

John Detlefs: Hello, this is John Detlefs from Hummingbird Advertising, I'm here with with Matt LaClear of Your Ad Squad, based in the US.

Now today, we're going to talk about LinkedIn. We're both using LinkedIn as our primary method of getting B2B or Business to business leads. And so yeah, hey, Matty, welcome to the call.

Matt LaClear: Thanks, John, I was honored that you got in touch with me on LinkedIn. It's been awhile since I heard from you.

J: Yeah, exactly, all right. Just so everyone knows, we met on the Warrior Forum, back in the wild and wooly days of internet marketing. AT the time, Matt was king of the hill is the best way to put it. When it came to seo, well there was Matt, basically. He was the guy. Yeah, they were funny times.

M: Yeah, that was the wild west days, we had a lot of fun on the warrior forum. That was when seo was fun, it made us a lot of money. It's sad those days are over, now seo is a lot of work.

J: That's right. Well, Google came up with Penguin and Panda, and I mean look, they were literally paying they were paying the best money to the smartest people on the planet to stop seo from being easy and they really cleaned up the whole thing.

M: Yeah. They won.

J: (Laughs) Exactly right, they won.

M: But now, the good news is, they did win. That means instead of best practices that's available for every marketer to use, that if they follow those best practices, it will bring new customers into their business. So, it was good that it happened.

J: Yeah. That's right, which is great. Now, today what we're going to focus on specifically is LinkedIn and everyone on the call, or I'm assuming everyone on the call, is looking for business to business leads.

We've got a lot of small companies on here, we've got some medium size companies as well, 10-15 employees, but all of them are looking at the same thing, which is LinkedIn. Alright, they want to use LinkedIn to get their business to business leads.

Now, you and I have been taking quite different approaches to LinkedIn and getting some great results for our clients. I'm going to start off with you, Matty, because I have to say, I love what you're doing and it's finally what we've been competing to be in the top 10 of our respective industries on LinkedIn.

You know, you've been two above me for the last two weeks. It's driving me nuts.

M: (laughs) I've heard your footsteps.

J: (laughs) So, look, I'm going to let you start with this one. Again, we've only got an hour so I think we need to be nice and punchy on this stuff.

Firstly, what is your strategy with your paying clients? So the people that are paying you to do the LinkedIn marketing for them.

What strategies are you using to help your clients get B2B leads, right now? What's working?

M: Sharing your content on LinkedIn groups. It starts with getting good content on their blog, then getting that content shared onto groups that have an active membership base and are filled with their prospects. It's really simple to do if you have good content, it's really hard to do if your content's not any good, because nobody notices it. So that's what we do.

J: Right. I'll just clarify that. So what you are doing is you are creating a group that is designed to attract the prospects of your client. So, for example one of the people I'm working for is a bookkeeper and accountant.

So let's say that for my clients you'd be saying, right, you'd need to create a group that is attractive for your client. So if you're an accountant for restaurants, you know if you're targeting the restaurant industry, you would create a group that is interesting and attractive to restaurateurs.

Is that what you're saying?

M: Yes, that's one of the steps. But before we do that, what we do is get onto the general groups. There's over a million groups in place on LinkedIn.

So what we do is find where our client's prospects are, what groups they're in, then figure out which of those groups is the most

active. You need an active group, you don't just want a bunch of deadheads. You need people commenting and sharing, just an active group.

Then finding those groups, then working them over to our client's site as well as the private group that we set up ourselves for the client.

J: Ok, that's slightly different, you're actually giving me my strategies for sales now, which is excellent, thank you.

But let's, what you mean is if we're going back to the restaurateur one, where we're talking about an accountant that's looking for the hospitality, what you're saying is if an accountant was your client, your personal client you would actually say, right, let's find all of the groups that are out there that people in the hospitality industry are actually talking on, and then you get active on those groups as well.

Correct?

M: Right, sharing information that they find interesting.

J: Right, and so then, what you're saying, oh what I'm assuming, correct me if I'm wrong. What you then have is this great group that is a captive market.

All of these hospitality people are on this, your own, group that you own, they're talking, they're chatting, my gut feeling is saying that you're not going to invite any other accountants or bookkeepers into that one.

So, it's your own private kind of lead farm if you will.

M: Not only that, LinkedIn gives tools that create the groups. There's a lot of tools like, there's an autoresponder that you could use, that LinkedIn provides to automatically send messages out that you tailor for the prospects.

So, once you get into your own group and your own lead farm, yeah that's half the battle. The secret, though, is to find other groups that are similar with the restaurant owners, and then get them interested in your posts on those groups, then once you have that activity generated, it's easy to invite them over to your private group.

