



## Ray Edwards Show, Episode 495 How to Use LinkedIn to Get Clients- With John Nemo

**Ray Edwards (00:01):**

Okay. If I'm looking for leads for my business, here's the question. Does LinkedIn still work? Is it still relevant?

**John Nemo (00:06):**

It's never been better. LinkedIn's never been better. There's more attention there. There's more interests. There's more engagement. LinkedIn- If you know how to market, which you do and your audience does. And if you know how to engage human beings, LinkedIn has added all these new features where the money really is in the mailbox. It's all in one-on-one messages. They've added the ability now to do direct video messaging. So not just text, but really the human touch is where you can be super successful right now. Again, you know, following all the stuff we've always talked about before, but understanding that this is still the single best place on earth to find your ideal prospects and connect with them. One-to-one

**Announcer (00:51):**

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

**Ray Edwards (01:00):**

How do I use LinkedIn to market my business? This is a question I hear pretty frequently because people hear me say LinkedIn is a great opportunity, and it is a great question to ask- How do you use LinkedIn to market your business instead of asking, can I use LinkedIn to market my business? Because a lot of people don't even think LinkedIn is a valid place to market. I think it's just a job site like where you post your resume. That is so 15 years ago. Microsoft took over and they changed it. And it's now as Gary V puts it LinkedIn right now is more like Facebook five years ago. And that's an opportunity because five years ago on Facebook, you could post content and you could get big organic reach. In other words, you could find new people who are interested in what you're talking about. You can't do that on Facebook anymore. It's pay for play. That's okay too. But LinkedIn is like free real estate. And we are going to show you a great opportunity that exists. We're doing some work with a private client and they have a big number of connections on LinkedIn. They're bringing in dozens of leads daily now, and will likely they're going to go get this from \$2.5 million this last year to over \$10 million next year, as a result of that marketing. So how are we doing all that? How are we getting them all those leads? And it's not just me. It's a whole team of people.

And one of those people is our secret weapon for LinkedIn marketing. John Nemo. We'll get John to spill the beans on his tested method for getting business leads on LinkedIn coming up.

**Announcer (02:19):**

Okay, so you have an idea for your own online business, but uh, now what are you ready to put some action behind that idea to grow it from idea to profitable six-figure business? Well, there's still space available in what may be the final Six-Figure Small Group Intensive December 17th through the 19th. This is a group of eight entrepreneurs working with Ray and each other to create a 12 month actionable plan for their own personality based online business- a business that generates six figures in six months or less. Now this group is reserved for people who are ready to become entrepreneurs, who aren't just committed to creating the plan, but also to executing it. So how does it work? Step one is to set up a private one-on-one online meeting with Ray. This is a chance for you to discuss your business idea and to make sure this is a program that will work for your specific situation. If so, you'll join Ray and seven other entrepreneurs, December 17th through the 19th. That's three days of intense focus on your business. Remember the goal isn't just to launch- the goal is to hit the six figure milestone in six months or less to schedule your one-on-one with Ray, visit [Rayedwards.com/GROUP](http://Rayedwards.com/GROUP).

**Announcer (03:30):**

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

**Ray Edwards (03:40):**

Spiritual Foundations: Jesus never promised us a life that would be easy. Many of us have learned that lesson this year. I thought it would be easy. I thought I was a prosperous Christian. What happened? COVID-19 and the pandemic and the riots and all that stuff happened. And Jesus said "in this world you'll have trouble," but he also said, "take heart. I've overcome the world". Sometimes, and a lot of us have felt this way over the last year, I'm sure we may wonder if God is really concerned about our situation. We may think he's not listening, or maybe he's not even going to do anything to help us no matter how bad it gets, whether we go through health scares or financial losses or business problems or relationship challenges or whatever you're dealing with today. Remember that God is with you. In Joshua chapter five. It says "Now when Joshua was near Jericho, he looked down and saw a man standing in front of him with a drawn sword in his hand. Joshua went up to him and said, are you for us or are you for our enemies?" "Neither. He replied. But as commander of the army of the Lord, I have now come." What's the point? Joshua was about to take the city of Jericho under God's command. The Mana had stopped. It was do or die. Now or never. Being very human, when Joshua saw the angel, he had a question, are you on our side? Or you're on their side? Which seems like a relevant question to me. The angel said, "neither, I'm here to do the will of the Lord". Now think God's not on sides of human arguments, industries, businesses, nations, or even sports teams or even political candidates God's working to accomplish his will in the lives of everyone. So in your situation, pray for God's will for your life, knowing that he's going to do what's best for you, whether you see it or not, it's what's best for you. The Bible says that the father is always at his work. God is working for your good, his will for you, is your highest good. Even when you can't necessarily see it yet. I was having a particularly tough time earlier this year, over a bunch of different issues. And I called a friend of mine named Michael Hyatt. I thought Michael Hyatt has got all the answers. And he said, "well, Ray, I have one question to ask you" after I told him what my problems were, what I was worried about, he said "check your Bible and make sure Romans 8:28 is still in there. So I didn't have to look it up. Cause I've heard him do this to other people before. "Yes, Michael is still in there."" He said, well, good. Your problem is solved". Romans 8:28 says, "and we know that in all things, God works for the good of those who love him, who have been called according to

