

Daniel Hall Presents



Episode 97

Leveraging LinkedIn As a Blog Platform to Gain Massive Exposure

with Joshua B. Lee

Welcome to this episode of the Real Fast Results podcast! The special guest for today's show is here to offer his advice and help you to get more visibility for your books, information products, or anything else you may be trying to market. His name is Joshua B. Lee, and he is a strategic growth coach, meaning that he helps individuals scale themselves and their companies. He's also the author of [*Balance is Bullsh*t: How to Successfully Integrate Work & Life*](#). Joshua is very good at incorporating everything that's good about marketing, life, and making money.

Promise: #1 Business Technique - LinkedIn

I appreciate you having me on the show. If you stay on and listen, I'm going to share my #1 business technique with you. It has allowed me to be able to grow multiple companies to 6-7 and sometimes even 8 figures, and be able to gain the authority that I've needed to be able to do that. I've been in over 200 online publications because of it.

This one tool works in multiple different companies. I've helped many companies over the last decade. I've used this business technique in all of them, and in multiple verticles, and they've been able to leverage it every single time. There are multiple social platforms out there, and one of the biggest things that I see is that people are trying to leverage each in the world that they live in. Everyone tries to go in through Facebook, through Twitter, or Instagram.

One of the ones that I see people really putting time and effort into is LinkedIn. I saw recently that this platform has over 500 million members. It was purchased by Microsoft for \$26.2 billion, which is their largest cash purchase ever. Not only that, I think in 2012, they spend \$90 million on their publishing platform. If you are a person who is trying to put out content and impact people with the written word, this is a platform that is perfect to do that on.

Why LinkedIn?

One of the biggest things that I see is people use LinkedIn to publish articles and get that third-party recognition. Unless you're a major influencer out there, you're actually lucky these days to be able to get 20 or 30 views on an article. I mean, that seems like a waste of time. So many people are doing this, and you have to stand out from that crowd and show people that you can bring leverage and viewership to those articles.

You can then turn around and be able to go to people who are like, "Why should I buy your book," and say, "Well, the last two articles I wrote, I had so many people read my views." And, if they ask, "Why should I write an article about you in my online publication," you can say, again, "I bring the audience with me." It would work the same way if someone were to ask, "Why should I buy your product?" This works in many different facets.

In an arena in which everyone is not able to do that, it helps you stand out and really get that message out there. People love that. Here's a question for you. **If you have a video on Facebook, and it has 10,000 views while another has just one view, which one are you more apt to watch? Obviously, the one with more views because that's social proof.**

Over the last decade, starting in 2002, I was in the online advertising business. I understand traffic and algorithms. I'm able to go through and move eyeballs around where I need them. So, I basically have used a lot of my background to figure out the algorithm on LinkedIn, hoping that content providers, authors, and people who are pushing out products will be able to jump that curve and get that audience they can leverage. That way they can jump the dial faster and quicker. **I mean, if you're looking for real fast results, there's no other way to be able to do it that's faster than this.**

We live in a digital world where we are looking for social proof. **Everything is truly based on, not just the value that you can tell someone, but the perceived value based on the people that are following a person.** If I were to go to someone and say, "Hey, I want you to interview me for one of your podcasts," their first question would be, "Why should I," I could say, "Well, I could show you my content." That's great, but it would be better for you to be able to say, "I want you to interview me for this podcast because I know that I will be able to help your audience, and I'm going to be able to help you at the same time because the last 5 articles I wrote got read by 20,000-25,000." You're not only going to bring value, but perceived value as well. I got to tell you, that's truly the way a lot of the world is these days.

Step #1 - Write the Content

One of the biggest things that you want to be able to do first is write the content. If you can't write the content, that's okay because we aren't all content creators. I truly believe that I'm more authentic when having a conversation. **So, you have to figure out how you're going to be able to get the words out of you and your message onto paper or written out in some way.** If you can't do it by yourself, that's okay. When I start writing I second guess myself. I feel more authentic in my conversations, and so I'll record that, take that recording, and get it transcribed. Then I'll have one of my author friends go through that conversation and adjust it to be able to make it more of a story and flow.

That's the first big step. You have to be able to get your message into a format that other people can take in. **The beautiful thing that I love about LinkedIn is that you can get your message out in a written format, but you can also have video and audio content.** It allows you to have so many different facets of media on there, and that allows your audience to consume your information in whatever format works best for them.

Step # 2 - Reach Out

The next step is to reach out. We don't access the traffic directly from within LinkedIn. We've built an algorithm. One of my companies, CPC Results, has been able to figure out the algorithm through other LinkedIn users. The only way that you're able to show those views is to people who actually have LinkedIn accounts. I can't just grab traffic from China, or wherever it might be, and be able to throw it on there. So, you have to be able to generate those views, and we have been able to figure that out at CPC Results. That's my advertising platform.