Then, because we market that way, that group is instantly populated with active members who comment, and they share, and that's the secret to getting the group to go viral and getting as many other restaurant owners and restauranteurs to it.

J: Ok, ok, so I guess step 1 is, pick your target market, step 2 then is go to groups where your target markets are already active and sort of join in the conversation, not even just that, you're saying find great content that's out there on the net, you don't have to write it yourself, but find great content that's out there on the net, put that content into those groups.

So instead of going into there and saying hey, by the way, if you need an accountant, give me a call, you're saying hey, here's some fantastic information that I think would be interesting for you. And then just because people are seeing your name and profile, you're going to get traffic to your profile.

M: Really, I would say step 2 would be to actually fill your profile out. Not in the way that's just like sharing your resume, but share it in a way that's customer centered.

On my profile it's a sales pitch on why they should join my free marketing course with a link over to the marketing course. Instead of it just having it be a plain resume. Once that profile is built in a way that's centered on a prospect that they're going after, it's very easy at that point then to get into those other groups and to share great content that you didn't even write yourself, but it gets you the profile views.

Then when they get to your profile and they read it, I funnels them right into your sales funnel. So if you don't have your profile filled out properly, you may not get accepted into the groups that you're applying to.

So it's important to have a really nice profile, to have as much of it filled out as possible, but have it be customer centric and then at the same time, then go out joining the groups where you think those prospects are. And they're pretty easy to find, and they're pretty easy to track, and they're pretty easy to figure out what groups are the ones you want to be in and which ones are the ones you don't.

J: Ok, so well that's good. So, I'll reiterate it a little bit then. So step 1 is create a customer centric LinkedIn profile that's good and filled out but that also is almost in and of itself giving value to the customer. So they know what you're about and it's, you know, very clear to them.

Then, you're joining groups that these, that you're target market are active in. And you're also saying, you won't be able to get into that group half the time unless you have a half decent profile. And then you promote great content in those groups that, you know, sort of gets traction, gets your name out there and eventually, you create your own private group and start inviting people, from all of those other groups to come in and join your private group, at which point, you're really farming, uh, you know, you've got your own captive market.

Is that it in a nutshell?

M: And I use the autoresponder tools within the group to send out messages. When somebody new joins, it sends out an automatic message that I write to the client and it also sends shares a link to our client's site where they can also check out at the same time. Maybe the client has a free gift that they want to give to every person that joins the group.

You can set up an email that welcomes them to the group, but also sends them a link to the client's landing page. Once you get them in that private group, you can use those tools very powerfully to fill your client's sales funnel or your own sales funnel.

And that's powerful.

J: Now, just to confirm, this is right now, getting results for your clients that are paying you to do LinkedIn marketing for them.

M: Absolutely.

J: Right. So to everyone that is on this call, or listening to it after this call, this is literally what we do. This is, or certainly what Matt does and you'll see that in fact our processes are in some ways are quite strongly aligned.

It's the beginning of the process that's quite different. But, this is literally what Matt is doing to get his clients leads that they need. So you know, just follow this just do this and you don't need to pay anything to anyone, you know.

If you're looking to get another couple of clients, or even if you just want to test out that what we're talking about is real, you know, because you're sort of saying to us, hey you know, John, you or Matt, you're really selling the LinkedIn thing here, how do I know it's going to work? You use exactly what we're talking about now to do it yourself for a little while.

You know, this is literally what we do. I'm assuming you don't have any secret sauce that you're sort of hiding there. This is exactly what you do?

M: There's a lot of elbow grease in this system, John, so the secret sauce is the elbow grease so I don't mind sharing the recipe.

J: Now, tell me, it seems to me that one of the things that's the key to you generating this sort of traffic. I think what we were talking about before, some of your clients are getting up to 600 hits a week or was it a day, on their web page.

M: Oh, a day. Absolutely.

J: And unique visitors?

M: As far as unique visitors I would say 95%, 90-95% are unique visitors without getting into the analytics and looking. So it's all new prospects hitting their site from what we do.

J: 600 unique visitors. If you're sending that to a well targeted and built landing page, you know, or you have a decent funnel, that's a business. That right there, is a business. You can't not get clients. It's impossible not to get clients if you're sending 600 people to your website. It's not possible.

M: If you're not, there are either two things that are happening. Number one, you're not sending to a landing page, or the traffic isn't targeted enough. That's easy to fix too.

If the traffic's not targeted enough, it's really simple to find out what's going on. Then get back into your groups and figure out which of the groups have more of the targeted prospects you're looking for. So it's not real simple to figure out which groups are going to be able to fill out your private group it's a matter of picking and choosing to see which ones are more active then you can piece it all together.

