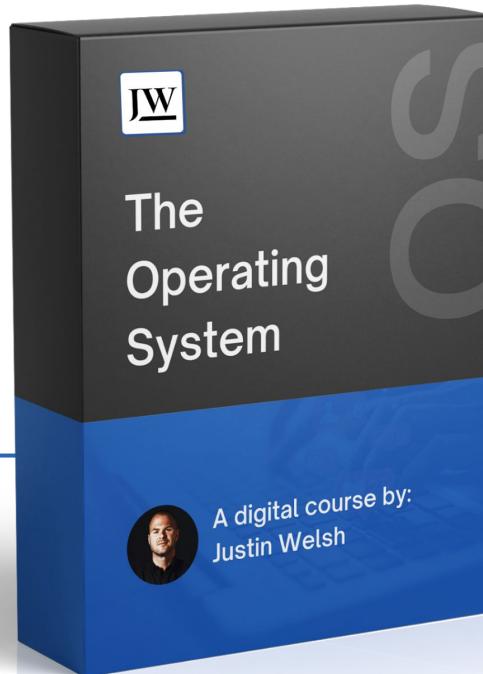


The Operating System

How to grow & monetize LinkedIn

A digital course by Justin Welsh



Welcome

Course Goals:

- Grow your LinkedIn audience with the **right connections**
- Rapidly produce content that's **relevant to your audience**
- Generate **inbound leads** and hunt **outbound leads**
- **Monetize your audience** through products and services

My Journey

My Journey

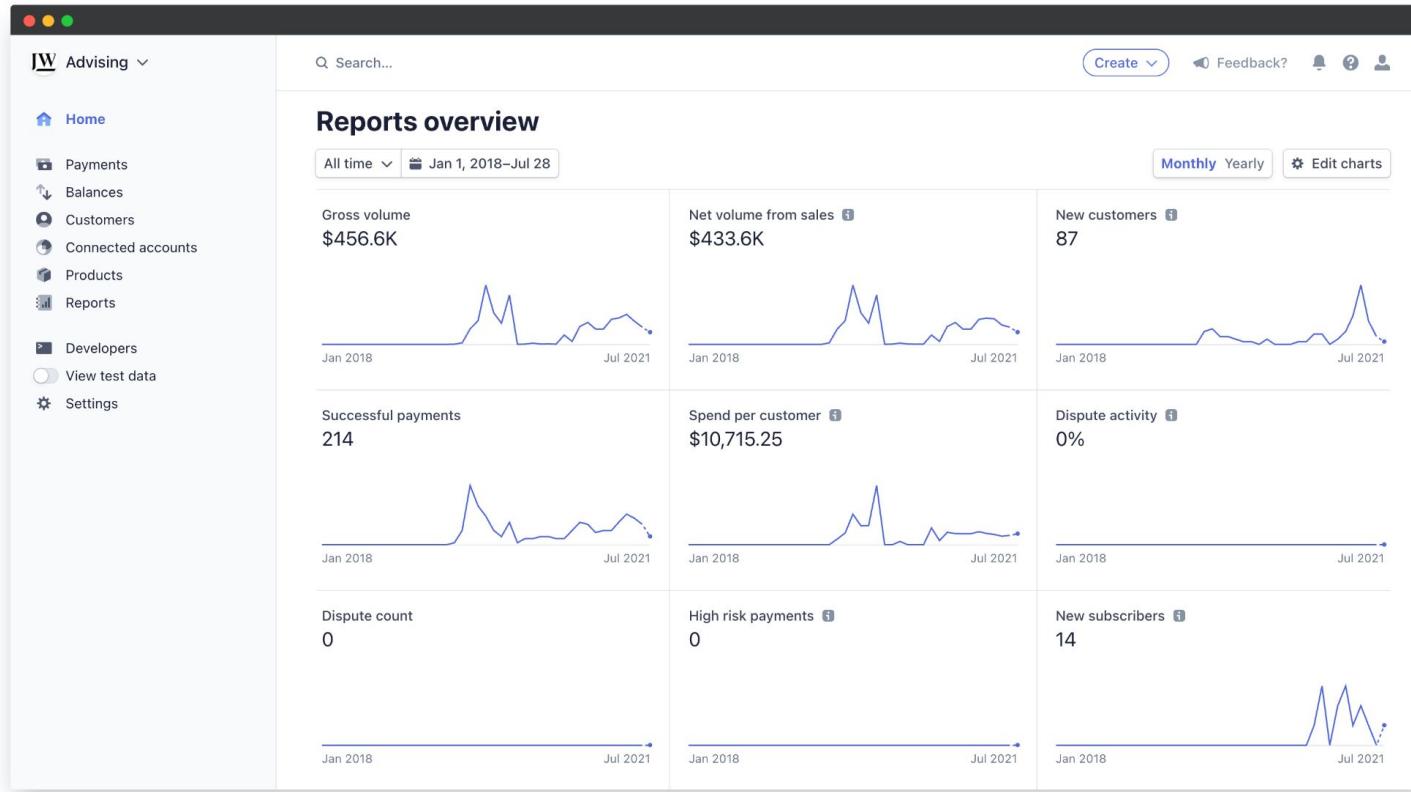
- Former startup executive
- Helped build two, \$50M businesses
- Walked away from my executive role in August of 2019 to work for myself.

My Journey

What I do now:

- Advisor
- Angel Investor
- Build digital products
- Run a private community

Revenue Streams

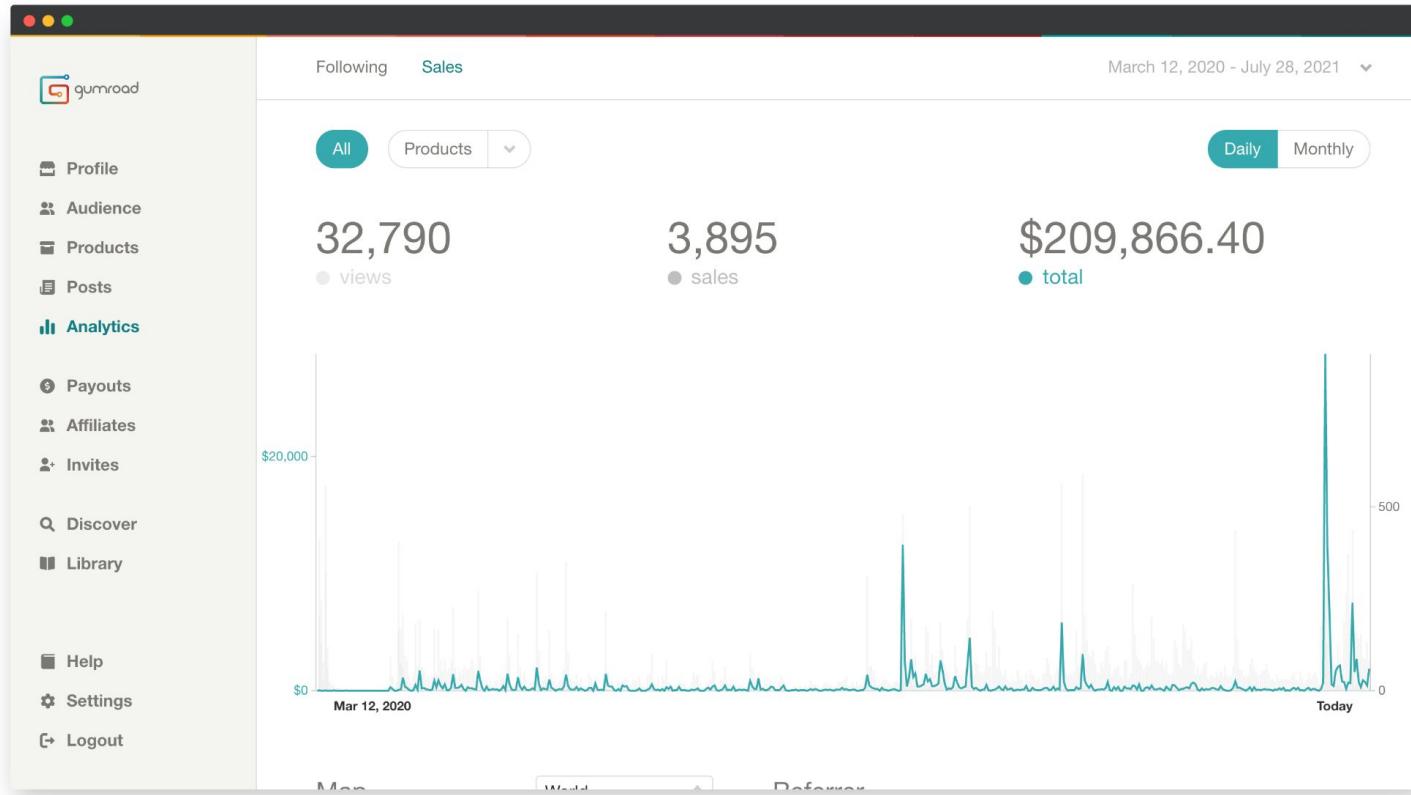


Revenue Streams

The screenshot shows the bill.com software interface. The left sidebar has a dark blue background with white text and icons. It includes sections for RECEIVABLES (Overview, Inbox, Customers, Invoices, Payments In), PAYABLES (Invoices, Vendors, Bills, Payments Out), and SUPPORT (Upgrade, Support). The 'Payments In' item under RECEIVABLES is highlighted with a blue border. The main content area has a light gray background. At the top, there's a search bar, the user's name 'J Welsh' and company 'Justin D Welsh LLC', and navigation links for NETWORK, TO DO, RECENT, SETTINGS, and HELP. Below this is a title 'Payments In'. A 'Filters' button is on the left, and 'More actions' and a three-dot menu are on the right. A summary row shows 'Total payments in: 23' and 'Total amount: USD 277,636.99'. The main table has columns: REFERENCE#, CUSTOMER, PAYMENT DATE, PAYMENT TYPE, STATUS, CUR..., AMOUNT, and UNAPPLIED AMOUNT. Eight rows of payment data are listed.

REFERENCE#	CUSTOMER	PAYMENT DATE	PAYMENT TYPE	STATUS	CUR...	AMOUNT	UNAPPLIED AMOUNT
P20031001-2118732		03/16/20	ePayment	Paid	USD	40,500.00	0.00
P20050701-4254118		05/13/20	ePayment	Paid	USD	39,393.87	0.00
P20040301-7476721		04/09/20	ePayment	Paid	USD	31,250.00	0.00
P20052801-8566944		06/03/20	ePayment	Paid	USD	18,750.00	0.00
P20100201-8925503		10/08/20	ePayment	Paid	USD	17,100.00	0.00
P20082801-0411708		09/03/20	ePayment	Paid	USD	17,100.00	0.00
P20080301-3842190		08/07/20	ePayment	Paid	USD	17,100.00	0.00
P20062301-4402795		06/29/20	ePayment	Paid	USD	16,226.00	0.00

Revenue Streams



Revenue Streams

Outseta

Search

Chats JW Justin Welsh Audience & Income

Home CRM Email Help Desk Billing Auth Settings Get Help

zach.reeser@theprausgroup.com opened email for campaign 'A&I Weekly Nuggets #10' 6:30PM

dgaletti@grupocloudspace.com clicked email for campaign 'A&I Weekly Nuggets #11' 6:28PM

srlanders@gmail.com opened email for campaign '7.01.2021 Waitlist Broadcast' 6:11PM

brandon@befocusedlivegreat.com opened email for campaign 'A&I Weekly Nuggets #11' 6:09PM

Added to segment 'Step 1: Website Waitlisted Email List' 5:31PM

created 5:31PM

andrew.capland@gmail.com opened email for campaign 'A&I Weekly Nuggets #11' 5:09PM

kevin@kevinkermes.com opened email for campaign 'A&I NPS Survey' 4:34PM

aisha.msm90@gmail.com opened email for campaign 'A&I Weekly Nuggets #11' 3:41PM

molly@mollygodfrey.com opened email for campaign 'Step 3: Paid Member Join Email' 3:21PM

jane@receptiveleader.com opened email for campaign 'A&I Weekly Nuggets #11' 3:08PM