We also do this to stand out as an authority, but it's the seeding of the tip jar. You're trying to get those views on there so that you can later leverage them for actual solutions. That's the thing. People think that if people read their article, that's going to turn into money and opportunity. No. That's not the deal.

You have to figure out a way to get viewers on there, and then learn how to leverage it. That's where the real secret sauce comes into play. You have to understand how to then take that, put in your email content, and figure out the people that want to write about you, want to interview you, or share across the social channels so that you can get that initiation, that interaction, and that opportunity with your content.

Seeding the Tip Jar

I heard this referenced once, and I might not get it perfect, but let's say that you're at a concert or a music festival. You see one guy out there, and he's dancing all crazy. Well, that one person that's dancing crazy is just that when he's all on his own, but as soon as someone else thinks, "I want in on this," and starts dancing too, everyone else wants to as well. That first guy may have looked crazy, but he's the one that started the revolution. You see, once that second guy steps up, it makes it socially "okay" for everyone to follow suit, and try out this new opportunity, and check out what's going on.

That's what we are doing. We are helping you be able to get that second person to step in on your content and validate it and make it okay for everyone else to follow through. It's the same if you're at a bar. That's where "seeding the tip jar" comes in, right? You see an empty jar, and you think, "This bartender must not be that good," but if you see a couple of bucks in there, it opens your mind up to put a dollar or two in there as well. That's what we try to be and do with the service that we offer.

Step # 3 - Proven Popularity

We write our content. Then we do what we can to get as many eyeballs as we can to grow the number of views on LinkedIn. The views on LinkedIn only register if the person viewing the article has a LinkedIn account, so they are vetted that way as well. The third step in the process is that once you've built that up to as large of a number as you can, possibly using a service such as my own, you can take that proven popularity, and plug it elsewhere and plug it into a conversation saying, "I've had this many people read it already. I hope that you did too." Naturally, that's when people go, "Oh really? That many people read it already?"

That's the whole thing. We have to be able to do that, and that's the beauty of using LinkedIn as well. We live in a society where so many people have put so much B.S. out there that our first reaction is not to believe. But, if have been vetted by a third party company that you don't have control over, the validity of your statement goes up exponentially.

It's just like a book. You can write a book and then wait with your fingers crossed for it to make you money, but that's not the way things work. It's the same thing with this. Once you do the work, share it with the world and leverage it as much as possible in any way that you can. That's what this process does. It allows you to do the work and actually get it out there to share it. Don't just think that you can write something on LinkedIn and just hope the views are going to come without posting about it again or sharing it on another platform. It's not just going to happen.

Ask for what you want to receive. If you want people to like your article, ask them to. If you want people to share your article, ask them to. If you don't ask, people are going to go, "Alright. Cool. That was awesome," and they're gone.

How Do I Get Views?

If you don't use a service like ours, you really have to be able to push that article out and then leverage it as much as possible. I mean, across Twitter, across Facebook, across Instagram, and so on. You have to be able to put those out there. Ask your friends. One of my clients recently told me that she would share across Twitter, but she didn't want to share across Facebook because of her friends and family.

People try to live these two different lives. It's like they have two personalities. "Here's my business personality, and here's my life outside of business." You're always that person. Don't

try to be different. **If you're scared to share who you are, even on the business side, with your friends and family, you're missing out.** These are your biggest advocates. If they are truly your friends, they are going to read it, they are going to like it, they are going to share it, they are going to comment, and they are going to help you to be able to get those first initial people out there.

Then you can say, "Wow! I had a couple of hundred people read my recent article. I just wanted to say 'thank you' to everyone who checked it out, and if you missed it, here's a link to the article. If you want to connect with me, reach out." That's what gets people, when you get that almost humble brag. The average article on LinkedIn gets 20 views, and maybe sometimes more. Let's say 20 to 100. Even if you just get 20 views, celebrate those. I don't care if you go on there and say, "Wow! I just put my recent article out on LinkedIn. Make sure that you check it out. I just want to say 'thank you' to the 20 of you that have already read it."

People, in their mind, say, "I haven't read it, but Josh just thanked me. I probably should go check it out." It's different than saying, "Hey, check out my recent article. I just posted it." Then the reaction is more like, "Great. No one else has read it. Should I be the first?" It goes back to seeding the tip jar. That's one way to be able to do it.

With the clients that we work with, we really try to knock it out of the park. We can hit 5,000 views with an article, and we have had a client that got almost 50,000 views on his article. Within two days he turned that one article into \$40,000, and within a month he closed at over six figures with that one article.