Then after a couple of months of finding, looking through those groups and interacting on them, you settle down to 50 good ones that have all the prospects you need. And it's those 50 that will end up feeding, not only your private group but your website. And if it's a landing page, they have an actual chance of getting conversions.

J: Yeah, right. Now, another thing that seems to be key to your

strategy is you need to have a lot of great content. And, you know, the kiss of death for this stuff, and you see it all the time on LinkedIn and it's great for me, I love it. I love seeing people do this because it's actually a great way for people to come to me because I don't like seeing this.

You know, for example, the worst example is an accountant going to these hospitality sites where all of their prospects are and going, hey by the way, if you need an accountant give me a call. Um, yeah, I'm an accountant give me a call and that's just the kiss of death, right?

M: The problem with that is that it just gets ignored. The only people that really see it are people like you and I that know it's bad to do and their actual prospects probably won't even see it their mind is just filtering out all spam. And the secret is getting them to like you and the way to get them to like you is to comment on their stuff or to post stuff that they're interested in. And to give them heads up on great articles.

Once you build that goodwill in the groups, then it's like a sponge that keeps soaking up that goodwill then you give it a nice squeeze and it sends people via an invite to your private group, it sends them over there in bunches. And if you have that private group set up right, it's really easy to funnel that traffic into the system.

J: Where do you get all the content from? Because I'm assuming you're posting several times a day, right?

M: Absolutely, every group that we belong to, there's 3 posts being made one each of those groups. That content cost a lot of money at first, we burned a lot of money just trying to write interesting

posts. Until we found a really interesting tool called [Buzzsumo.com](https://buzzsumo.com).

Basically, it changed everything overnight, almost instantly. We saw traffic just jump up. Some sites were receiving 40 a day from LinkedIn and they jumped all the way up to 600 a day just from using Buzzsumo.com.

Basically what it is, it's a tool that allows you to find the trending articles and if a group is about film making, we can actually put a search into Buzz Sumo and find out which articles are trending.

Then we take those trending articles and share those in the group and say, here's a great article I just found and put an outline of what it's about and then post it. That's the whole key.

J: Right, got it. So the idea is, don't worry about marketing to these people straight away, the idea, in fact, is just to build up your...it's almost your own, it is almost like karma, basically build up your karma points so when someone sees your name they'll associate it with quality great content, and not trying to sell to them.

M: When you help somebody find the content they're looking for, it's good.

J: Ok, I'm gonna pull you back, because again, we're moving through a lot of great stuff. So, two things there. The first thing is buzzsumo.com. We're gonna talk about that in a bit, BUZZSUMO.com, we're gonna talk about that in a second.

The other one, and this is so important, if you post crappy content

into the groups, or if you post your own, just always promoting your own stuff from your own website, any admin of any group can tag you as a spammer and when you get tagged as a spammer in one group, you've actually been tagged as a spammer in every group.

And that will basically stop you...basically when you post something, nobody sees it anymore.

M: You can do 90% of your posts be to other people's articles and news articles that you find on buzzsumo or are interesting to them but then 10% are to your own posts or your client's posts, you'll never get tagged as a spammer. And then you'll also collect good will from the people in those groups because you're sharing great content. And it's great content because you grab it from buzzsumo.

So, all those things have to work together. You could do the same thing, but use a different article that people aren't interested in and it just falls flat on its face and nothing ever happens. It just sinks to the bottom of the group, the discussion does, and that's the end of it. You gotta have good interesting content to make this work.

J: Right, it just doesn't pay to spam because you...it's just not going to happen for you.

M: Right, you may as well, yeah, you may as well try something else because it's going to end in failure.

J: Alright, now my understanding is there's about 100 million pages that get created every day and there's a ton of information out there, there's a million articles and what we're trying to say here is you need to find really great articles that people love and you need to post them

in these groups so that people start to associate you with that great information.

Now, that brings the obvious question...if there's 100 million articles being written every single day, where do I find these articles that people love and you know, that people love to read, and the answer of course, you've given it before, is buzzsumo.

So do me a favor and explain how you use buzzsumo to find and then post this great content.

M: There's two ways we use buzzsumo. Number one, we use it to find content that's relevant to the group that we're trying to find an article for. If it's a group on fly fishing, we'll find...we'll use buzzsumo to find articles on fly fishing. Not only will it find all the articles on fly fishing that's been posted in the last...we can tell them in the last week or the last month, or the last 24 hours.