Load more

319

350
300
250
200
150
100
50
0

May 2 May 29 Jun 25 Jul 22

Gross revenue All Time \$68,111.00 Invoiced \$67,007.00 Collected

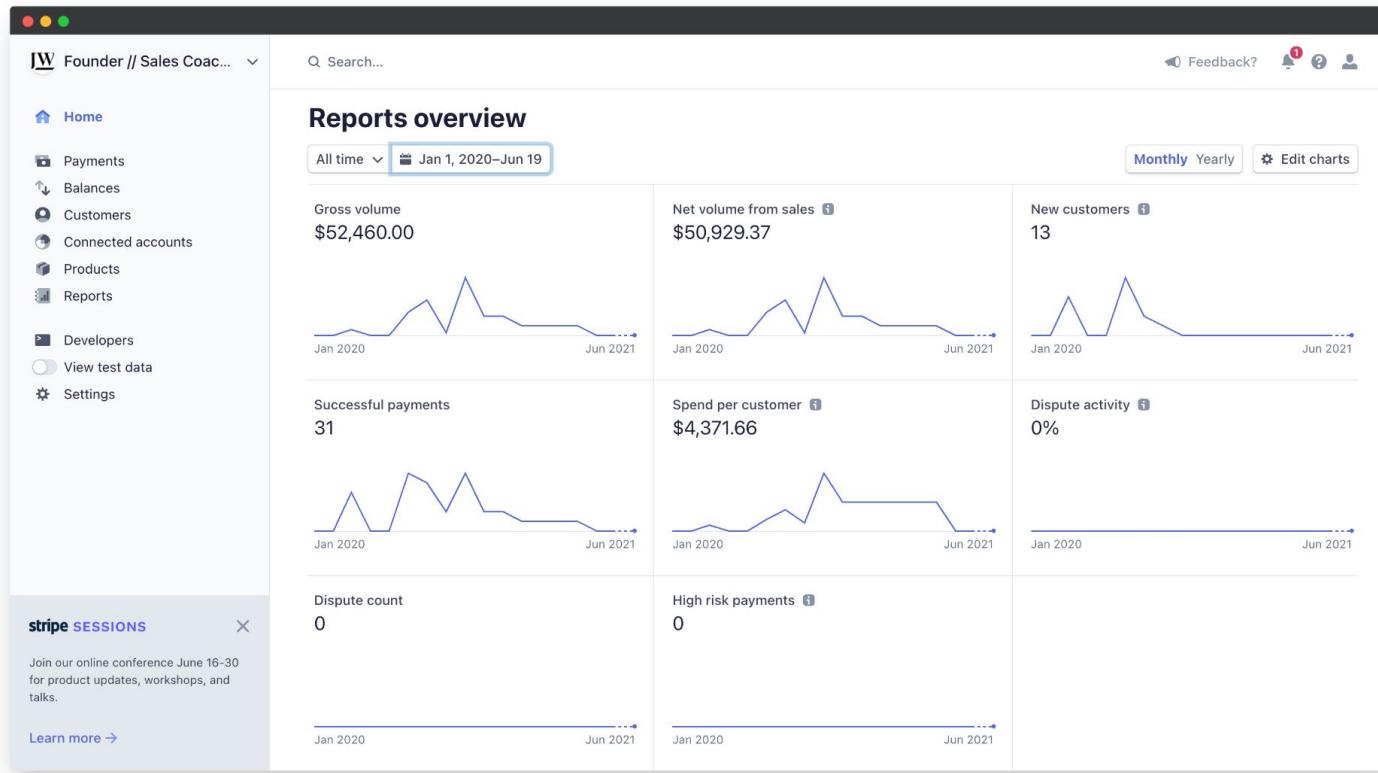
\$35,000
\$30,000
\$25,000
\$20,000
\$15,000
\$10,000
\$5,000
\$0

May 3 May 30 Jun 26 Jul 23

...

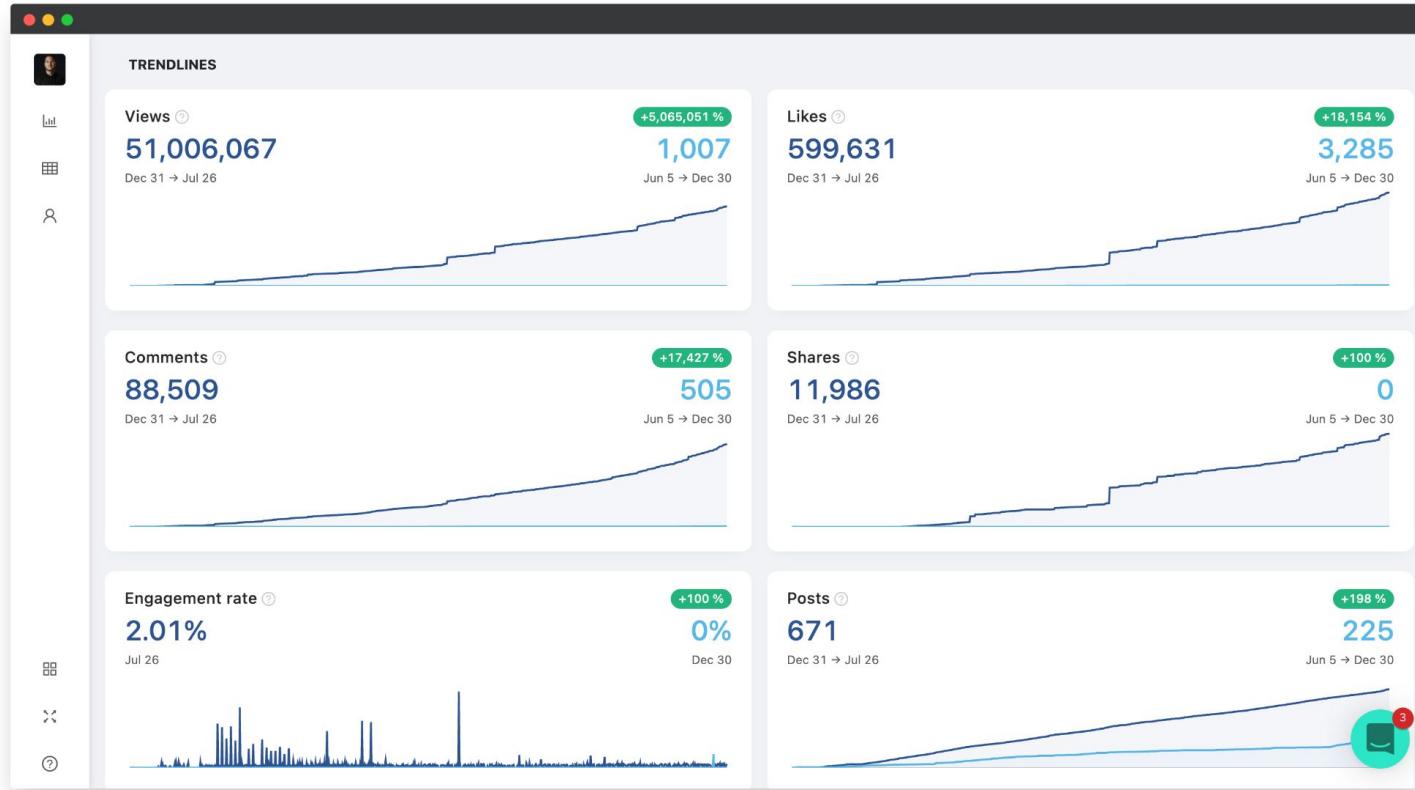
The screenshot displays the Outseta platform interface. On the left, a sidebar lists various modules: Home, CRM, Email, Help Desk, Billing, Auth, Settings, and Get Help. The main area shows a chronological list of email interactions from different users. To the right, there are two charts. The top chart, titled '319', shows 'Gross revenue' over time, with a sharp increase starting around May 29th. The bottom chart shows 'Collected' revenue over time, with a significant spike on May 3rd and smaller peaks later. A dark blue speech bubble icon is located in the bottom right corner.

Revenue Streams



Audience Growth

(Source: [Shield Analytics](#))



Approach & Expectations

What I believe in:

- 50% principles/50% instructions
- Low production value
- Affordability

What I **don't believe** in:

- 100% principles
- High production value
- Expensive

Lastly.

None of this matters if you don't watch the full course
and then execute the game plan.

How the course works

How the course works

Lessons

- Short
- Action-oriented
- There is **one resource** that has everything you need for your OS

Best Practices

- Set aside three, one hour blocks to complete
- Go through a lesson - take some notes
- Review resources tied directly to lessons
- Make applicable changes to your profile and business

Part 1: The Foundation

*“If you don’t understand who you’re targeting
and why, then nothing else matters.”*

Define Your Sub-niche

Define Your Sub-niche

Goal: You should finish this lesson and have a good understanding of the specific sub-niche that you are going to serve.

Why is this important?: It's critical to have laser-focus on who, exactly, you can help in the market.

Define Your Sub-niche

The #1 problem I see when people are trying to build a business on LinkedIn is that they are not focused on a specific customer.

It can be summed up in one phrase:

“When you talk to everybody, you talk to nobody.”

Define Your Sub-niche

Start with the simple question: **What is a broad topic you know well?**

Example:

- Marketing

You're great at marketing and want to help people!

Define Your Sub-niche

Let's use this example, and continue through our equation.

Step 2: Find a **niche** inside of this broad topic.

Examples:

- Marketing → Email Marketing

Define Your Sub-niche

Next, we want to go from niche to sub-niche, where you can get **REALLY specific about your audience and your offering.**

Step 3: Find a **sub-niche** inside of those niches.

5 tips to choose a sub-niche:

- **Price:** Email marketing for 7-figure business owners
- **Demographics:** Email marketing for college students
- **Level of quality:** Email marketing for premium clothing designers
- **Psychographics:** Email marketing for Democrat politicians
- **Vertical/Industry:** Email marketing for healthcare technology companies

Define Your Sub-niche

Examples:

- Marketing → Email marketing → Email marketing for 7-figure business owners

Resource: The Sub-Niche Playbook

The LinkedIn Operating System Resources

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

J4

	A	B	C	D	E	F	G
1	Ways to find a sub-niche						
2	Price	luxury, moderate, discount					
3	Demographics	Gender, age, income level, education level					
4	Level of quality	Premium, handmade, economical					
5	Psychographics	Values, interests, attitudes					
6	Vertical/Industry	Healthcare, finance, eComm					
7	Geographics	Residents of a certain country, city, or even neighborhood					
8							
9	Start here after "Define Your Sub-niche"						
10	Step	Question	Your Answer	Course Example	Example 2		
11	1	What is a broad topic I know extremely well?		Marketing	Athletes		
12	2	What's a niche I know even better?		Email Marketing	Runners		
13	3	Who do you help in that sub-niche?		Email Marketing for 7-figure business owners	Marathon runners		
14							
15	4	What problem do you help them overcome?		Lack of time	Poor training programs		
16	5	What outcome, specifically, do you help them achieve?		Grow their revenue	Run faster times		
17	6	How do I create the outcome from step 6?		In just 7 days	Through custom training programs		
18							
19							
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24							
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26							
27							
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30							
31							

Sub-Niche Playbook Better Backstory Builder New & Improved Content Matrix Rapid Content Iteration Copywriting 101 Solvi

Your Persona Build

Your Persona Build

Goal: To understand how to craft your online persona.

Why it's important: It's important that you establish yourself as the go-to person for your new tribe, and in order to do that, you must be interesting!

Your Persona Build

Remember: Persona establishment doesn't mean creating some fake person.

It simply means understanding what resonates and translates online.

There are 3 important pieces of persona establishment:

- Your backstory
- Your strong opinions
- Your ability to craft stories

Trait #1: Backstory

Your Persona Build : Traits : Backstory

Goal: To capture your backstory in a way that's both relevant and compelling to your audience.

Why is this important?: Your audience is more likely to come on your journey if they see themselves in you.

Your Persona Build : Traits : Backstory

Trait #1: Backstory

This is intended to **shape the narrative of who you are and to be relatable to your new audience.**

You MUST be **relatable, not untouchable.**

- **Fitness?** Backstory should be about how you used to be out of shape.
- **Cooking?** Backstory should be about how you used to suck at cooking.
- **Sales?** Backstory should be about how you used to suck at sales.

Your Persona Build : Traits : Backstory

Every great backstory is built in 7 steps:

- **The obstacle:** Should be relatable.
- **The internal struggles:** How we feel inside.
- **The external struggles:** Struggles that can be seen or heard.
- **The change event:** Critical decision that starts your transformation.
- **The spark:** Magic moment when you knew things were going to change.
- **The guide:** The person who lifts you up and helps you see your potential.
- **The result:** The continuation of the story to even greater success.

→ My step-by-step **Better Backstory Builder**

Your Persona Build : Traits : Backstory

Every great backstory is built in 7 steps:

- The obstacle: **Fired 3 times by the time I was 28.**
- The internal struggles: **I had no confidence in being successful.**
- The external struggles: **My friends ridiculed me for living in tiny towns.**
- The change event: **Took a bus to NYC to interview at a small startup.**
- The spark: **The energy of the city, the team, and the product changed me.**
- The guide: **My new boss helped me make a sale the very first day.**
- The result: **Become an executive at a startup company in LA at age 33.**

→ My step-by-step **Better Backstory Builder**

Your Persona Build : Traits : Backstory



Justin Welsh

I deconstruct business growth for solopreneurs & creators.
2yr • Edited •

...

I got FIRED 3 times before I was 28.



I NEVER hit quota in my first 4 sales jobs.

At 28, I took a job as one of the first salespeople at a tech company in NYC.

I'll spare you the details on how I got the job.

I moved to NYC and was paid \$40k as I turned 29.

I slept on my friend Mara's couch for 5 months. (Thanks!)

Something funny happened though: An intersection, I'll call it.

The intersection of finding a product, team, culture and city I freaking LOVED.

I got energized. Pumped. Every day.

I worked NON-STOP.

I won every award possible.

I got promoted 5 times.

By 33 I became an Executive.

I look back and cannot remember the old me. I simply can't fathom it.

Moral of the story? Find an intersection of some thing, some people, some vibe and some place you love.

Hell, 3 out of 4 will do.

But, when they ALL intersect...well...?

That's when you get dangerous 🔥🔥 You forget the OLD you.

Have fun out there today. Go find the NEW you.



UPDATE: This took off, and I have 1,100 unread messages in my inbox. Very unexpected. I am humbled. Wildly appreciative. Feel free to sign up to get this type of stuff regularly from me: www.justindwelsh.com

14,200 • 828 comments

Reactions



...

Like Comment Share Send

1,248,079 views of your post in the feed

Resource: Better Backstory Builder

Trait #2: Polarization

Your Persona Build : Traits : Polarization

Goal: Suss out your strong opinions.

Why is this important?: Boring content means no engagement.

Your Persona Build : Traits : Polarization

Trait#2: Be Polarizing

There is no following and no money in boring, vanilla opinions.

If nobody is engaging with your content or buying your products, then it's likely you don't have a strong opinion.

Don't FORCE strong opinions. We ALL have them, naturally.

Be polarizing or be unknown.

Your Persona Build : Traits : Polarization

Example 1: I could have written...