How Do I Profit from This?

Here's the thing. If you are putting an offer out there, you always have people who are sitting on the fence about it. **You have to be polarizing these days to be able to stand out from the crowd.** I have people that come to me all of the time for coaching that ask, "Josh, why should I pay your prices, or have you coach me, or go through your process?" When they see other people that have done it, they are always looking for that information.

Let's go back to the client that made close to six figures. He had a couple of clients that were sitting on the fence when it came to closing the deal, and he said, "Look, I just wanted to share with you guys that I wrote an article just the other day, and almost 40,000 people read this article on why my business practice works." That was enough to push them over the edge and say, "You know what? If 40,000 people read his article and believe in what he does, I should as well." That's what he was able to do, and the next thing that he did after directing these people was send the article out to his email list and other potential buyers.

It's the same thing. You already see someone else step up. You have more faith in someone at that point in time because you have more social proof that what they are talking about brings value. It's vetted, essentially, in this world of a bunch of blowhards that talk and give no results. We search for things that are valid and legitimate. When you see something like this,

it's like, "I was kind of thinking about going with Joshua anyway, but I wasn't quite sure. This sealed the deal."

I've used this analogy before. It's my "from the door to the couch" mentality. Let's say that I go to your door, and I've got this Sharpie that I have in my hand, and I say, "Hey, I'm Joshua Lee. I just wanted to stop by. You don't know me, but I want to sell you this Sharpie." There's no reason for you to buy the Sharpie, other than what I'm trying to spit out at you. But, if we're sitting on the couch, we've got that rapport because either someone I know has introduced you to me or I've been socially vetted over the years through our interactions. So, when I say, "Daniel, check out this Sharpie that I've got," you're more apt to look at that and have more of an open mind to move forward with what I'm talking about.

That's what the proof does. When you see these other people, and you're able to show them... I mean, 80% of all buying decisions these days are made before anyone ever talks to you. They go to search online, and if you're able to show them that other people like what you do, over 80% of the decision is made before you even get on the phone.

Using Joshua's Service

The views we get are real views. They have to be registered LinkedIn users, but as with anything, I don't care where you put your content, people read all of the time. We are able to get you those views faster, to be able to skip the curve rather than have to do all the work initially and ask other people to read your article. We are going to get you those viewers, and then teach you how you can convert those viewers, after the fact, into real opportunity, whatever that might be. It might be to sell a book. It's the call to action. It's the ability to be able to use that and then give a call to action.

People think, "I'm going to write, they are going to read it, and they are naturally going to do what I hope they are going to do." No. They are going to read it, and they are going to move on. You use those readers who have read your article to validate, and then you start the next round. That's where we really step in and help. For some people, it would take months to get 5,000 views, and it would require a lot of hard work. It would probably take around six months for most people to get those many views, and to get 40,000 views, as our client did, that could take a long time. I'd rather be able to move that needle within a week, and then it's just about clear, consistent content.

Final Tips

I think we've covered almost everything. **Don't think that just one piece of content is going to change the way people look at you.** People look for consistency. If you put one article out, that you put some work into, but your next article is a flop, or you don't ever follow up again. It's not a "one and done" kind of thing. I mean, "clear, consistent content," are the three C's. You want to put it out there, make sure it's clear, and that people are seeing it time and time again.

We're just now opening this up to a much larger audience. I've used it in my inner circle, and I know that it works, but it takes three articles, minimum. With the first article, people say, "Okay cool," and you'll have some success. With the second article, people go, "You mean he did it again? I've better pay attention," or, "I wonder what's going on here." By the third article, people want to find out what's going on.

That conditioning factor gets put into play with that third article. It's being able to put the content out there time and time again and being proud of what you're doing that will push people into wanting to follow you. That's what you need to build your tribe and sell your products. I mean, anyone can do something once. Any of us could do almost anything at least once, but the person that sticks around and does it twice or three times are the ones that stand out.

The most encouraging thing that I could say is to have fun, be you, and share with the world. I believe that there are four techniques that really work to make your message stand out.

1. Take a stand in your message.
2. Let other people be your ambassador. This is the same thing that we're doing with LinkedIn.
3. You want to create the trend. You want people to follow you because you are trending. You keep on putting out content over and over again.
4. Speak directly to your target audience. Know them and allow them to know you.

Again, you have to be different, and you have to give it a chance. If you want people to follow you, then you have to be that person that they are looking for and looking to for guidance.

Connecting with Joshua

I'll make it as easy as possible. You can go to JoshuaBLee.com. There you can find out more about what services we offer and what products we have. You can schedule a time to jump on a phone call directly with me.

Real Fast Results Community

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As always, go make results happen!