Whatever time table we set, they'll pull up those articles. But they'll also sort them in the way that shows the ones that are getting more shares and which ones are the most popular. It's those articles we share, because, it's usually because it's those headlines that are attractive.

That's one thing we find out by sharing great content. What is great content? Great content always starts with a great headline.

So by sharing those articles with a great headline that are being shared by fly fishermen already, we're pretty certain that they're going to make an impact on that group if that group has the activity

that we're looking for. That's the one...buzzsumo gives you unlimited searches.

So and if you belong to 50 different groups on 50 different topics, you can easily go through and find the content that's relevant for each of those groups. That's the first way we use it. Just be careful when you do post it, let me say you should write something in your own words along with a sentence or two on why you like the article and why you're sharing it.

Otherwise, some of the mods get upset when you just paste the link and don't add anything to the discussion. They might get upset and ban you from the group.

J: So the idea then is to make sure that you...let's say you find a great article you do post the link, but you say hey guys I just posted this article, I think it had some really interesting points to make about X,Y,Z, check it out, let me know what you think.

M: And to be real about it and to actually read the article and leave something intelligent. A lot of people say here's a great article, here's a great post here's something generic where they're not even reading it.

One of the best educations I get is just going through buzzsumo for my clients. What happens is I keep reading the top content that's getting shared then I write a little outline about it then I share it in the groups what happens is, I'm getting educated and one of the best ways to get educated is to read the best content that's online.

So buzzsumo is a tool that makes that very easy to do. Before I started using it I had to guess and it's hard, nobody really knows what articles are going to be viral, it's like what when a band puts together some tunes, they're hoping one will be the jam that gets played on the radio, but not every band can figure out what song is going to be the jam and not every marketing or business owner can figure out what is going to be the jam that people like and tap their feet to and really get in to.

And that's why buzzsumo's important. Just to be able to find out what's being shared. The other cool thing about buzzsumo, they'll give you a list of who the main influencers are for any given industry so we can find out who the main influencers are in our client's industry and then start building up relationships with them via twitter and other social media accounts because buzzsumo shares that information.

In fact, if we want to share, say we have a client that is into fly fishing or he sells fly rods and we're looking for those types of prospects, we could easily figure out who the main journalist and bloggers are using buzzsumo and put in fly fishing and find out who the main influencers are and right from inside buzzsumo click a button and befriend them on twitter.

And what's important is then we start building a relationship with those influencers and by sharing great content from buzz sumo and by sharing their content on those groups, what happens is build a relationship with an influencer in the industry so what's happening is we're helping our client out by giving them profile views and we're

also helping out the members of the group by getting them good content, but we're also helping out the influencer who wrote the article.

And then by building a relationship via social media with that influencer what happens is when we post something for our client's site, that influencer is going to be much more prone to share it especially if we ask them. Because we've been sharing their content all along.

And that's a secret little that I have about buzzsumo is, when you're sharing those articles in those groups, make sure the influencers know it and you're building a relationship with them.

Because buzzsumo makes it very easy to do that and a twitter account to. So that's my secret how make it all happen on LinkedIn, using buzzsumo.

J: That's very interesting. I just want to reiterate to make sure that all comes across. So, not only are you grabbing great content, but you're looking to see who the main movers and shakers are in that target demographic.

So again, let's say hospitality since I've been focusing on it, and when you're sharing their content, they will start to know you're sharing their content, they will start to get to know your name, and then one day you may actually write your bit of killer content, you have a much better chance of that person sharing your content, you're gonna get

amazing reach if you someone with, you know, with a massive reach, posts your content.

They're going to be more likely to do that because you've shown them some love.

M: Yeah, absolutely. And most of their followers are probably going to be your prospects too. So anything they tweet, is just viral and you could get a hundredfold difference in traffic by getting the right retweets.

We had one guy retweet one of my personal articles and we had probably 400 other retweets come in that were his followers retweeting it. And that was amazing traffic and we would never have been able to do it unless we had built the relationship up with them.

And that's really easy to do, anyone can do it, but you've gotta have good content and you can't be a spammer. That's two rules.

J: That is a ripper. We're at the halfway point now, so I think we should flip over so we can get the other side of the equation. Just quickly, though, if anybody does want to talk to Matty, I highly recommend you do. YourAdSquad.com. Your Ad Squad, and that's Matty's website so contact him by email. His name is Matt LaClear, I'll post this where mine's recorded.

Feel free to connect with him on LinkedIn as well. As I have said I've known him for a long time and he's certainly the guy that I go to when I need clients to get seo work. As I said, he's always two steps ahead of me on LinkedIn at the moment. Not for long, now that I

know your secret sauce but, having a chat with Matty is always...can't recommend him more.