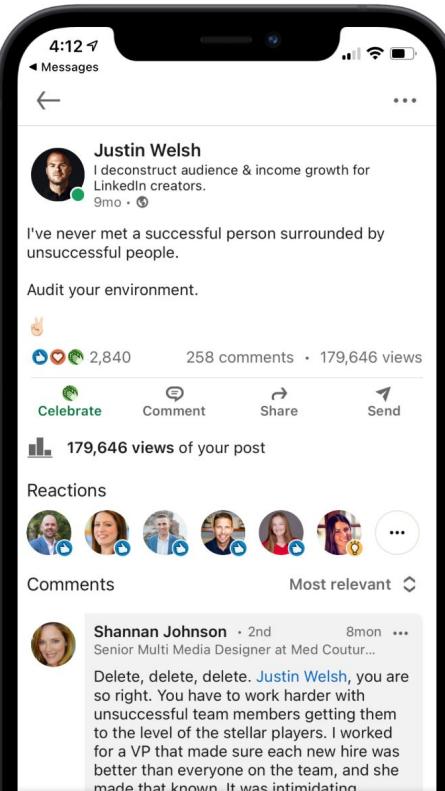
“It’s helpful if you hang around successful people”

BORING.

But, instead I turned it into a much more polarizing statement:

→ **Audit your environment**

Your Persona Build : Traits : Polarization



Your Persona Build : Traits : Polarization

Example 2: I could have written...

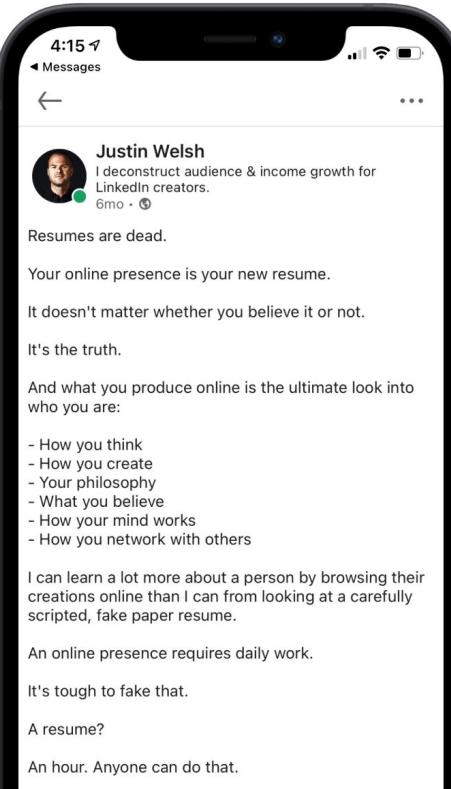
“Personal branding is becoming more important and paper resumes are becoming less important. What do we all think?”

BORING.

But, instead I turned it into a much more polarizing statement:

→ Resumes are dead.

Your Persona Build : Traits : Polarization



Your Persona Build : Traits : Polarization

Example 3: I could have just written...

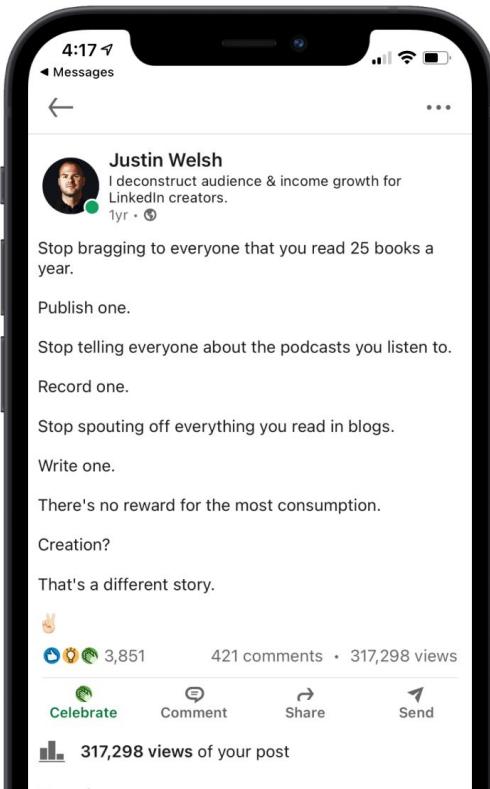
“We should all remember to create as well as consume. It’s nice to have a balance...”

BORING.

But, instead I turned it into a much more polarizing statement:

→ **Stop bragging.**

Your Persona Build : Traits : Polarization



Your Persona Build : Traits : Polarization

Examples for our sub-niche: **Email marketing for 7-figure business owners.**

- Email marketing is better than social media marketing
- You'll fail without email marketing
- Email marketing is 10x more valuable than advertising

We'll dive deeper into this in our content section.

Trait #3: Stories

Your Persona Build : Traits : Stories

Goal: To turn some common lessons into short stories.

Why is this important?: Because your audience doesn't remember facts or figures, they remember stories.

Your Persona Build : Traits : Stories

Example 1: I could have just said, “*You can make money being blue collar.*” or
“*Did you know XYZ% of millionaires are blue collar?*”

BORING.

But, instead I turned it into a story I call: **The \$130 treadmill mover**

→ A short, simple story used to illustrate a point.

Your Persona Build : Traits : Stories

The screenshot shows a LinkedIn search results page for the query "treadmill". The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The search bar shows "treadmill". Below the search bar, filters are applied: Posts, Me (1), Date posted, Sort by, Author industry, All filters, and Reset.

The main content area displays two posts from "Justin Welsh - You". Both posts are from 4 months ago and have 24,526 comments. The first post reads:

I paid a guy \$130 to move my treadmill in 30 minutes. Told me he had 8 moves that day. Do the math. Have you ever made \$1,040 in one day? Everyone wants entrepreneurship to be fancy. Sometimes...

The second post is identical to the first, with the same content and statistics.

Below the posts, there's a section titled "Are these results helpful?" with "Your feedback helps us improve search results" and thumbs up/down icons.

At the bottom of the page, there are links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More. The LinkedIn logo and "LinkedIn Corporation © 2021" are at the very bottom.

On the right side of the page, there's a sidebar with a profile picture of "Muhammad Ahmad" (3rd+ Student at Bahauddin Zakaria University) and a link to his profile: <https://oke.io/LGOT6zq>. The sidebar also shows "mom is everything". At the bottom right, there's a "Messaging" button with a notification icon.

Your Persona Build : Traits : Stories

Example 2: I could have just said, “*I want to live a more balanced life*” or
“*Work/life balance is important*”

BORING.

But, instead I turned it into a story I call: **Having less ambition**

→ A short, simple story used to illustrate a point.

Your Persona Build : Traits : Stories

The screenshot shows a LinkedIn search results page for the query "less ambition". The interface includes a header with the LinkedIn logo, a search bar, and various navigation links like Home, My Network, Jobs, Messaging, Notifications, and Me. Below the header are filters for Posts, Me (1), Date posted, Sort by, Author industry, All filters, and Reset.

Post 1: Justin Welsh · You
I deconstruct audience & income growth for Linke...
2mo · ①

I left the rat race 21 months ago. My secret sauce is less ambition. I don't: - want to change the world. - want to build the next unicorn. - want to be featured on any lists. - want to get the highest valuation....

20,275 · 1,027 Comments

Post 2: Justin Welsh · You
I deconstruct audience & income growth for Linke...
7mo · ①

I left the rat race. My secret sauce is having less ambition. I don't: - want to be well-known. - want to change the world. - want to be remembered for anything. Instead: - I want to do whatever I want,...

3,588 · 351 Comments

Feedback Section:

Are these results helpful? Your feedback helps us improve search results

Footer:

About Accessibility Help Center Privacy & Terms Ad Choices
Advertising Business Services Get the LinkedIn app More
LinkedIn LinkedIn Corporation © 2021

Right Side Panel:

Justin Welsh I deconstruct audience & income growth for LinkedIn creators.
2mo · ①

I left the rat race 21 months ago.

My secret sauce is less ambition.

I don't:

- want to change the world.
- want to build the next unicorn.
- want to be featured on any lists.
- want to get the highest valuation.

Instead:

- I want to spend my time working on things I enjoy with people I enjoy.
- I want to be able to travel wherever I want to, whenever I want to.
- I want to spend way more time with my friends and family.
- I want to stop doing things I don't like doing.

Thinking about what you actually want in life can force different behavior.

Take you down a different path.

A path towards living more intentionally.

Are you copying someone else's life?

Or designing your own?

20,275 · 1,027 comments

Reactions:

Celebrate Comment Share Send

Messaging 1

Your Persona Build : Traits : Stories

Examples for our sub-niche: **Email marketing for 7-figure business owners.**

- John was on the verge of getting evicted before he learned email marketing.
Now he's a 7-figure business owner.
- Learn how Cathy went from stay-at-home Mom to running a 7-figure
eCommerce business all through email marketing.

The Foundation Action Steps

The Foundation Action Steps

Step 1: You're going to define your sub-niche so we know who we're talking to.

(Use the Sub-Niche Playbook)

Step 2: You're going to build out your backstory for relatability

(Use the Better Backstory Builder)

Step 3: You're going to write down 3-5 strong opinions for interesting content

Step 4: You're going to craft 3-5 short stories for relatable lessons

Part 2: Content Creation

Choosing Content Paths

Choose Your Content Path

There are **3 different paths** that you can choose to convey information to your sub-niche:

Path #1: Leading

Path #2: Discovering

Path #3: Reporting

Choose Your Content Path

Goal: To understand which is the most relevant path to deliver content to your audience.

Why is this important?: It's important for your audience to view you as a trusted expert in knowledge.

Path #1: Leading Your Tribe

Path #1: Leading Your Tribe

You want to choose to **LEAD** your audience when you have enough experience to justify the content you are sharing.

The people that you'll serve with this content are usually behind you in their journey.

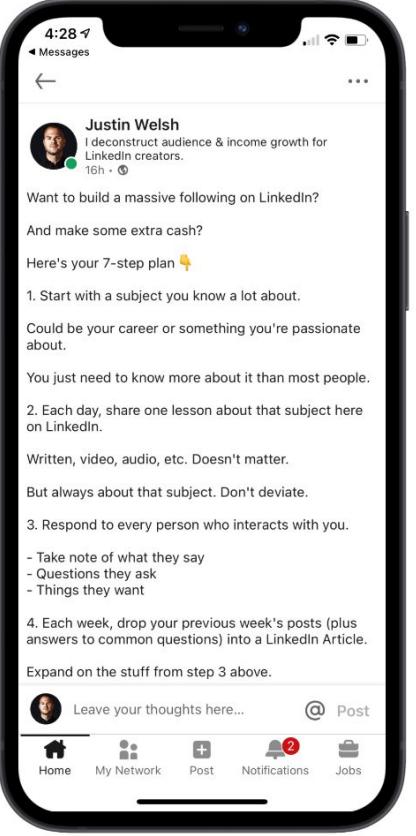
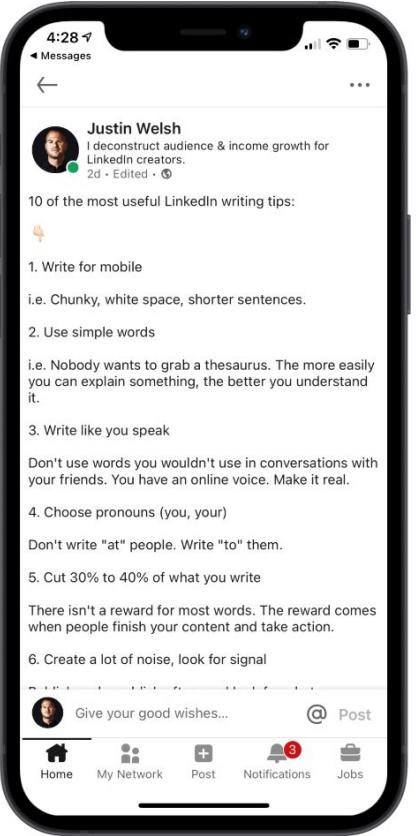
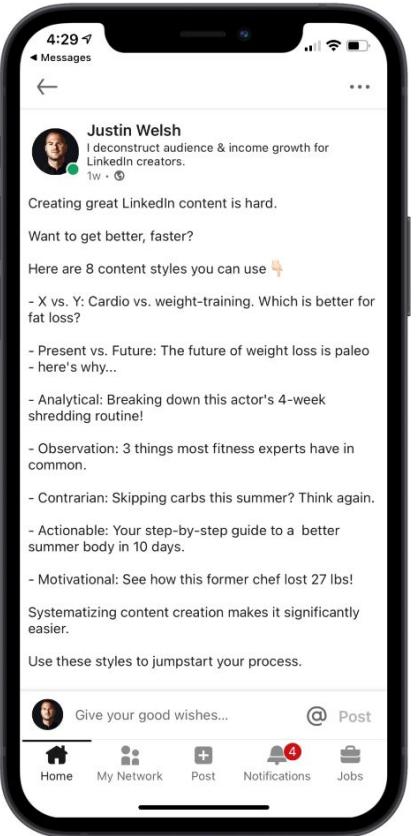
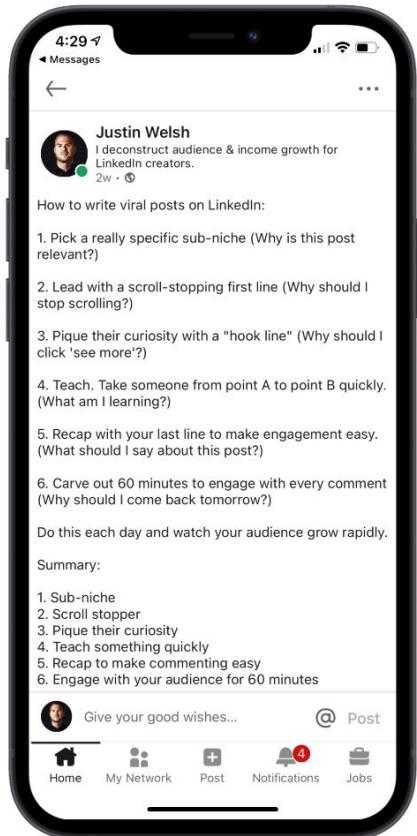
This is how you **LEAD** your tribe.

