

Secrets To LinkedIn® Success For The Global Entrepreneur

**Everything You Know About
LinkedIn Is WRONG!**

Who Is Flyn Penoyer

- I have expertise in the following areas
 - Business Networking
 - Using LinkedIn for profit
 - Sales
 - Marketing (Including web marketing)
 - Communications
- I am an internet marketer, sales, and marketing consultant

I Can't Teach You LinkedIn In 20 Minutes

- So what can I do?
- What would be the most valuable thing for you?
- I can help you understand the fundamental key to succeeding on LinkedIn. And thus change how you use and approach LinkedIn in a way that has the maximum chance for success

What Is LinkedIn?

- By definition...
 - LinkedIn is a social media networking site heavily focused on business
 - LinkedIn currently has over 135 million users most of whom are business professionals either employees or self employed
 - Most would consider LinkedIn a “business networking website”

But That's NOT The Whole Truth

- First, foremost, and most importantly LinkedIn is a “**Marketing Channel**”
- Understanding this changes everything
- 99.9% of all LinkedIn users don't know this
(But it's not their fault.)
- LinkedIn's rules and website structure fools nearly everyone

Entrepreneurial Marketing 101

- Marketing's job is to attract suspects, prospects, and customers
- And to make them feel like they'd be crazy to do business with anyone else but you, regardless of price
- Marketing gives sales something to do

There Are Two Types Of Marketing

- Brand Marketing
 - ABC Widgets – ABC Widgets has been in business since the big bang. We have the best widgets in the universe and our prices can't be beat. And we do the job right the first time.
- Direct Response Marketing
 - ABC Widgets – Our benchmarks prove that people who use ABC widgets are 95.7% healthier, wealthier, and wiser than their competition that doesn't. Sign up today for our 100% satisfaction guaranteed starter program by clicking [HERE](#). Do it NOW!

So What Does That Have To Do With LinkedIn?

- The “brand” strategy is how 99.99% of LinkedIners treat LinkedIn, including most of the experts
- Which profile do you have? Brand or Response
- The direct response strategy or secondarily the “value strategy” are the best approaches

LinkedIn Marketing 101

- Your LinkedIn profile should do the following...
 - Get the attention of others
 - Get them to read your profile
 - Get them to engage you by connecting
 - Give them value, develop the relationship, and if possible create reciprocity
 - And finally get them to your website

And Contrary To Public Opinion

- Your LinkedIn profile should not...
 - Talk about your company
 - Talk about your products or services
 - Talk about you
 - Tell people how good you think you are

And Your Profile

- Should contain...
 - Content for the reader
 - Information of value to the reader
 - Something that differentiates you from the thousands of others just like you on LinkedIn
 - A call to action that gets the reader to take another step or steps (toward you and or your business)
 - Connect, engage, or go to your website

Your Actions On LinkedIn

- Should be about...
 - Building valued relationships
 - Becoming invaluable
 - And being seen as an expert valuable resource
 - Creating reciprocity

To Capture Your LinkedIn Spoils

- You need two key “marketing” assets on your website to leverage LinkedIn and in fact all of your marketing.
- A List-Building Mechanism
 - A mechanism to capture the “prospects” that come to your website – the ones that call are “ready buyers” but they are only 3-7%
 - A low risk high value call to action value offer that drive people into the list

Thank you!

- You may get a copy of this slide deck at:
www.flynpenoyer.com/pres/flyn.pdf
- ***If you will call or send me a note, I'll give you a report on how to work live networking event.***

Resources Page

- 3 videos on LinkedIn marketing nature – www.onlinebusinessnetworker.com
- Article on “list building” www.flynpenoyer.com/list-building/
- Article on “call to action” <http://flynpenoyer.com/call-to-action/>
- Article on web marketing <http://flynpenoyer.com/web-marketing/>

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- *Call or send me a note and I'll give you a report on working live networking events.*