M: If anybody wants to learn more about my system, youradsquad.com is the way to go. But let's talk about what you do, John, that's the whole reason we're having this call. You told me a little bit about what you were doing and I almost fell off my chair because I knew it was the missing gap in the system that I was running. And so why don't you tell us a little bit about what you're doing on LinkedIn that's different from what I just shared.

J: Yeah, well look it's interesting. We both have the same end point, which is where we create a private group and we make sure that our client's target prospects are filling up that group.

So again, the example I had was an accountant who was targeting the hospitality industry. The first thing I do is, well my end goal is for my client to have a group that is filled with decision makers, so owners of restaurants, etc, in that private group that they can, you know, that they cannot market to, but that because they're almost like a captive audience that at the end, when they do need a bookkeeper or an accountant, it's obvious who they're going to go to because you've always been there.

LinkedIn used to be pretty difficult to do some decent searches on, even if you had a premium account. They had all sorts of stops on your account. You couldn't connect to too many, you couldn't invite too many people a day, they started asking for email, it became painful. But they came out with a new product called Sales Navigator.

It cost you something like \$60-\$100 a month, depending on the country you're in, but it allows you to do these amazing searches where you can literally get your exact target, like your exact target market, and you can connect with them. And so what we're doing, I mean I obviously got staff that do this, I'm not doing it individually for every client, I'd never sleep. What I'll do is I'll go into...every client gets a premium account, they got to do that.

They get a premium account, I go straight in there and we have a chat and I'll say right, tell me, who is your ideal client? And let's say in this instance it's hospitality, well the first thing I do is I go in there and say right, let's say that they're based in Sydney, I say right, I want to have a search for anyone who is the owner of a restaurant based in Sydney. And LinkedIn will just give me this big fat list of every restaurant owner.

M: You're going after targeted prospects and drilling down to the precise people that know are the people that you want to target...and I have some questions about how you figure that out, how you drill down, and how do you figure out which prospects are the right prospects to go after. But once you find them, you just contact them. To me, that's just amazing, that's everything that I haven't been doing, we've been finding them on the right groups, then writing content and getting them to come to us and you're just going directly at them and I love it.

J: You know, to me it just made sense, if I know who is most likely to buy my product. And this...by the way...it's never been possible to do

this before.

Like when I realized LinkedIn was giving us this sort of access, it...I do this to do my own business, it blew my mind. Because never before, I mean Facebook kind of says you can do it, but everybody puts crap on Facebook, you know, it's so personal.

But on LinkedIn, sure they embellish a bit, if you're an accountant you have put on LinkedIn that you're an accountant, that's what you do and everyone does that so if I'm after accountants in Sydney, well then they're all there. They're there for the asking.

And if LinkedIn says if you give us \$100 a month I will give you direct access to every single one of them, and that's unbelievable.

M: Let's talk about that for a minute, there was a time earlier in my career, I think it was pre-2000 where we would have clients that would hire us to do direct mail for them and targeted lists were very expensive.

J: Oh, yeah, you were paying \$1 or up to \$2 a lead. As in like per email address.

M: And they weren't even that accurate to begin with. The list. But now you're getting precision lists, exactly who you want to go after and target. Now, having access, though, is not the whole ball game. Anybody can have access, you can have a million people on your opt in list for a business, but if you send the wrong emails out, you're not going to make any sales and you may get a million opt-outs.

My question to you is, one you have found the access and you've gotten the access, you have access to your prospects and your initial invitation, do you mind sharing, are you inviting to the group, are you inviting them to them to the website, are you offering them a free gift, and/or all three?

J: The main thing to remember is that you don't sell. If you're selling to your, to these people, that's instant turn off.

Hey, nice to meet you, buy my stuff. That doesn't work. so the first thing that we're doing is saying hey, look, we're both in the same industry roughly, so for example, my website is [Hummingbird Advertising](#) so it's pretty hard to, I can't pretend I'm in any other industry than that, but what I can do is say hey, we're both working in the same roughly area.

So I work with accountants and bookkeepers a lot, right, so I can quite happily say hey, Susan, I noticed that we're both working in the bookkeeping sector, and I would really like to add you to my LinkedIn profile if that's ok with you. Now my profile says John, Hummingbird Advertising, LinkedIn marketing, there's no confusion there.

M: You're selling the connection.

J: Yeah, I'm just saying hey, let's connect.

M: Nothing else? Any freebie offers that you have, if anybody that wants to duplicate what you're saying, don't add any type of sales-speak to it just relate to them personally? Do read their profile, do

you go read their profile add anything personal to it, or is it just a copy and paste?