Path #1: Leading Your Tribe

To start: Ask yourself 3 questions:

1. “*Where was I 2-3 years ago?*”
2. “*Are there people out there in that situation now?*”
3. “*Could I help them get where I am today faster/easier/with less mistakes?*”

**Leadership comes
from experience.**



Path #1: Leading Your Tribe

For example:

- You built a 7-figure business through email marketing and you're writing a piece of content about mistakes you made.
- You built a 7-figure business through email marketing and you're writing a piece of content aimed at 5-figure businesses.

Path #2: Discovering for your tribe

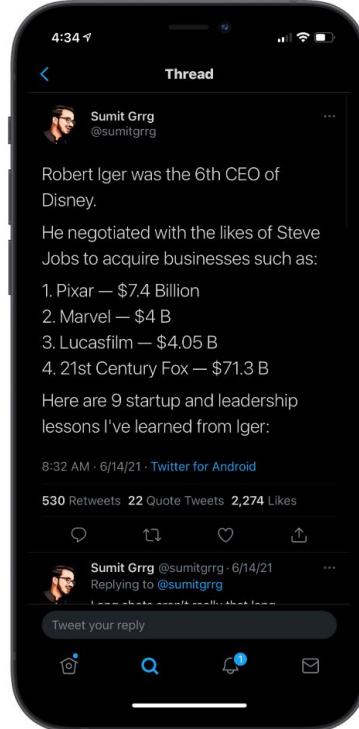
Path #2: Discovering for your tribe

You want to use “discovering” when you don’t have the expertise related to a piece of content you’re writing.

So, if you’re our 7-figure email marketer, and you want to write content about the world’s greatest email marketer, you can’t lead. You don’t have the experience.

You must go on a solo mission to uncover secrets, so that your audience doesn’t have to. **You’re discovering on their behalf.**

Path #2: Discovering for your tribe



Path #2: Discovering for your tribe

Example for our sub-niche: **Email marketing for 7-figure business owners.**

- I studied every keynote Gary Vaynerchuk used to build his 9-figure business, and here's the top 15 takeaways...

Path #3: Reporting to your tribe

Path #3: Reporting to your tribe

The reporter uncovers ultimate truths by interviewing experts, authorities, and other people of the industry.

Bonus tip: This is a powerful identity because, rather than having to convince your audience how powerful your uncovered secret is, you have other sources testifying for you.

Path #3: Reporting to your tribe

For example:

Go out and interview the top email marketers in the world and report back what you've learned to your audience.

Path #3: Reporting to your tribe

Thread

Chris Hladczuk @chrishlad

I just interviewed the man who invented Amazon Prime.

He started a business worth \$40 billion today and served on Amazon's board for 15 yrs.

Here are lessons from Bing Gordon that'll save you years of mistakes:

Justin Welsh @JustinSaaS

Relevant people

Chris Hladczuk @chris... Following

"The Frameworks Guy" | Writing threads on frameworks, systems, and epic business stories | @Yale grad

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Ads info More ... © 2021 Twitter, Inc.

Messages

Path #3: Reporting to your tribe

I've interviewed 5 founders of billion dollar startups.

Here's what I learned:

10:49 AM · Apr 9, 2021 · Hypetury

12.4K Retweets 517 Quote Tweets 33.5K Likes

Chris Hladczuk @chrishlad · Apr 9
Replying to @chrishlad
CTFU

"Catch the F*ck Up"

Startups are about speed.

If you don't have urgency, you lose.

Chris Hladczuk @chrishlad · Apr 9
Successful people don't find hard things easy to do.

Instead, they've trained themselves to be better at hard things.

Create habits so small that they are painless.

Justin Welsh @JustinSaaS

Search Twitter

Relevant people

Chris Hladczuk @chrish... Following
"The Frameworks Guy" | Writing threads on frameworks, systems, and epic business stories | @Yale grad

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Ads info More ... © 2021 Twitter, Inc.

Messages

Path #3: Reporting to your tribe

Thread

Chris Hladczuk @chrishlad

Bezos and Gates invested in his startup.

Today, it's a \$3.3 billion business.

Here's what I learned from interviewing Dan Lewis 🙌

9:35 AM · Jun 20, 2021 · Twitter Web App

483 Retweets 20 Quote Tweets 2,227 Likes

Tweet your reply

Chris Hladczuk @chrishlad · Jun 20
Replies to @chrishlad
You're not the CEO.
You're the CSO.
Chief Storytelling Officer.

5 40 297

Chris Hladczuk @chrishlad · Jun 20
What to ask potential customers:
1) What goes wrong most often?
2) What's your least favorite thing?

Justin Welsh @JustinSaaS

Relevant people

Chris Hladczuk @chrishlad Following
"The Frameworks Guy" | Writing threads on frameworks, systems, and epic business stories | @Yale grad

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Ads info More ... © 2021 Twitter, Inc.

Messages

Path #3: Reporting to your tribe

Example for our sub-niche: **Email marketing for 7-figure business owners.**

- You interview 7-figure business owners and distill all of their learnings for your audience.

Summary

Summary of the three characters

1. The way you share information is as important as who you are online.
2. You can't be a leader without the experience.
3. You can't be an discoverer without the studying.
4. You can't be a reporter without the interview.

The New & Improved Content Matrix

The New & Improved Content Matrix

Goal: To systematize content creation.

Why is this important?: Lack of consistency in producing content is the #1 thing that keeps people from growing on LinkedIn.

The Content Matrix

Step 1: The outcome

Potential outcomes:

- Dopamine
- Thought leadership
- Collect more email subscribers
- Sell more products

The Content Matrix

Step 2: The themes

Potential topics for email marketers:

- Automations
- Email marketing tools
- Customer drips
- Email Strategy
- Sales emails
- Subject lines
- CTA (Calls to Action)
- Compelling copy

The Content Matrix

Step 3: The styles

Potential styles:

- Observation
- Actionable
- Motivational
- Analytical
- Contrarian
- X vs. Y
- Present / Future
- Listicle

Resource: The Content Matrix

Step 4: Get them into my content matrix

Rapid Content Iteration

Define Your Sub-niche

Goal: To create high-level content ideas.

Why is this important?: Because this is the easiest way to stay consistently relevant to your audience.

Rapid Iteration

How we'll do it: We want to use our list of topics and our list of styles/structures and quickly combine them to create interesting ideas.

Rapid Iteration

Examples for Email Marketing for 7-figure business owners

- Automations + Observation
- Customer Drips + Actionable
- Sales Emails + Motivational
- Subject lines + Analytical
- CTA + Contrarian
- Strategy + X vs. Y
- Compelling copy + Present/future
- Tools + Listicle

Rapid Iteration

Examples for Email Marketing for 7-figure business owners

- **Automations + Observation:** An observation about the best 7-figure email automations
- **Customer Drips + Actionable:** Step-by-step guide to put your customers on the perfect email drip
- **Sales Emails + Motivational:** How Susie made \$11,456 in one day with this killer sales email
- **Subject lines + Analytical:** I reviewed 400+ subject lines, and this is the clear winner
- **CTA + Contrarian:** Should you ask people to buy at the end of your email? Maybe not!
- **Strategy + X vs. Y: 7-figure business vs. 5-figure business. The difference in email approach.**
- **Compelling copy + Present/future:** The future of copywriting is 50% shorter
- **Tools + Listicle:** Top 10 email tools for the 7-figure business owner

Copywriting 101

Copywriting 101

Goal: To learn to write compelling copy that gets the reader to stop scrolling, read, and participate in the conversation.

Why is this important?: You can't share your knowledge if nobody reads it.

Copywriting 101

How we'll use these: You now have 8 content ideas brainstormed that will serve as an outline for nearly two weeks worth of weekday LinkedIn posts.

Copywriting 101

Let's write some content for this combination:

7-figure business vs. 5-figure business. The difference in email approach.

Copywriting 101

Challenge: The average person scrolls over 300 feet worth of content per day and you have a millisecond to stand out in a sea of people creating content with the sheer purpose of gaining attention.

We'll do this in 3 steps.

Copywriting 101

Step One: Create the "Meat" of the content

This is where you're **teaching, showing, or suggesting.**

It's the information you're attempting to convey.

Copywriting 101

7-figure business vs. 5-figure business. The difference in email approach.

The Meat:

- *7-figure business: Sends daily emails.*
- *5-figure business: Sends weekly emails.*
- *7-figure business: Sends a Friday newsletter with customer wins*
- *5-figure business: Sends no newsletter at all.*
- *7-figure business: Segments their customers using email marketing.*
- *5 figure business: Has no built in segmentation for their customers.*

Copywriting 101

Business owners might find these suggestions helpful. But they'll **never see them if they don't stop to read the content.**

Next Step: It's time to break the scroll with the "Trailer"

The trailer has 2 jobs:

- Break the scroll pattern with the first line.
- Make each line intriguing enough to get the reader to the next one.

Copywriting 101

7-figure business vs. 5-figure business. The difference in email approach.

The Trailer:

Scroll stopper: There are 3 secrets every 7-figure business owner knows about email marketing...

Interest builder: That 5-figure business owners don't know.

Hook line: Want them? Here they are... 

Copywriting 101

Part of writing a good first line is knowing your audience. What do they care about?

There are 3 secrets every 7-figure business owner knows about email marketing...

- The first line is catchy, consumable, and gets their attention when scrolling.
- The second builds intrigue...

If they are curious about how to do that, their eyes move to the third line of the trailer, the **HOOK LINE**:

Want them? Here they are... 

Copywriting 101

The “hook line” is the last line before the “see more...” button on LinkedIn.

This is where readers commit to **reading more** or **continuing their scroll**.

It needs to be intriguing. I create intrigue by promising **to give away 3 secrets that 7-figure business owners know**.

If they click "**see more**", the trailer has done its job and they are onto the "**meat**".

Copywriting 101

Step Three: The Summary

- It's time to wrap the content. My goal in the ending is to give the reader the entire piece of content packaged up nicely in a few sentences. Think of it as the summary of the content.
- I do this because I know attention spans are shrinking.
- I want the reader to participate in the comments without having to reread the full content piece. So, instead, I summarize it nicely for them.
- I want them to see those last few lines, think of a response, and get participating with a CTC (call to conversation)

Copywriting 101

7-figure business vs. 5-figure business. The difference in email approach.

The Summary:

So, remember...

You're working 80 hours a week.

Spend a few minutes making sure your email marketing is working just as hard.

What else do you want to know?

Drop it in the comments.

Copywriting 101

There are 3 secrets every 7-figure business owner knows about email marketing...

That 5-figure business owners don't.

Want them? Here they are... 

- *7-figure business: Sends daily emails.*
- *5-figure business: Sends weekly emails.*

- *7-figure business: Sends a Friday newsletter with customer wins*
- *5-figure business: Sends no newsletter at all.*

- *7-figure business: Segments their customers using email marketing.*
- *5 figure business: Has no built in segmentation for their customers.*

So, remember...

You're working 80 hours a week.

Spend a few minutes making sure your email marketing is working just as hard.

What else do you want to know?

Drop it in the comments.

Copywriting 101

Summary:

- **Step 1:** Start with the meat. What are you teaching or suggesting?
- **Step 2:** Create your trailer. Does each line get the reader to the next? Is the hook compelling?
- **Step 3:** Make it easy to engage. Leave them with a short summary.

Daily Content Workflow

Daily Content Workflow

Goal: To set up your content to be automated, and give your content a beneficial head start.

Why is this important?: Getting early engagement means a much better chance for long-term engagement.

Daily Content Workflow

How we'll do it: We'll use a scheduling tool like Buffer and we'll combine it audience “cheats” and an accountability/interaction partner.

Daily Content Workflow

Best practices:

- Post each day at the same time
- Let your audience know when you post.
- Share the link to your most recent content & ask people to bookmark it.
- Get an accountability/interaction partner to keep you posting and help your content.

Daily Content Workflow

Best practices: Post each day at the same time

The screenshot shows a digital publishing platform interface with the following details:

- Header:** Publishing, Analytics, Engagement (New!), Help, hello@theofficialjustin.com, Upgrade.
- Campaigns:** Audience & Income (0).
- Channels:** Justin Welsh (15), JustinSaaS (0).
- Queue:** A post from Justin Welsh is scheduled for June 21st at 7:14 AM (CDT). The post content is: "Deep skill mastery is the ultimate flex." It includes a "Delete" button, an "Edit" button, and a "Share Now" button.
- Tuesday JUNE 22:** A post from JustinSaaS is scheduled for June 22nd at 7:14 AM (CDT). The post content is: "The best creators on LinkedIn don't constantly pitch their products. They give you a reason to follow their journey. Small difference. Bigger results." It includes a "Delete" button, an "Edit" button, and a "Share Now" button.
- Wednesday JUNE 23:** A post from Justin Welsh is scheduled for June 23rd at 7:13 AM (CDT). The post content is: "The best creators on LinkedIn don't constantly pitch their products. They give you a reason to follow their journey. Small difference. Bigger results." It includes a "Delete" button, an "Edit" button, and a "Share Now" button.
- Buttons:** Manage Channels.

Daily Content Workflow

Best practices: Let your audience know when you post

The screenshot shows a LinkedIn profile for Justin Welsh. On the left, his profile picture and name are displayed. Below his name is a bio: "I deconstruct business growth for solopreneurs & creators." A "View full profile" button is present. The main content area contains four sections: "Phase 1: Consistency", "Phase 2: Niche", "Phase 3: Relationships", and "Phase 4: Community". Each section lists bullet points about his daily routine or strategies. An orange arrow points from the text in the "Phase 1: Consistency" section to a promoted post on the right. This promoted post features a smaller version of Justin's profile picture and the text: "Justin, explore relevant opportunities with Topgolf". It includes a "Follow" button and a "Get the latest jobs and industry news" link. The LinkedIn navigation bar at the top includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise.