his purpose." And that's all of us. We've all been called according to God's purposes. And whatever's happening in our life. God's working things out for our good in the end. If you haven't seen a good part of it yet, because you haven't seen the end yet, but God has. And we have him to count on. We have his promise and he's faithful to keep his promises. So don't worry about it. Everything gonna be alright.

**Announcer (06:19):**

Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

**Ray Edwards (06:24):**

Tip of the week- it's about productivity. It's about overwhelm. I was on a mastermind call this week earlier, and somebody said, what do you do to prioritize your day? Take care of all the items on your to-do list. And I realized my to-do list is very, very short. Think of the power of three. That's how I like to think about it. Every Sunday, decide your big three for the week. The three big things you must do this week. The things that if you get them done, doing those things would make everything else on your list easier or maybe even unnecessary. That's a, that's a tip of the hat to the book *The One Thing* by Gary Keller. So write down your big three for the week on Sunday night so that you get up Monday morning, knowing the three biggest things I have to accomplish this week are these- one, two, three. Those are your priorities, if you get anything else done, it's just a bonus round and that's step one. Step two is I do the same thing every day, except I do it for the next day. So Monday night I sit down at the end of my work day and I write down what are the three big things I have to do tomorrow? The things that must be done tomorrow, no matter what else happens. So I've got the big three for the week and the big three for each day. That's how I prioritize. And it keeps me from going a little bit crazy.

**Announcer (07:27):**

Don't forget- the Six-Figure Small Group Intensive is happening next week, December 17th, through the 19th. This is your chance to work with Ray through his 10 Step Blueprint to start, run and grow your own six figure business online and do it in six months or less. For more information and to get the process started, visit [Rayedwards.com/group](http://Rayedwards.com/group). That's [Rayedwards.com/GROUP](http://Rayedwards.com/GROUP).

**Announcer (07:52):**

And now our feature presentation.

**Ray Edwards (07:55):**

Okay. The moment you've been waiting for how in the world do you market your business on LinkedIn? John Nemo. There's a lot of people who still think that's the place you go post your resume. If you're looking for a new corporate job, that's not a good description of LinkedIn anymore, is it?

**John Nemo (08:10):**

No, that platform has never been able to outgrow its reputation for whatever reason. That's what it started as absolutely. But they are now at the big boys table of social media. Microsoft bought them for, I think \$26 billion A couple of years ago, they've got plenty of cash. They've got LinkedIn has over 700 million members around the world, 2 new members join every second 200 plus countries. It is still Google for B2B leads. You literally go into LinkedIn search you type in the job, title, geography, whatever you want. You can find a ready-made list of your ideal prospects and you can message them all for free one-on-one. Now, does that take a little work and a little nuance of course, but so does cold calling, right? So does door knocking. This is the 21st century version of not leaving your laptop or your or device going

in, knocking on virtual doors of your ideal prospects and being prepared to solve their problems, warm them up. LinkedIn's just made it much easier because you get all the icebreakers in advance. Like I can make a list of people who live in this city, went to this college, have this industry and immediately have an ice breaker set up. And of course we talk all about profiles and everything else, but yeah, I mean, yeah, it's a great place to be.

**Ray Edwards (09:28):**

So I think the B2B person, salesperson entrepreneur can understand that. They can figure out well, if I can find all the plumbers in this area and I have something to sell to them, I can go talk to them. But how does a, a different kind of entrepreneur, let's say the person who has a, I'm going to try to pick a hard one. Let's say they have a paint party business where you come over to our shop and we have a glass of wine and we all paint the same picture. And it's like this Pinots Palette. I don't know if you've heard of that.

**John Nemo (09:57):**

I have a client I actually did this for. Can I share my screen? Is this video, are we just doing this audio?

**Ray Edwards (10:02):**

Well, we can do a video too. You're kidding me. I picked that completely out of the air. I can't believe-

**John Nemo (10:05):**

This was not a set-up, Edwards, tell them!

**Ray Edwards (10:08):**

It's totally not a set up. I'm shocked that you have this example. Let's do it.