J: Yeah, that section is just copy paste. What we found is you can add a personal thing in there but it doesn't really increase the conversions. The other thing is if you get in there it's actually a little bit creepy to get this personalized message straight up. Because, you know, all of the sudden, it's like yeah, I stalked you and now I wanna you know, connect with you, and that's a little too much.

M: (laughs)

J: Yeah, you know, so just the name, we're both in the same industry, let's connect. And I get a good connection rate with that. Now, step 2 of that is, once they connect, they hit the button, we go back and say hey, thank you so much for connecting with us, I appreciate it. Then when I say, just as sort of a bit of background information, just so you know, this is what I do.

I'm a LinkedIn marketer, I work with a lot of bookkeepers to help them build leads for their businesses. Here's the kicker, here's the most important part, if you ever need any help with that or advice with that, give me a yell, I'm happy to help. I'm not selling anything, I'm saying, this is what I do. If you ever need some tips or tricks or advice on it, give me a yell, I'm happy to help.

M: And that's not going to be any new information to them anyway because that's already listed on your profile.

J: Yeah. And also, trying to, I mean look, I do get people occasionally come back and say , look we're not interested in your services I say

look that's absolutely fine you know, that was just a genuine offer and I'm really glad we're on the same network now.

The aim there is, though, and it's amazing how often it happens, that message alone, a certain percent, maybe 1, 2 percent will come back and say hey, wow, I am literally looking for what you do right now, give me a call. Alright, so you haven't sold anything, but you're getting the leads. And we haven't even started the lead gen yet, this is just getting them into the network.

M: We build relationships with influencers in our system and with the group members, you're building relationships with the prospects directly. That's not what we're doing and what's exciting is we're getting results with what you're doing and you're getting results with what you're doing and then they're totally separate systems in a lot of ways.

The fact that we're competing in profile views and we keep swapping back and forth and we both are using totally different engines to fuel those profile views. So that's why, that's exciting.

Anyone listening to this call will get profile views even if you just do what John says and ignore what I say or do what I say and ignore what John says, but if you do them both, which is what I certainly am planning on doing, exciting things have to happen. I mean, I'm geeked, I love LinkedIn as it is, but with your system, going directly after them, is fantastic.

But I have some more questions if you don't mind, about your system. Once a response comes back, let's say they say thank you or

they ignore you. I assume you're going to assume to send them a message later, even if they don't respond, to invite them to the group?

J: The next step is to say hey, you know what, I really meant it when I said I wasn't trying to sell to you. I would really love to have you as a client, but that's not my primary motivation here, I'm in connections with thousands of people on here, I'm going to get sales.

I'm legitimately here, I want to build up a communication with people. I tell you what, I've just recently started a group, and that group is literally based around people like you in your industry. Nobody is allowed to sell in that group, including me. It's just great stuff, it's going to help you insert whatever it is that's their biggest problem.

So it's purely based around your current issues and things you're facing on a daily basis and you'll get the chance to share your views and chat with other bookkeepers, accountants, or other people in your industry who are going through the same thing you are.

And that's legit, by the way, there is no advertising, I'm not selling anything to them, that's a rule I've got and it really is a place where these people will have a place to talk and chat with other people who are in their industry trying to do exactly the same things that they are doing alright, and when I'm in there, then it just becomes this game of hey, John, what do you do, and I'm hey, I'm giving you all this marketing information, that's what I do. And that then acts as a two-step.

Step one is because I'm giving great information for free and hey we're giving this information away on this call and it's real. This is literally what I do for myself and for my clients.

So they get all this great information and they go, right, this guy's not talking crap. Clearly what he's doing is real. Step 2 is its very clear to them what I do.

When and if they are going to hire someone to do lead generation for them, who are they going to go to?

M: They're going to go with you.

J: They have to, right?

M: They're not going with the advertising company that was just sending spam messages out through the message box or on the groups, they're going to go with the person who is sociable and who gave them the tools and who was a gentleman the entire way. That's who they'll do business with.

J: And that's the game, you create a group that is genuinely useful for people. So for example, you could take this call and I mean this you could literally take this call and you could build your own LinkedIn marketing company because we've opened the kimono, everything that's there, and that's a terrible image if you know what my body's like, but we've opened the kimono and you could literally take all of this stuff and never pay a cent to anybody and that's it.

You're building up your leads yourself. My hope is and it works, is that if your business is small, you'll take the information we're giving

build up your business to the point where you're just too busy and say, you know what, John, I know your stuff works cuz I used it and it worked, but I don't have the time to do it myself now so I prefer to pay you to do it.