Justin Welsh
I deconstruct business growth for solopreneurs & creators.
View full profile

From "afraid to share my thoughts" to 94k followers in 31 months...

There were 4 phases in my LinkedIn growth.

Let's break 'em down

Phase 1: Consistency

- Writing every day is the best way to build your writing muscle
- I've written 610 pieces of unique content in the last 3 years.
- Same time each morning (7:15a), every morning.

Phase 2: Niche

- People need to know exactly what to expect from you.
- For me, it's all about audience growth & income.
- Same thing. Every. Single. Day.
- I never stray.

Phase 3: Relationships

- I connected with influential people here on LinkedIn & built relationships.
- They helped me with products, events, opportunities, etc.
- Self-promote + cross-promote = compound growth

Phase 4: Community

- The more people know you as a human, the better the relationship.
- So, I opened my private creator community, Audience & Income last week.
- 156 incredibly talented people jamming on Discord with me.

It takes a lot of time to build a community of great people online.

If you're committed, give yourself the years.

Last night, we went deep on phase 2 (niche) with my community in a live

Get the latest jobs and industry news

Justin, explore relevant opportunities with Topgolf

Follow

About Accessibility Help Center
Privacy & Terms Ad Choices
Advertising Business Services More
LinkedIn LinkedIn Corporation © 2021

Messaging

Daily Content Workflow

Best practices: Let your audience know when you post + ask to bookmark it.

The image consists of two main parts. On the left is a screenshot of a website for "Justin Welsh" with a dark theme. It features a circular profile picture of a man, the name "Justin Welsh" with the subtitle "Solepreneur + Creator", and a navigation menu with links for "HOME", "ABOUT ME", "FREE ADVICE", "WORK 1:1 WITH ME", and "SELF-GUIDED COURSES". At the bottom are "SIGN OUT" and "View Account" buttons. On the right is a screenshot of a tweet from Sharath (@5harath) (@JustInSaaS). The tweet reads: "Massive shoutout to @JustInSaaS for hopping on a call with me to talk about selling and persuasion 🙏 He dropped so many gems today, and I'm going to use his methods in my calls going forward 💯 Since he is active on LI, I can dub him as the LinkedIn version of @jackbutcher 🌟". The tweet has a timestamp of "4:31 PM · Mar 1, 2021" and interaction counts of 3 likes and 1 reply. A yellow callout box highlights the following text from the tweet:

- Remember that early on, it's all about building relationships. If people DM you asking about your content, write back. If you get comments on things you write, take time to respond. I spend 60 minutes each morning from 7:15a CT until 8:15a CT responding to 100% of comments I get on my content.
- Write me a comment and I'll interact with you in that time window. You'll get more engagement and so will I. Win/win. ↗ [Bookmark my activity page](#) ↗ and get there each morning at 7:15a CT.
- Once you begin to get some decent engagement, reach out to relevant people and form real, actual relationships with them. Don't be transactional. Instead, get to know them like you might a friend in real life. Jump on a call. Help them out. This works on any platform.

Daily Content Workflow

Best practices: Get an accountability & interaction partner.

Simple workflow:

1. You post → They use dwell time (hover + read)
2. Once dwell time is over, they react.
3. Then they comment.
4. Then they click through to your profile for a profile visit.

Daily Content Workflow

Outcomes:

1. You get good dwell time
2. You get an early reaction
3. You get an early comment
4. You get an early profile visit
5. Your content is shown to their network

Daily Content Workflow

The 4-step process in action

Listening for customer problems

Listening for customer problems

Goal: You should finish this lesson and have a better understanding of the specific problems your ideal customer faces and how to solve them.

Why is this important?: If you can't solve the most pressing issues, you don't have a business.

Listening for customer problems

Now that you've been creating some content for a specific sub-niche, you should be getting a few DMs or emails.

You might have people asking you for more details, or to explain something, or to help in some way.

Here's what you should do.

Listening for customer problems

Step 1: Get on a call and ask questions

- What have you tried?
- How did it work?
- Why do you think it didn't work?
- If you could narrow it down to one problem, what's wrong, in your opinion?

Example: *“I don’t have time to figure out email marketing!”*

Listening for customer problems

If you hear this same answer from 5, 8, 10 customers...you have something.

You can now use that to inform your:

- Banner
- Tagline
- Copywriting
- Content
- Website
- Landing pages
- Sales pitch

Listening for customer problems

Step 2: What outcome, specifically, is this keeping them from?

You need to suss out what their ultimate goal is, and what the problem (not enough time) keeps them from achieving.

Example: “Thanks for sharing that. How does that impact you? What does that keep you from?”

Answer: “I’m stuck making \$50k and I want to make 7-figures!”

Listening for customer problems

Step 3: How do you create that outcome?

How do you help them solve that problem?

Example: Through The Millionaire Email System

A hands-free system where you set up all of their email marketing (giving them back their time) to grow from 5-figures to 7-figures.

Resource: The Sub-Niche Playbook Part 2

The LinkedIn Operating System Resources

D25

	A	B	C	D	E	F	G
1	Ways to find a sub-niche						
2	Price	luxury, moderate, discount					
3	Demographics	Gender, age, income level, education level					
4	Level of quality	Premium, handmade, economical					
5	Psychographics	Values, interests, attitudes					
6	Vertical/Industry	Healthcare, finance, eComm					
7	Geographics	Residents of a certain country, city, or even neighborhood					
8							
9		Start here after "Define Your Sub-niche"					
10	Step	Question	Your Answer	Course Example	Example 2		
11	1	What is a broad topic I know extremely well?		Marketing	Athletes		
12	2	What's a niche I know even better?		Email Marketing	Runners		
13	3	Who do you help in that sub-niche?		7-figure business owners	Marathon runners		
14		Finish here after "Listening for customer problems"					
15	4	What problem do you help them overcome?		Lack of time	Poor training programs		
16	5	What outcome, specifically, do you help them achieve?		Grow their revenue	Run faster times		
17	6	How do I create the outcome from step 6?		Through The Millionaire Email System	Through custom training programs		
18							
19							
20							
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26							
27							
28							
29							
30							
31							

+ Sub-Niche Playbook Better Backstory Builder New & Improved Content Matrix Rapid Content Iteration Copywriting 101 Social

Using Analytics to Repurpose

Using Analytics to Repurpose

Goal: To increase the chances you stay consistent through repurposing some of your best content.

Why is this important?: Helps get you through times where you are lacking creativity.

Repurposing

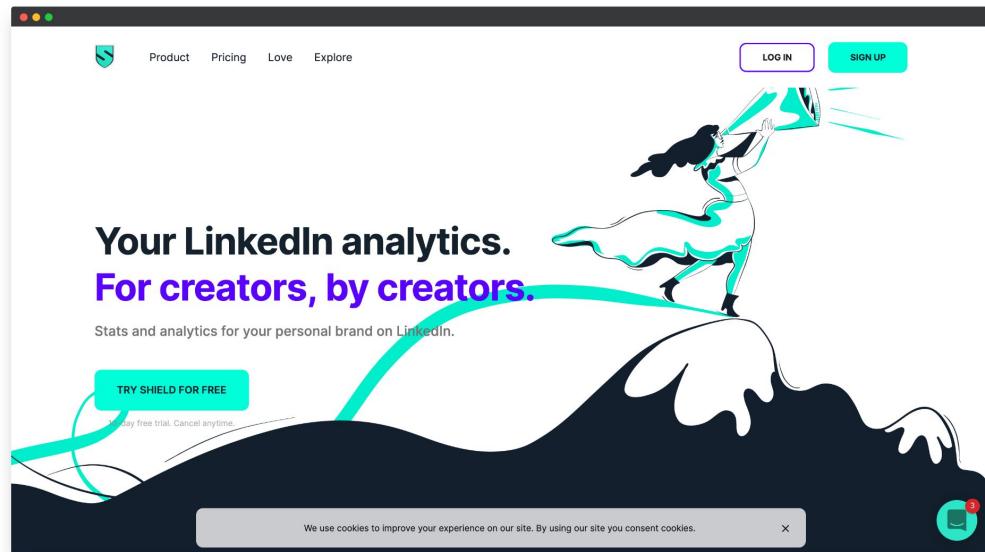
Continuing to crank out new content every day is really challenging.

Here's the good news: Once you've created 60-90 pieces (which takes 3-5 months), you now have enough usable content to repurpose.

I'll be using **Shield** for this example, but you can track your content on a Google Doc if you'd like (Highly recommend **Shield** though)

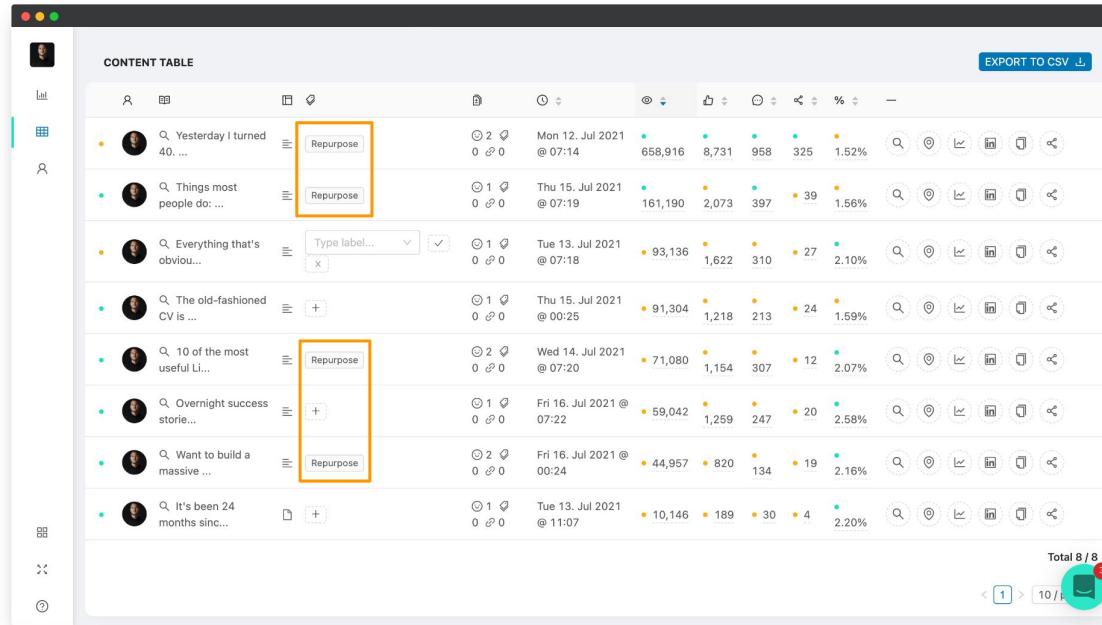
Repurposing

Step 1: Sign up for Shield if you haven't already. It's the easiest way to track your LinkedIn growth and content.



Repurposing

Step 2: Start labeling any content of yours that does well.



The screenshot shows a 'CONTENT TABLE' interface with a list of 8 posts. Each post has a 'Repurpose' button highlighted with an orange box. The posts are as follows:

Post Title	Date	Engagement Metrics	Actions
Q. Yesterday I turned 40...	Mon 12. Jul 2021 @ 07:14	658,916 views, 8,731 likes, 958 comments, 325 shares, 1.52% CTR	Repurpose
Q. Things most people do: ...	Thu 15. Jul 2021 @ 07:19	161,190 views, 2,073 likes, 397 comments, 39 shares, 1.56% CTR	Repurpose
Q. Everything that's obviou...	Tue 13. Jul 2021 @ 07:18	93,136 views, 1,622 likes, 310 comments, 27 shares, 2.10% CTR	Type label... x
Q. The old-fashioned CV is ...	Thu 15. Jul 2021 @ 00:25	91,304 views, 1,218 likes, 213 comments, 24 shares, 1.59% CTR	+ Repurpose
Q. 10 of the most useful Li...	Wed 14. Jul 2021 @ 07:20	71,080 views, 1,154 likes, 307 comments, 12 shares, 2.07% CTR	Repurpose
Q. Overnight success storie...	Fri 16. Jul 2021 @ 07:22	59,042 views, 1,259 likes, 247 comments, 20 shares, 2.58% CTR	+ Repurpose
Q. Want to build a massive ...	Fri 16. Jul 2021 @ 00:24	44,957 views, 820 likes, 134 comments, 19 shares, 2.16% CTR	Repurpose
Q. It's been 24 months sinc...	Tue 13. Jul 2021 @ 11:07	10,146 views, 189 likes, 30 comments, 4 shares, 2.20% CTR	+ Repurpose

Total 8 / 8

Repurposing

Step 3: Revisit content from 3-5 months ago using the content section.

The screenshot shows the 'Content Overview' section of a software interface. At the top, there's a navigation bar with a user profile picture, the name 'Justin Welsh', and a 'Content Overview' link. Below the navigation is a search bar with a date range '2021/01/01 ~ 2021/01/30'. A large orange box highlights the 'L' icon in the sidebar and the 'CUSTOM' button at the bottom of the date range selector. The main area has a dark background with a light gray header. The header includes a 'HINT' message: 'Use the table below to sort your content. Sorting by views is always a great place to start.' Below the header is a 'ADVANCED FILTERS' section with a 'Search' input field and a 'Search' button. There are three filter panels: 'Types' (with options like Text, Image, Document, Video (native), Article, Video (external), LinkedIn News Story, Poll, Job Share, Event, LinkedIn Live, Celebration), 'Labels' (with 'Big Bopper'), and 'Users' (with 'Justin Welsh'). A teal speech bubble icon in the bottom right corner has a red notification dot with the number '3'.