**John Nemo (10:12):**

We did this with her at the beginning of COVID. And so this is a paint your plate place in Boston. Really well known. Here she is. Okay. Paint and sip. Right? So we came in, we pivoted her business obviously to virtual paint and sip. So it's all on Zoom, everything else, right? So her big thing was, she had been established for a long time, geographically and physically with all these big companies. So when I rewrote her profile, again, it's not a resume for people that are new to LinkedIn and new to my whole world, the Nemo method as people call it. But it's your, your profile page is all about your target audience and the problems that you solve. So it doesn't say, you know, Jill Kerner shown CEO company name, it says virtual paint and sip team building events for fortune five hundreds. That's her LinkedIn headline. So for those listening, her headline isn't job, title, company, name, it's the actual event and the audience type. So the actual service she provides virtual paint and sip team-building events. The audience is fortune five hundreds and businesses of all sizes. And then she has some social proof as seen on the today show. Now, when you get to the about section again, she's not talking about herself. No one cares about us, Ray, right? Nobody cares about you or me.

**Ray Edwards (11:32):**

I know as sad as that makes me.

**John Nemo (11:34):**

I mean, we all love Ray Edwards but honestly, we care about ourselves way more and solving our problems. But so her about section says, right? It leads with the service and the audience, right? A unique virtual team building event. We help foster camaraderie. Here's the benefit to

you as the prospect, among your employees working remotely by providing right, a fun and upbeat virtual paint and sip event, no art experience necessary. So right off the bat, she's saying here's the service, here's the audience. Here's the benefit to you. If you use this virtual service.

**Ray Edwards (12:06):**

In a drilled-down sort of description of how you sell stuff, I would say to people, the first thing you say is here's who I am. And here's what I have and how it helps you. And this is, this is all done in like two sentences.

**John Nemo (12:19):**

Exactly, Exactly. And then she throws in all the social proof where you've seen us- Boston globe, Today Show, all these big companies, and then she gets into, again, this is all on the profile. It's not a resume. How it works prior to the event, we ship you, all the stuff, we do a Zoom call and then a why us, right? What makes us unique? What makes us different? I have a whole template for this that I give away in my book, *LinkedIn Riches* and online, but basically it's, you know what we do, who we serve, how it works, what makes us different, what our clients say. So you can see that lower in her profile, what others say, and she's got somebody from Starbucks, why it works, you know, here's our thing, our story. So it's very, this is what I call a client facing profile. Now that's part one of this, right? Jill has reframed herself as an entrepreneur, virtual, you know, paint and sip team building. Here's the benefits. If you were to look at her profile, you'd be like, Oh, I get it. It's all about this service and how it can help me get what I want with my virtual team. Now, next, we would use LinkedIn search to go find the decision-makers at these Fortune 500s. And so that's where you can say, I need the HR person right inside the Fortune 500 or the director of team building or whatever their titles are. And so Jill knows those titles. And so what she does is she uses LinkedIn search or sales navigator, and you can drill down to find those exact people. Next up, Ray, the magic is in the mailbox is in the one-on-one messaging. So we're going in here.

I'm literally filling up a webinar right now, where I'm doing this, using this approach. Would you like to see this? Just send me a thumbs up. He sends the thumbs up. We're going to hop them in. Jill's doing the same thing. Like, would you like to know more about virtual paint and sip events? If so, we've got a great free demo video, a great free ebook, whatever, just shoot me a thumbs up and we'll send it to you. And so what you do is you use this kind of four-part messaging format and you basically say to people, number one is after you warm them up and say, Hey, how's the weather and, you know, Poughkeepsie or whatever you say, curious, are you interested in blank? Right? And blank could be curious. Are you interested in copywriting tips? Are you interested in improving them? Let's keep Jill's intact here. So let's say if I'm Jill and I'm messaging a lead, I say, I look for the HR director at a Fortune 500. And I say, curious, are you interested in improving employee engagement and camaraderie during COVID? The reason I ask is, and this is part two, we offer this service virtual Paint and Sip part three is you asked permission. If you like, I can share this great free blank. Demo, video training, tutorial, how to set one up. And then you just ask that permission at the end, if you like, I can send it over, just give me a thumbs up, whatever. And the person then replies yes, or thumbs up and raises their hand. And so it's a very simple format. Isn't it? You just basically find the people and say are interested in some free help on this topic. If they say yes, now you bring in your content and your content demonstrates your expertise, demonstrates your authority, shows them the benefit of using your product or service. And this is what I do every day to fill up webinars, right? To get people to download eBooks, to move them into whatever funnel it might be.

**Ray Edwards (15:38):**

What I love about this is it's, um, it feels like the sensibility to me of very direct sales oriented marketing, but it's using the technology of the day, which everybody wants to do. Everybody wants to like automate their marketing and do it all through technology. And I think that's a mistake. This is using technology appropriately to make the connection. And then you go and have a conversation and things happen.

