Utilize the different things that go into sales and that go into human relations and have for hundreds of years but do it at a faster scale with



LinkedIn. That's really my sweet spot is, selling like we sell every day in a great way but just being able to do it faster and more effectively.

Ray: That's awesome. Go now my friends to www.rayedwards.com/Nemo and get the free training and you too will learn to profit through LinkedIn. John, it's always a pleasure to talk to you, my friend.

John: Same here Ray. Thank you.

Ray: If you found this show useful, helpful or just amusing, subscribe in your favorite podcast app, and be listening next week we'll be back with more about how you can prosper as a business owner, entrepreneur and live a more magnificent life. Until then I pray that God blesses you with prosperity and long, long life. Peace to your house.

[music]

Announcer 2: Thank you for listening to the Ray Edwards show.

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Announcer 1: We bring you a message of prosperity with purpose and freedom. Remembering the true freedom is available to all through Jesus Christ.

[00:37:07] [END OF AUDIO]