Repurposing

Step 4: Select the label “repurpose” to find old content to use again.

The screenshot shows the 'Content Overview' dashboard interface. At the top, there is a date range selector from '2020/12/31 ~ 2021/01/30'. Below it, a 'CUSTOM' button is highlighted. A 'HINT' message suggests sorting by views. The 'ADVANCED FILTERS' section includes a search bar, a 'Types' filter with options like Text, Image, Document, etc., and a 'Labels' filter. The 'Labels' filter is highlighted with an orange box and an arrow pointing to the 'Repurpose' button. Other labels listed include Big Bopper, Repurpose, C, and L. To the right of the labels is a 'Users' filter showing 'Justin Welsh'. At the bottom left, there are sections for 'Days' and 'Event Types'. On the right side, there is a teal circular icon with a red notification dot.

Repurposing

Step 4: Select the label “repurpose” to find old content to use again.

The screenshot shows a digital marketing dashboard with various performance metrics and a content repurposing feature.

Top Metrics:

- 1.63% (31. Dec → 30. Jan)
- 1.69% (30. Nov → 30. Dec)
- 3 (31. Dec → 30. Jan)
- 1 (30. Nov → 30. Dec)
- Days: 31 (31. Dec → 30. Jan) / 31 (30. Nov → 30. Dec)
- Active users: 1 (31. Dec → 30. Jan) / 1 (30. Nov → 30. Dec)

CONTENT TABLE:

Author	Content Title	Repurpose	Views	Comments	Shares	Date	Engagement Rate	Actions
Q. If you say want to g...	Repurpose	0	0	0	0	Tue 12. Jan 2021 @ 07:14	1.66%	
Q. I hap...	Justin Welsh	I deconstruct audience & income growth for LinkedIn creators.	85,926	951	171	17	1.33%	
Q. stor	Overnight success stories are never actually overnight.	0	1272	169	0	1.87%	None	
	You just weren't paying attention before.	0	49	0	0	0	0	

Bottom Right:

- Total 3 / 3
- < 1 > 10 / page
- A green circular icon with a red '3' in the top right corner.

An orange arrow points from the text "Overnight success stories are never actually overnight." to the "Repurpose" button in the Content Table header.

Repurposing

Step 5: Make a few edits (or don't) and repost!

The screenshot shows a LinkedIn profile page for Justin Welsh. The top post, which has been repurposed, is highlighted with an orange box. This post discusses deconstructing audience & income growth for LinkedIn creators. Below it are two more posts from Justin Welsh, one about building a massive following and another about extra cash.

Justin's Activity

Justin Welsh I deconstruct audience & income growth for LinkedIn creators.

Followers 105,997

Talks about #branding, #socialmedia, #entrepreneurship, #personalbranding, and #socialnetworking

Post 1: I deconstruct audience & income growth for LinkedIn creators. 1d · 1,259 · 247 comments

You just weren't paying attention before.

Post 2: Want to build a massive following on LinkedIn? And make some extra cash?

Here's your 7-step plan ... see more 820 · 134 comments

Post 3: I deconstruct audience & income growth for LinkedIn creators. 2d · 24

Things most people do:

- Watch a ton of YouTube
- Read "self-help" books

Interests

Influencers

- Bill Gates** Co-chair, Bill & Melinda Gates Foundation 33,274,242 followers Following
- Hunter Walk** Partner at Honeymoon VC (fmr YouTube, Google, Second Life product lead) 895,349 followers Following
- Guy Kawasaki** Chairman of VaynerMedia, CEO of VaynerMedia, 5-Time NY Times Bestselling... 4,706,836 followers Following

See all influencers →

Companies

- LinkedIn** 12,237,788 followers Following
- Google** 21,841,351 followers Following
- Amazon** 50,157,625 followers Following

See all companies →

Content Creation Action Steps

Content Creation Action Steps

Step 1: Choose your content path: Leading, Discovering or Reporting

Step 2: Fill out your own version of my improved content matrix

Step 3: Practice iterating by combining opinions + styles

Step 4: Practice copywriting one of the combinations

Step 5: Load up Buffer with at least 5 posts (1 week)

Step 6: Find a partner for the 4-step workflow

Step 7: Begin to label posts in Shield

Part 3: Building Your Tribe

Smart Audience Interaction

Smart Audience Interaction

Goals:

1. To be “tethered” to top performers in your industry.
2. To accelerate your audience growth through “smart commenting”
3. To meet new people that you can collaborate or form relationships with.

Why is this important?: Faster growth, better network and better overall persona.

Smart Audience Interaction

Step 1: Use the first 45 minutes to respond and generate comments.

The screenshot shows a LinkedIn desktop interface with a dark theme. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, the main content area displays a feed of posts from various users. The feed includes the following entries:

- Raymond Hartanto** - 1st
Strategy | Products | Ex-McKinsey | Sharing My Stories and Help...
Everything has its own risk. You have to choose which risk to take, and which one will yield a better reward for you. **Justin Welsh**.
4d ...
- Justin Welsh** **Author**
I deconstruct audience & income growth for LinkedIn creators.
View full profile
Like · 1 | Reply · 1 Reply
4d ...
- Greg Roche** - 1st
I help introverts grow their professional networks to find career ...
I find that building my own thing while having a job makes me better at both.
Like · 2 | Reply
4d ...
- Justin Welsh** **Author**
I deconstruct audience & income growth for LinkedIn cre...
Oh definitely. As long as your job isn't miserable.
Like · 4 | Reply · 1 Reply
4d ...
- Billy Davis** - 1st
I Increase Staffing Firms Revenue & Efficiency With Automation [...]
For many change = risk. Mostly because comfort is given too high of a priority.
We must remember positive change will always feel uncomfortable initially.
Like · 4 | Reply · 1 Reply
4d ...
- Justin Welsh** **Author**
I deconstruct audience & income growth for LinkedIn cre...
Discomfort is the first sign of growth. I know it's cliché, but it's true.
Like · 3 | Reply
4d ...

On the right side of the feed, there's an advertisement for Middle Tennessee Electric (MTE) with the headline "Justin, explore relevant opportunities with Middle Tennessee Electric". It includes a "Follow" button and links to About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More. The LinkedIn footer at the bottom right includes links for Messaging, and icons for Home, My Network, Jobs, and Advertise.

Smart Audience Interaction

Step 2: Find 15 minutes to engage with top performers in your industry on their content.

Austin Belcak (He/Him) • 1st
I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? Text Me ☎ 201-479-9511

Followers 883,844

Talks about #careers, #linkedin, #jobsearch, #networking, and #jobinterviews

Message

Schools

- Peddie School 2,288 followers + Follow
- Manning Global AG 54,268 followers + Follow

See all companies →

Groups

- Mentors & Mentees, a Guide community 576 members
- Search Engine Land 91,423 members
- Wake Forest University Career Connectors

Messaging

Smart Audience Interaction

Step 3: Simply ask each top performer on LinkedIn when they post each morning. I'm sure they would love to have you as an engaged member of their audience.

"Hi, {{FirstName}} - love your content. Want to make sure I don't miss it and would love to bookmark so I can engage each morning. What time do you normally post?"

Smart Audience Interaction

The screenshot shows a LinkedIn profile for Austin Belcak. The profile includes a circular photo of a man, a bio about landing jobs, and connection statistics (883,814 followers, 500+ connections). Below the profile is a 'Message' button. To the right, there's a 'Promoted' section with three ads from 'Cultivated Culture' and a 'People you may know' section featuring Laurence Obied. A large orange circle highlights a message from Justin Welsh: "Hey Austin - Great content. Would love to understand what time you post each morning so I can make sure I don't miss it." At the bottom, there are sections for 'Featured' tools: ResyMatch.io, ResyBuild.io, and Mailscop.io.

Austin Belcak (He/Him) · 1st
I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? Text Me → 201-479-9511
Talks about #careers, #linkedin, #jobsearch, #networking, and #jobinterviews
New York, New York, United States · [Contact info](#)

883,814 followers · 500+ connections

Message More

Featured

ResyMatch.io | Free Resume Optimizer
Cultivated Culture

ResyBuild.io | Free Resume Builder
Cultivated Culture

Mailscoop.io |
Cultivated Culture

Promoted

Are You A Startup?
The Average Startup Is Collecting \$50K+ a Year. See How Much You're Owed. Ad

Venture Debt from TIMIA
Non-dilutive growth capital for B2B software companies between \$2-20m ARR

Accept Payments Anywhere
Experience best-in-class customer care that's just one phone call away.

People you may know

Laurence Obied
Sales Development Representative at OneShot.ai

Connect

Justin Welsh - 3:13 PM
Hey Austin - Great content.
Would love to understand what time you post each morning so I can make sure I don't miss it.

8:15a ET?
JUL 19, 2019
Austin ↓ Latest message AM

Write a message

Messaging

Smart Audience Interaction

Step 4: Create a bookmark system linking to their recent activity. That way, you can simply visit the bookmark each morning at the right time and instantly be there to add the first or second comment.

Smart Audience Interaction

Social Ecosystem Justin's Calendly

- 7:15a Kevin "KD" Dorsey
- 8:00a Kyle Lacy
- 8:10am Austin Belcak
- 11:00a Harry Dry
- 1:00p Rand Fishkin

Smart Audience Interaction

Step 5: Get to their post first thing in the morning and react with a value added comment.

The person who reacts first to my post each morning **WITH VALUE**, generally ends up as the most relevant comment and gets hundreds of new followers.

Here's a link to my post activity. Get there each morning at 7:15a CT/8:15a ET and I'll interact with you and help you grow.

Smart Audience Interaction

The screenshot shows a LinkedIn feed with several posts and a central promotional banner.

Profile Summary: Austin Belcak (1st) - I Help People Land Amazing Jobs Without Applying Online // Need Help ... 4d • 1

Post 1: Here's my absolute best LinkedIn tip for 2021.
Whenever I chat with people about LinkedIn, many of them mention ...see more
1,387 · 271 comments

Post 2: I want 2021 to be the year you land a job you love that pays you what you're worth.
...see more

Central Banner: **LIVE**
How To Land Your Dream Job In 10 Weeks
(Without Applying Online!)
Hosted By: Austin Belcak
Date: Monday, January 11th, 2021
Time: 6:00pm EST / 3:00pm PST
Cost: None! (Duh) It's 100% Free.
Register For Free At: CultivatedCulture.com/Webinar

Comments: 637 · 116 comments

Companies:

- Microsoft (13,334,675 followers) - Following
- Forbes (15,489,478 followers) - Following
- Peddie School (1,992 followers)

[See all companies](#)

Schools:

- Peddie School (1,992 followers)
- Wake Forest University (67,862 followers)
- Wake Forest University School of Business (13,474 followers)

Smart Audience Interaction

Most relevant ▾

 **Justin Welsh** • You
On a mission to help 10,000 people create income online in 2021 • ...
5h ...

Yep. People are all trying to learn about algorithms, when instead,
they could just learn about people.

Like ·    55 | Reply · 9 Replies

Load previous replies

 **Austin Belcak** Author
I Help People Land Amazing Jobs Without Applying Online //...

Looks like you got your content for tomorrow **Justin** haha
love it! Seriously though, you are one of the best at this.

Like ·   3 | Reply

Load more replies

Smart Audience Interaction

Step 6: Form a relationship over time. Here are a few ways you can do that:

- **Write them a recommendation (Huge)**
- Teach them something you learned
- Feature them in some content
- Start a beer/wine/coffee trade
- Do an event together
- Etc...get creative!

Smart Audience Interaction

The screenshot shows a LinkedIn profile page for Austin Belcak. At the top, there's a banner featuring logos from Inc., Fast Company, Business Insider, and Forbes, along with a "Cultivated Culture" logo. Below the banner, Austin's profile picture is displayed in a blue-toned circular frame against a city skyline background.

Austin Belcak (He/Him) - 1st
I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? Text Me ➡️ 201-479-9511
Talks about #careers, #linkedin, #jobsearch, #networking, and #jobinterviews
New York, New York, United States - [Contact info](#)
883,814 followers · 500+ connections
502 mutual connections: Sean Sheppard, Daniel Roth, and 500 others

[Message](#) [More](#)

Featured

Become Match Score: 51% out of 100% (with a green progress bar)

See all

Find Anya Find anyone | No fee
Elon Musk

Write a message... [Latest message](#)

People you may know

- Laurence Obied, Sales Development Representative at OneShot.ai
- Austin Belcak (Austin Belcak)
- Justin Welsh (Justin Welsh) · 1:48 PM
Justin sent you a recommendation

Review Recommendation:
<https://www.linkedin.com/recs/receive/d?senderId=justinwelsh> (Edited)

LinkedIn: Log In or Sign Up
linkedin.com · 1 min read
750 million+ members | Manage your...

Messaging

Send

Smart Audience Interaction

Step 6: Form a relationship over time. Here are a few ways you can do that:

- Write them a recommendation (Huge)
- **Teach them something you learned**
- Feature them in some content
- Start a beer/wine/coffee trade
- Do an event together
- Etc...get creative!

Smart Audience Interaction

The screenshot shows a LinkedIn profile page for Austin Belcak. At the top, there's a banner featuring logos from Inc., Fast Company, Business Insider, and Forbes, along with Cultivated Culture's logo. Below the banner, Austin's profile picture is displayed in a blue-bordered circle. His name, "Austin Belcak", is followed by "(He/Him) · 1st". A bio states: "I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? Text Me ↗ 201-479-5911". It also mentions hashtags like #careers, #linkedin, #jobsearch, #networking, and #jobinterviews. He is located in New York, New York, United States. He has 883,814 followers and 500+ connections. Two connections are listed: Sean Sheppard and Daniel Roth. There are "Message" and "More" buttons.