Or you know what, I can see that this is great stuff, so look, it's real, and I'd like to pay you to do it straight away. And third, let's say I've got somebody who in no way, shape, or form is ever going to give me any money ever. There's still a benefit because when their friends say to them hey, wow, I'm really looking to try to build up my business leads, do you have any ideas?

I can see your business is kicking it, do you have any ideas? What are they going to do? They're going to send them to me.

M: They could also on their social media accounts be sharing your site with their followers. There's a lot of potential business to be had even if they're not going to do business with you personally. So by staying personal with them, I can see where that's very advantageous to your overall process. Because that's going to get you that social media and that viral traffic and referrals. And that's the name of the game.

I mean, your system, I love it. I know I've said that 4 or 5 times, but you filled a lot of gaps in my own system and...we joked around at the beginning when we met up again and we're talking is that we've both been hacking away in the LinkedIn jungle like we used to do in Warrior Forum.

LinkedIn is no different, and we both been hacking away and having success in there and just kind of running into each other on LinkedIn. It was hey, what are you doing here and then to hear your system and to have it just totally fill in the gaps that's in my own system and vice versa.

To me, it's almost like providence and I'm going to definitely put your system in to play tomorrow, even. I'm not going to wait two days, I want to make sure it's getting...But I know we've been going on for a little bit, but I have one more specific question to you.

Once somebody becomes a connection, how long do you wait before you pulled the trigger on the next message, the third message. The first message is the connection request, the second message is thanking them for accepting the connection and then reiterating what you do, what your profile says basically and then making yourself available for help.

Let's say they ignore that or they just say thank you and that's that. How soon before you come back again with the invitation to the group?

J: I'll generally give it a week, maybe two, depending. You know and the thing is, at the beginning that feels painful because you're like oh, god, I want to get something right now. But for the first couple of months, you're really just building up that network.

I don't start the group until I've got a good thousand people as LinkedIn connections because what you don't want is to have a group

with three people in it. You don't build the group until you've got a good 500 to a thousand targeted connections, not random spam connections, but actual connections that you build, you know, the way that I'm talking and then you know, it really gives your group a good kick start.

It gets people talking. You've got to be in there by the way, working it all the time saying hey guys, this is a great idea, what do you think of this, is anybody been trying this, let's, you know and you kind of become the guy that's pushing to make their business better.

Your active, you're there, people are asking for advice, I mean, I've moved to sort of digress from your question. But the answer to that is there's no rush on that because you're building up connections in the background anyway, and if you give them a week or two it doesn't feel pre-programmed.

You know, there's nothing like this sort of machine gun message, message, message. People just go right, you know he wasn't connecting with me to connect, he was connecting with me to sell a lot of stuff. People know when they need help with their lead generation.

You know they don't need me to knock them over their head by how badly they need lead gen, if you're running a small business, you know if you need help doing lead gen. And you know whether you can afford it or not. You know, if I keep banging you over the head, with hey I do lead gen, I do lead gen, that's not going to help, that's just going to annoy you and you're going to disengage.

So you know, and the same thing would be if you're that accountant or a bookkeeper. A company knows.

A business owner knows if he or she needs a bookkeeper because they're sick of doing the books. This is...this is...there's no surprise here. They're not going to be...they're not going to look at your message and go whoa holy crap I never realized I hate doing my bookkeeping.

You know, they were already there and, you know, by giving away great information, all that you're actually doing is staying front of mind so when they emotionally make that decision and go you know what, screw this, I am sick of it, I want somebody else to do my bookkeeping now. You're the guy they go to or the girl they go to. Punishing people with sales is a dumb game.

It doesn't work, it used to work, uh, you know to a degree, although that's questionable. But punishing people with sales messages is the worst way to run a sales process that I can think of. And I've been in sales for 20 years. It just doesn't work.

M: Yeah, it didn't work 20 years ago. I've been in sales for 20 years as well. It didn't work 20 years ago. Maybe 1%. Maybe, but 99% of rejection you would receive would just be totally crushing to the point where you couldn't enjoy the 1%.

That's where our systems are similar. We're also very non-salesy. And there's several pitfalls that can get you in trouble to before you ever get a chance to get to that point where the customer has an ah-ha yeah, I hate doing my books, this John fellow seems to

be a nice guy. In fact, he's a really nice guy, he's helped me on about 14 different things so far. I'm gonna have John, I'm gonna call John right now. I'm going to do business with him.

But there's several pitfalls that you could fall into before that ever happens and usually it's sales related where you're trying to slam an ad at them, you talk to them in sales speak in a way, or you send too many invitations, or you get real impatient. And patience is our friend in LinkedIn marketing, it is in any marketing, and when you're talking to somebody, if you sound too excited or like you really need a sale or you sound desperate, you're not going to - you're going to put off the vibes of the no-sale vibe to the prospect.