**John Nemo (16:05):**

Ya and look at what you can do, especially on the LinkedIn mobile app. But even on the desktop app, I can, you know, photos, attachments, animated, gifs, emojis. I can upload videos directly. You can invite people directly into zoom meetings from one-on-one messages. So what I'll even do Ray, if this is a really high-end prospect, I'll make a quick video. So like on my screen right now, this person Patrick said, yes, he'd like to check out my "Noon with Nemo" training. So I'm actually going to show people here. What I do is another little Ninja trick that I found on LinkedIn is instead of resending the person, a landing page link, what I'm doing is I'm actually going to his contact info, grabbing his email address, right? Cause it's on his public LinkedIn page and our contact info. He has given me a thumbs up. He wants access to the webinar. And then I just go to the landing page and Opt him in and watch this. So then usually it's my VA doing this, but this is how I'm building my list ethically. Right. This person has said, he said, "yeah, I want to check out your free webinar." So I'll go ahead and register him here in Webinar Jam for "Noon with Nemo". So I'm going to put in Patrick, sign him up for the weekly "Noon with Nemo." Now he's automatically going to get those messages. And then what I'm going to do here in the LinkedIn message is I have a little script that I use, Ray, that says, "Awesome. Just got you registered for this week's session, using the email I found associated with your LinkedIn account." And then I say, ""if you need me to send it somewhere else or want a different email, just let me know. We've had zero complaints with this, by the way, right. Because people are saying, yeah, I want it. Send it to me. And then I noticed he's in St. Paul, Minnesota, where I live also enjoy the frozen hellscape we live in for the next four months. Right, Ray?

**Ray Edwards (18:02):**

Yup.

**John Nemo (18:03):**

And then I'll say "I'm in Woodbury," which is a local suburb. "LOL". that's adding the personal side. This is not something a VA in India or an automated robot could write. It took me one second to do that.

**Ray Edwards (18:17):**

This will wow people. That's when they realize you actually reached out to me to, to make contact.

**John Nemo (18:23):**

It was really John Nemo. And then I put in a Will Ferrel GIF. "Awesome. Yes." Like now I can go in and do a funny, um, Minnesota joke, right? So at the bottom of the LinkedIn message, you just click GIF, you click Minnesota, and then I can do funny Minnesota gifts. I could look deeper in his profile if he's a really good prospect, I could see that he went to the university of Minnesota, go Gophers, go Gophers, Ray. Right. See now play it up. All my hometown stuff. So Minnesota Gophers, right there we go. Gonna throw that in. There's our mascot crushing our rival Bucky Badger. You don't know that we hate Wisconsin. He went to the university of Minnesota or our arch rival is Wisconsin, and go Gophers. Right? So he's going to love that that's personal touch. That, by the way, you can train your VA or your person to do that if they

know your personality. But literally I sent him a templated message saying, Hey, are interested in marketing tips. If so, I've got a great free weekly training called "Noon with Nemo". If you'd like to check it out, just reply. Yes. Or thumbs up. He sent the thumbs up. I manually opted him in, sent a up script that said, cool. I sent it to the email I found on your LinkedIn page. And then I added a couple of personal things based on where he lives and went to school. That's the right surprise and delight part of LinkedIn marketing. And that's now he's in a webinar funnel, Ray. By the way, he's getting automated emails.

**Ray Edwards (19:49):**

Yes. The Nemo method.

**John Nemo (19:52):**

Yeah, it really is. I've been doing it since 2012. Since, you know, back when I was just a scrawny little entrepreneur angling to get into your masterminds. And I remember I'll never forget my Ray Edwards moment when I realized I had something. I came to your mastermind, 2015, something like that, 2014. And I was talking about LinkedIn and all this stuff. And then I was like, maybe I should do all these other trainings too. And you look to me, you go, this is like sitting on a gold mine and saying, you should build a gas station. You said that to me. And you're like, do this LinkedIn thing. And it's, it's blown up my business the last eight years. So I owe it all to you in a way, Ray. So, checks in the mail.

**Ray Edwards (20:30):**

Oh good. At least I didn't have to ask. I mean, I believe in this so strongly, if you're struggling at all right now, or you're you don't, you want to avoid struggling or you want to give a goose to your business and get some more income, rolling in, get some new customers, new connections. This, this is like the least friction method for doing it I know of. And John said it earlier, there's such an opportunity here. So we'll have a link. If you, if you could just go to [Rayedwards.com/Nemo](http://Rayedwards.com/Nemo). Then John, we'll get you hooked up with some free training and the he's got other things available. You can invest in. I recommend them if you want to do that because it'll help you. But John, thanks for spending some time and just kind of pulling back the curtain and showing us some of your masterful moves that create money.

**John Nemo (21:20):**

Thanks for having me, Ray. It's great to see you again.

**Ray Edwards (21:22):**

We've got links to John's resources. You should avail yourself of them. That means you should use them. They'll help you make money. And until next time, my prayer for you is for long life for good health and peace to you, peace to your house.

**Announcer (21:39):**

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