On the right side, there are three promoted ads:

- Are You A Startup?** The Average Startup Is Collecting \$50K+ a Year. See How Much You're Owed. (MakStreet)
- Venture Debt from TIMA** Non-dilutive growth capital for B2B software companies between \$2-20m ARR (TIMA)
- Accept Payments Anywhere** Experience best-in-class customer care that's just one phone call away. (Paycom)

Below the ads, there's a section titled "People you may know" which lists Laurence Obied (Sales Development Representative at OneShot.ai) and Aaron Brunson (Seeking to leverage my Photoshop and ...). A tooltip for Austin Belcak shows a message from him to the user: "Hey Justin — awesome work on the ebook man! I just gave the whole thing a read, I loved the advice you put in there. Back when I started on LinkedIn, I drew a lot of ideas from another guide by a guy named Josh Fechter. I dug up a copy in my Drive, I think you'd like some of the stuff he has to say. A lot of it lines up — some of the tool related ...".

At the bottom, there's a "Featured" section with links to ResyMatch.io, ResyBuild.io, and Mailscoop.io. A messaging interface is open, showing a message from Austin Belcak: "Hey Justin — awesome work on the ebook man! I just gave the whole thing a read, I loved the advice you put in there. Back when I started on LinkedIn, I drew a lot of ideas from another guide by a guy named Josh Fechter. I dug up a copy in my Drive, I think you'd like some of the stuff he has to say. A lot of it lines up — some of the tool related ...". The message input field says "Write a message..." and the "Send" button is visible.

Smart Audience Interaction

Step 6: Form a relationship over time. Here are a few ways you can do that:

- Write them a recommendation (Huge)
- Teach them something you learned
- **Feature them in some content**
- Start a beer/wine/coffee trade
- Do an event together
- Etc...get creative!

Smart Audience Interaction

The screenshot shows a LinkedIn profile for Justin Welsh. At the top, there's a banner with the text "LinkedIn Headline Examples For Entrepreneurs". Below the banner, a message reads: "And here are some entrepreneurs / thought leaders who are taking the LinkedIn headline game to the next level." The profile picture of Justin Welsh is displayed, followed by his headline: "I coach SMB SaaS founders to accelerate recurring revenue toward \$50M". A red arrow points to this headline. Below the headline, the text "I coach SMB SaaS founders to accelerate recurring revenue toward \$50M" is highlighted with a red box. The profile also shows "1st" connection status, a blue "Message" button, and a blue "View" button. Further down, the text "Greater Los Angeles Area · 500+ connections · Contact info" is visible. On the right side of the profile, there's a "Feedback" button. At the bottom of the profile, there's a banner with the text "I LOVE me! I TURN FOUNDERS A" and a blue "Feedback" button.

LinkedIn Headline Examples For Entrepreneurs

And here are some entrepreneurs / thought leaders who are taking the LinkedIn headline game to the next level.

Justin Welsh · 1st

I coach SMB SaaS founders to accelerate recurring revenue toward \$50M

Greater Los Angeles Area · 500+ connections · Contact info

[Feedback](#)

[Justin's headline](#) is a great example of using our "I Help You" formula to the max.

If he had to fill in the blank, he'd say "I help SMB SaaS founders accelerate their revenue and I'm different because I have a proven track record of helping them break through the ceiling of \$50M ARR."

Justin's content is targeted at founders and salespeople. If any of them come to his profile, they know exactly what he delivers.

I LOVE me! I TURN FOUNDERS A

[Feedback](#)

Smart Audience Interaction

Step 6: Form a relationship over time. Here are a few ways you can do that:

- Write them a recommendation (Huge)
- Teach them something you learned
- Feature them in some content
- **Start a beer/wine/coffee trade**
- Do an event together
- Etc...get creative!

Smart Audience Interaction

The screenshot displays a LinkedIn profile page for Austin Belcak. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation is a banner featuring the Inc. 5000 Company logo, Business Insider, and Forbes. The main profile area shows a circular photo of Austin Belcak, his LinkedIn status "Austin Belcak (He/Him) - 1st", and a message: "I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? Text Me ↗ 201-479-9511". It also lists hashtags: #careers, #linkedin, #jobsearch, #networking, and #jobinterviews. Below this, it says "New York, New York, United States · Contact info" and shows "883,814 followers · 500+ connections". There are buttons for "Message" and "More". To the right of the profile, there's a "Promoted" section with three ads: "Are You A Startup?", "Venture Debt from TIMIA", and "Accept Payments Anywhere". Below that is a "People you may know" section with profiles for Laurence Obied and Austin Belcak. The bottom of the page features a "Featured" section with a resume match score of 51% and a "Find Anya" feature.

Smart Audience Interaction

Step 6: Form a relationship over time. Here are a few ways you can do that:

- Write them a recommendation (Huge)
- Teach them something you learned
- Feature them in some content
- Start a beer/wine/coffee trade
- **Do an event together**
- Etc...get creative!

Smart Audience Interaction

The screenshot shows a video player interface with a dark theme. On the left, a video thumbnail features a man in a blue shirt with the text "WEDNESDAY, JULY 14TH AT 4:00P CT" and "How I built this w/ CEO Austin Belcak of Cultivate Culture". A large orange play button is overlaid on the thumbnail. On the right, a sidebar displays a list of audience members with their comments:

- Tom Gerhardt: This has been great guys - thanks!!
- Dominic Imwalle: Talk soon!
- Jennifer Welsh: 🍀🍀🍀
- Diego: Amazing! Thanks!
- Michelle Griffin: Watched this today...2x! Thank you both. 🌸
- Pilar Raigon: Consistency, trial and error mindset, motivate yourself and the most important Jus Do it! Great lessons Justin and Austin/ Thanks for sharing your journey. So inspiring!
- Claudia De Pasquale: @replay, this was a fantastic session!
- Iy: Yo!

At the bottom, there are buttons for "Clip moment", "REPLAY", "Call to Action", "Ask a Question 3", "Polls", "Analytics", "People 55", and a text input field "Say something nice" with a smiley face icon.

Smart Audience Interaction

WHAT NOT TO DO

- Do not connect and pitch
- Do not give people projects to complete
- Do not ask to pick someone's brain without a relationship

Finding Relevant People

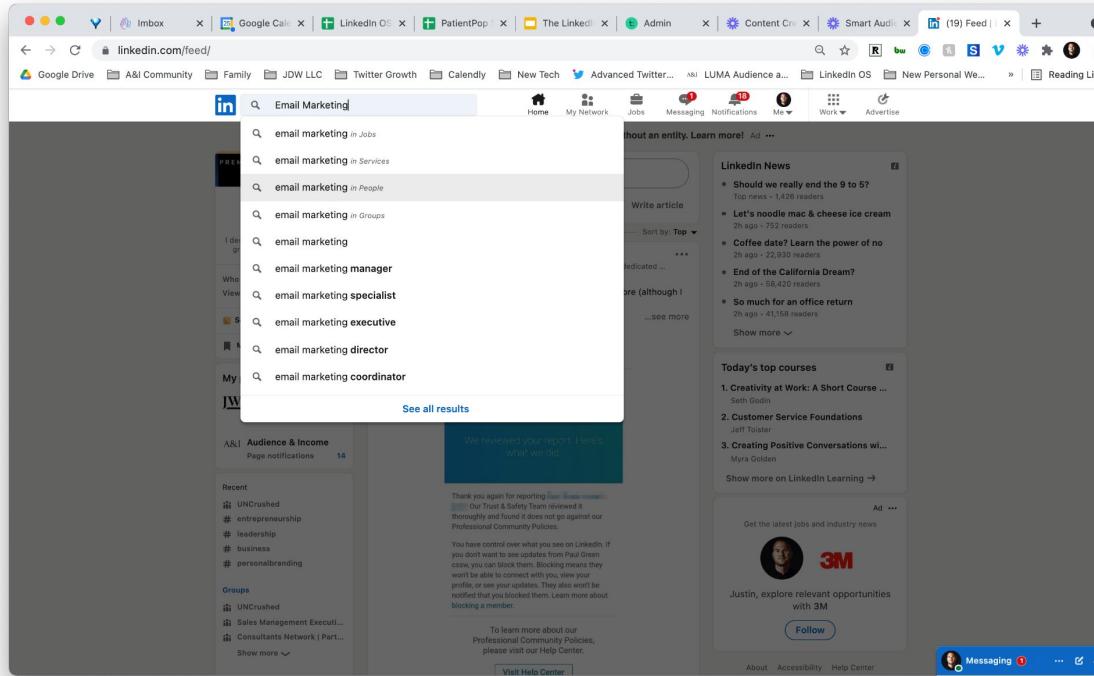
Finding Relevant People

Goal: Use 3 specific methods to add high-quality, relevant people into your ecosystem.

Why is this important?: Adding people who have large, relevant followings keeps your message accelerating to other groups.

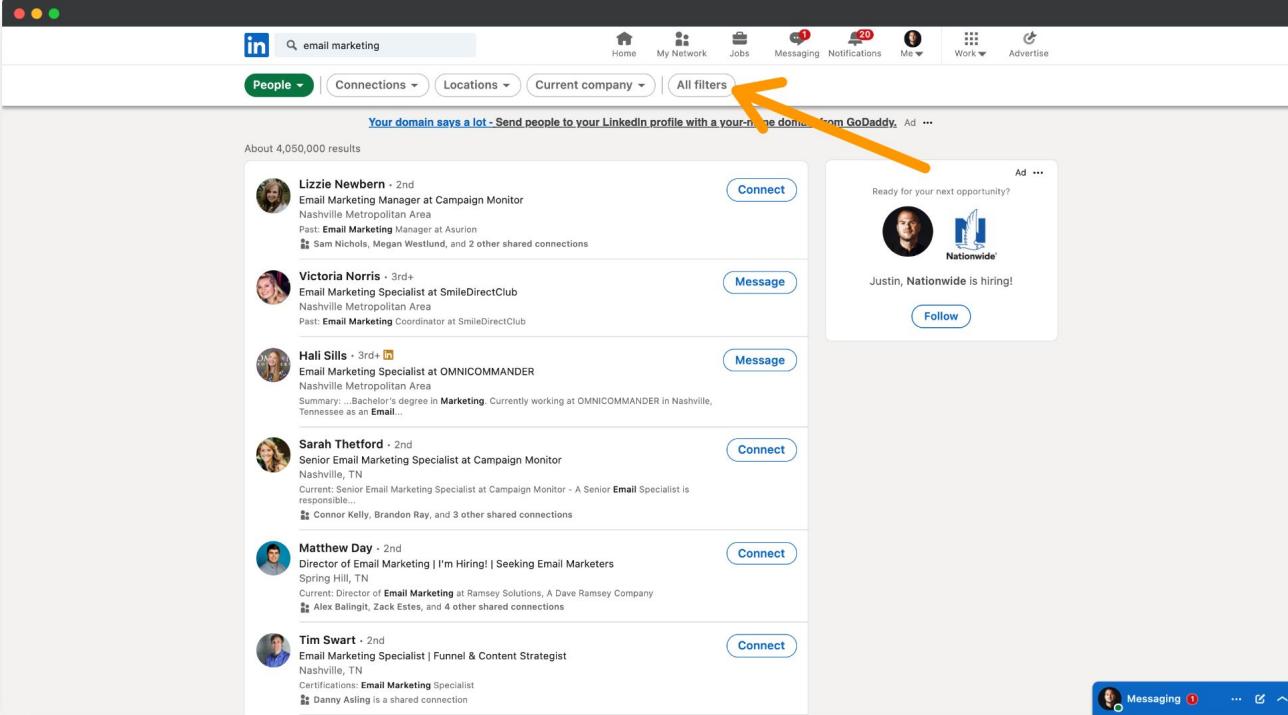
Finding Relevant People

Method #1: LinkedIn advanced filtering



Finding Relevant People

Method #1: LinkedIn advanced filtering



The screenshot shows the LinkedIn search results page for the query "email marketing". The search bar at the top contains "email marketing". Below the search bar, there are several navigation buttons: "People" (highlighted in green), "Connections", "Locations", "Current company", and "All filters" (highlighted with an orange arrow). The main content area displays search results for 4,050,000 people, each with a profile picture, name, connection level, current employer, and a "Connect" or "Message" button. To the right of the search results, there is an advertisement for Nationwide insurance.