And in internet marketing it's no different. It's just you have to be careful to just not put those vibes out and you're doing an excellent job not putting those vibes out and just going direct at them. That's why you're the man.

J: In my experience, it's the customers that I've sold the hardest, where I've effectively convinced someone to join. Bar none 100 times out of 100 they are the worst customers ever because they weren't already there. If I've convinced you to buy, you know, I've talked you into it, you're never really happy because it was always money you were nervous about, you weren't 100% there. If I'm going to give a refund to a customer, it's almost always the customer that I've convinced.

M: It's amazing what happens to your mind set when you have a steady source of leads coming in, because now it's all your eggs aren't

in this one basket, so if I only have one lead for the month, of course I might be a little salesy with this person because I need the sale.

But if I have 400 come in, I can take it easy, I have enough leads. And it creates a different vibe. And a lot of the people that are marketing on LinkedIn, they have this desperate vibe where they're just spammy and it's very off-putting to people that see it and it's not going to build relationships with it.

So that's, out of everything that we've talked about in this is built on that, in this podcast, on this call, is just built on that principle of not putting that vibe out and actually being someone that actually cares about other people and tries to help them find good, relevant information, answers their questions, and tries to get them involved and just constantly stirring the pot with messages and connections. I love the system.

J: People come to you when they're ready.

M: How long do you see this working? Is this something that you think LinkedIn will change? Will both of our systems quit working?

J: No, you know what this is, this is what LinkedIn was built to be, this is what LinkedIn is. This is literally what LinkedIn wants. Because you think about this for a second, if you got a group that's going well, it's getting bigger and bigger and bigger that's full of accountants for example or full of hospitality, whatever their industry is.

This...you've got engagement, you know on every page of, you know, the group, LinkedIn gets to put up a couple of ads, you know doing

this gets people genuinely interacting with LinkedIn. This is exactly what they want.

M: Why am I more excited about LinkedIn than I ever was on warrior forum? And anybody that remembers the old warrior forum, warrior forum is still there, it's a great forum, it's the number one forum for internet marketers.

But the old way of marketing was seo to the point where you were trying your best to fool google and google was always doing their best to protect themselves from being fooled. And with LinkedIn and everything we've talked about, it's about, this helps LinkedIn, this helps further LinkedIn's own goals.

So when you can work with people that way and actually work in a way that helps the platform grow that you're trying to grow your own business on, that's a good situation and I don't see that going anywhere. If anything they'll just keep creating tools to make it easier for us to do. This isn't going away. This is not going away.

J: Yeah. Agree completely, I mean look, Sales Navigator, it's literally designed for me. They couldn't have come up with a tool that better helps me do what I do than Sales Navigator. They literally couldn't. That's it, that's the tool that I need.

M: This could be something that goes on for some time and a marketing system that may stick around a lot longer than what than what most of the trends have been in internet marketing. I think this is going to be the most visible system.

J: I mean, I've learned a ton and I'm actually pretty excited to get your - you know the way you're using content to start building on the process that I'm already doing. I think that's really cool. Do you have any last questions for me or anything that you feel we missed?

M: Does this work for local?

J: I mean, the answer is yes because LinkedIn gives you unprecedented access to the owners of businesses. If you call you have to talk to the secretary you got to talk to the, you're sort of going through level by level because literally those people are there to protect the owner of the business from talking to people like you. Whereas on LinkedIn, especially if I just search, I connect instantly with that exact person.

So yeah, locally it's fine because you just, you would literally in the searches, if you want to go really local, let's say if you wanted to in your suburb. I would literally start searching for individual businesses in Sales Navigator and connecting directly with the owners of those businesses.

M: Well, I thank you for your time, I've learned a lot, maybe we should schedule some kind of follow up call, maybe down the road, so, because I know I'm going to have a million more questions once I start working on your system, once I start implement, I know I'll have more questions for you and I'm sure anybody who is implementing what you've discussed or we discussed on this call is going to run into those same questions.

J: Yeah that sounds like a great idea. Matty, thank you so much for

taking the time out today. I think again, I'm actually looking forward to using your stuff and yeah, absolutely, I think a couple of follow up calls would be great. Matt, that's it I'm going to run, have a great night, I think it's nighttime for you over there and uh, Matt, let's talk again real soon. And off.

He stuck around, I can't believe it. For everybody on the call, thank you for taking the time this has been a long call, I hope you got a ton out of it because I did. Look, message me in the group and let's talk about it.