About 4,050,000 results

Lizzie Newbern - 2nd
Email Marketing Manager at Campaign Monitor
Nashville Metropolitan Area
Past: Email Marketing Manager at Asurion
Sam Nichols, Megan Westlund, and 2 other shared connections

Victoria Norris - 3rd+
Email Marketing Specialist at SmileDirectClub
Nashville Metropolitan Area
Past: Email Marketing Coordinator at SmileDirectClub

Hali Sills - 3rd+
Email Marketing Specialist at OMNICOMMANDER
Nashville Metropolitan Area
Summary: ...Bachelor's degree in **Marketing**. Currently working at OMNICOMMANDER in Nashville, Tennessee as an **Email...**

Sarah Thetford - 2nd
Senior Email Marketing Specialist at Campaign Monitor
Nashville, TN
Current: Senior Email Marketing Specialist at Campaign Monitor - A Senior **Email** Specialist is responsible...
Connor Kelly, Brandon Ray, and 3 other shared connections

Matthew Day - 2nd
Director of Email Marketing | I'm Hiring! | Seeking Email Marketers
Spring Hill, TN
Current: Director of **Email Marketing** at Ramsey Solutions, A Dave Ramsey Company
Alex Balagut, Zack Estes, and 4 other shared connections

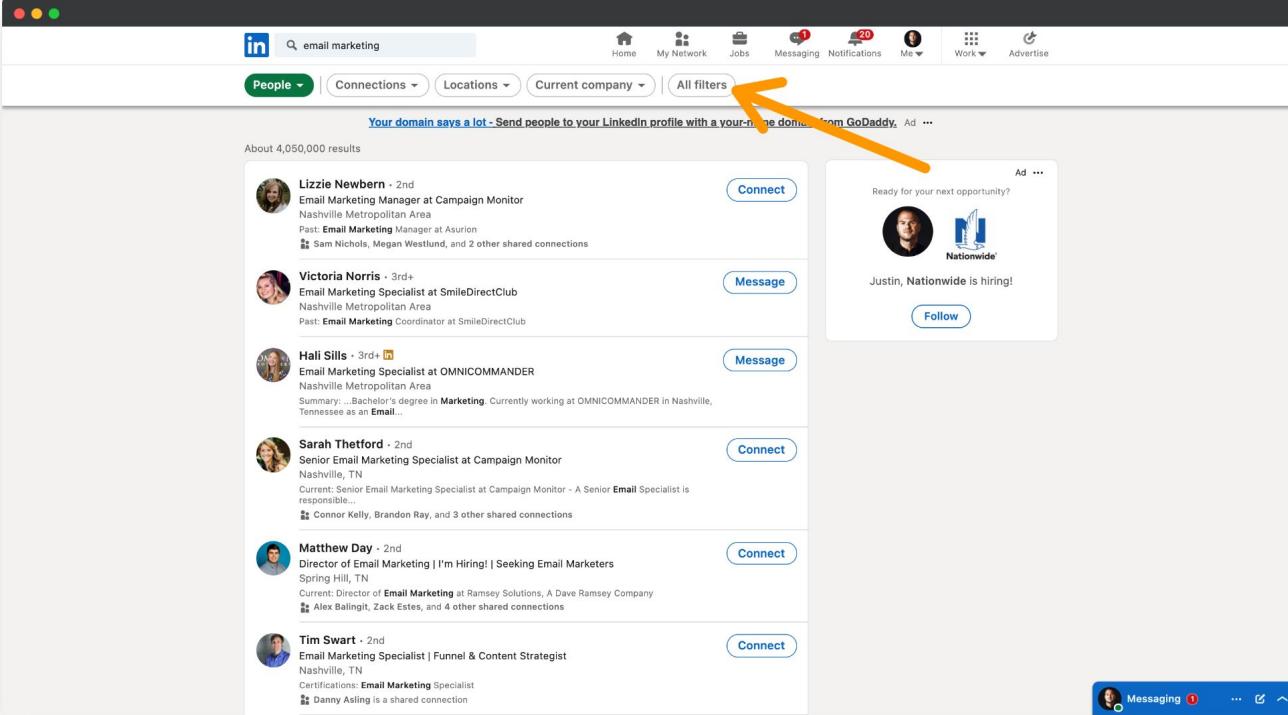
Tim Swart - 2nd
Email Marketing Specialist | Funnel & Content Strategist
Nashville, TN
Certifications: **Email Marketing** Specialist
Danny Asling is a shared connection

Ready for your next opportunity?
Justin, Nationwide is hiring!
Follow

Messaging 1

Finding Relevant People

Method #1: LinkedIn advanced filtering



The screenshot shows the LinkedIn search results page for the query "email marketing". The search bar at the top contains "email marketing". Below the search bar, there are several navigation buttons: "People" (highlighted in green), "Connections", "Locations", "Current company", and "All filters" (highlighted with an orange arrow). The main content area displays search results for about 4,050,000 people, each with a profile picture, name, connection level, current employer, and a "Connect" or "Message" button. To the right of the search results, there is an advertisement for Nationwide insurance.

About 4,050,000 results

Lizzie Newbern - 2nd
Email Marketing Manager at Campaign Monitor
Nashville Metropolitan Area
Past: Email Marketing Manager at Asurion
Sam Nichols, Megan Westlund, and 2 other shared connections

Victoria Norris - 3rd+
Email Marketing Specialist at SmileDirectClub
Nashville Metropolitan Area
Past: Email Marketing Coordinator at SmileDirectClub

Hali Sills - 3rd+
Email Marketing Specialist at OMNICOMMANDER
Nashville Metropolitan Area
Summary: ...Bachelor's degree in **Marketing**. Currently working at OMNICOMMANDER in Nashville, Tennessee as an **Email...**

Sarah Thetford - 2nd
Senior Email Marketing Specialist at Campaign Monitor
Nashville, TN
Current: Senior Email Marketing Specialist at Campaign Monitor - A Senior **Email** Specialist is responsible...
Connor Kelly, Brandon Ray, and 3 other shared connections

Matthew Day - 2nd
Director of Email Marketing | I'm Hiring! | Seeking Email Marketers
Spring Hill, TN
Current: Director of **Email Marketing** at Ramsey Solutions, A Dave Ramsey Company
Alex Balagut, Zack Estes, and 4 other shared connections

Tim Swart - 2nd
Email Marketing Specialist | Funnel & Content Strategist
Nashville, TN
Certifications: **Email Marketing** Specialist
Danny Asling is a shared connection

Ready for your next opportunity?
Justin, Nationwide is hiring!
Follow

Messaging 1

Finding Relevant People

Method #1: LinkedIn advanced filtering

The screenshot shows a LinkedIn search interface. The search bar at the top contains the query "email marketing". Below the search bar, there are several navigation links: Home, My Network, Jobs, Messaging, Notifications (with 20 notifications), Me, Work, and Advertise. A dropdown menu is open under the "People" link.

The main search results display 4,050,000 results for "email marketing". Each result card includes a profile picture, name, connection level (e.g., 2nd), title, location, past roles, and two buttons: "Connect" or "Message".

A modal window titled "Filter only People by" is overlaid on the page. This window contains several sections:

- Get the leads you need:** A placeholder text "Justin, expert in Email Marketing" followed by "with" and a dropdown arrow.
- Filter only People by:** A section with checkboxes for languages: English, French, German, Spanish, Portuguese.
- Open to:** A section with checkboxes for "Pro bono consulting and volunteering" and "Joining a nonprofit board".
- Service categories:** A section with checkboxes for Marketing, Consulting, Digital Marketing, and Marketing Consulting. The "Email Marketing" checkbox is checked and highlighted with an orange arrow.
- + Add a service**: A button to add more service categories.
- Keywords:** Fields for First name, Last name, Title, Company, and School.
- Reset** and **Show results** buttons at the bottom right of the modal.

Finding Relevant People

Method #1: LinkedIn advanced filtering

The screenshot shows a LinkedIn search results page for the query "email marketing". The search bar at the top contains the term "email marketing". Below the search bar, the "People" filter is selected. The results list six profiles:

- Allison Calabrese** - 2nd
Email Marketing & CRM Consultant
New York, NY
Current: Marketing Consultant, Email Marketing & CRM Strategy at AC Digital
Provides services - Email Marketing, Marketing Consulting, Marketing Strategy, Business Consulting, Lead Generation, Digital Marketing
- Todd Jones** - 2nd
Digital Marketing Expert, Conversion Funnels & Email Marketing Specialist, Advocate for ...
Cleveland, OH
Current: Conversion Marketing / Marketing Automation / Email Marketing at Start With Todd
Provides services - Email Marketing, Lead Generation, Digital Marketing
- Alicia Albrecht** - 2nd
Email Marketing Solutions
Northbrook, IL
Current: Email Marketing Specialist at Upwork
Provides services - Email Marketing
- Emily McGuire** - 2nd
Email Marketing & CRM Strategist, Speaker, Flourish & Grit
Detroit Metropolitan Area
Current: Email Marketing Consulting at Flourish & Grit - flourishgrit.com
Provides services - Email Marketing, Copywriting, Writing, Content Marketing, Marketing Consulting
- Christian Baun** - 2nd
Email Marketing Manager at Docebo | christianbaun.com
Calgary, AB
Current: Email Marketing Manager at Docebo
Provides services - Email Marketing, Copywriting, Content Marketing, Marketing Consulting, Event Marketing, Demand Generation, Product Marketing, Digital Marketing, Project Management, Blogging
- Laura Gosse** - 2nd
Social & Email Marketing
McLean, VA
Current: Founder at Impactors - A creative marketing boutique providing digital marketing services, including email, social media...
Provides services - Email Marketing, Content Marketing, Content Strategy, Social Media Marketing, Blogging

On the right side of the search results, there is a sidebar with a "Follow" button and a message from "Justin" about exploring opportunities with Prime Health Services.

Finding Relevant People

Method #1: LinkedIn advanced filtering

The screenshot shows a LinkedIn profile page for Brittny Trahan. At the top, there's a banner for 'STRATEGY MAVEN AGENCY' with the tagline 'EMAIL SOCIAL SEO CONSULTING'. Below the banner, Brittny's profile picture is displayed, along with her name, title ('Email Marketing, Social Media and SEO Specialist'), location ('New Orleans, Louisiana, United States'), and a 'Contact info' link. It also shows she has over 500 connections and 9 mutual connections with other users. There are three buttons: 'Connect', 'Message', and 'More'. A section titled 'Providing services' lists 'Marketing Consulting, Marketing Strategy, Digital Marketing, Social Media Marketing, Email Marketing, S...' with a 'See all details' link. Another section titled 'Highlights' shows an event called 'Email Marketing 101' where Brittny spoke, with a 'Message' button. A third section titled 'About' includes the text 'Helping global e-commerce businesses bridge the gap between customer awareness and sustainable growth'. To the right of the profile, there's an advertisement for 'Envision Healthcare' featuring a photo of a man named Justin and a 'Follow' button. Below the ad, a section titled 'People you may know' lists four profiles with 'Connect' buttons: Laurence Obied, Aaron Brunson, Burhan Bukhari, and Jack - Cola Bottle Content. At the bottom right, there's a 'Messaging' icon with a red notification dot.

Finding Relevant People

Method #2: Use SparkToro with a relevant marketer

The screenshot shows a LinkedIn profile for **Dave Gerhardt**. His profile picture is a yellow circle containing a photo of him. He is listed as 1st degree, CMO at Privy (acquired by Attentive), and helps startups with marketing. He has 100,925 followers and 500+ connections. The 'Highlights' section mentions the 'Tech Phenomenon -15 Conferences + 1000 Booths + 15 Sectors' and shows he is attending an event in Grapevine, Texas. The 'Featured' section includes a post about a day in the life of a marketer and another about the importance of marketing. On the right, there is a sidebar with an ad for Dialysis Clinic, Inc. and a 'People also viewed' section listing Mike Volpe, Ben Jabbawy, Daniel J. Murphy, Udi Ledergor, and Katie Mitchell, each with a 'Connect' or 'Message' button.

Hire in Singapore - Hire & pay your remote employees compliantly without an entity. Learn more! Ad ...

Dave Gerhardt · 1st
CMO at Privy (acquired by Attentive) | I help startups with marketing at davegerhardt.com
Talks about #marketing, #copywriting, and #b2bmarketing
Greater Burlington Area · Contact info
100,925 followers · 500+ connections
2,403 mutual connections: Craig Elias, Jim Dickie, and 2,401 others

Privy

Highlights

Tech Phenomenon -15 Conferences + 1000 Booths + 15 Sectors
Dave is attending this event in Grapevine, Texas

Featured

A day in the life of a marketer.

Life's too short to work for a CEO who doesn't get marketing.

So let me get t

Your goal is to pipeline this y

Ad ...
Get the latest jobs and industry news

Justin, explore relevant opportunities with Dialysis Clinic, Inc.

Follow

People also viewed

Mike Volpe · 2nd
CEO at Lola.com

Ben Jabbawy · 2nd
Founder, CEO at Privy (Acquired by Attentive) Host of the Ecommerce...

Daniel J. Murphy · 1st
VP of Marketing @Privy (hiring marketers)

Udi Ledergor · 1st
CMO at Gong (he, him, his)

Katie Mitchell · 2nd
Head of Marketing at UserLeap

Messaging 1

Finding Relevant People

Method #2: Use SparkToro with a relevant marketer

The screenshot shows the SparkToro homepage. At the top, there's a navigation bar with links for "How It Works", "Plans", "About", "Resources", and "Blog". A user profile icon is also present. The main headline reads: "Instantly discover what your audience reads, watches, listens-to, and follows." Below it, a subtext explains: "Forget expensive surveys or time-consuming research. SparkToro identifies your customers' biggest sources of influence, and the hidden gems—so you can reach them where they hang out." A search bar is centered with the placeholder text "Try SparkToro for FREE. Enter a search term below:". To the left of the search bar, a dropdown menu is open under the heading "My Audience: Frequently talks about". The dropdown options include: "Frequently talks about", "Uses these word(s) in their profile", "Follows the social account", "Frequently visits the website", and "Frequently uses the hashtag". Two orange arrows point from the bottom left towards the "Discover Now" button and the "Follows the social account" option in the dropdown menu. At the bottom, a call-to-action button says "See How SparkToro Works In 2 Minutes".

Finding Relevant People

Method #2: Use SparkToro with a relevant marketer

This query is free, as you've previously run this search in the past month.

Overview

SparkToro's database has found **12,985** people who follow www.linkedin.com/in/davegerhardt

These are a sample of results only. To unlock all the top results for this query, [upgrade your SparkToro account](#)

Get more [search ideas](#) related to this audience

Here's what this audience talks about online

Top Words in Bios	Top Hashtags Used	Frequently Used Phrases
founder 14%	#digitalmarketing 15%	marketing strategy 6.8%
product 6.9%	#contentmarketing 15%	sales marketing 5.9%
marketer 5.1%	#ecommerce 11%	steve jobs 3.3%
tweets 3.9%	#machinelearning 7.0%	venture capital 3.1%

See all text insights

Show [how to apply this data](#) to your campaigns

Here's what this audience follows, visits, and engages-with

The screenshot shows the SparkToro platform interface. On the left, a sidebar lists categories: Overview (selected), Text Insights, Demographics (marked as new), Social (highlighted with an orange arrow), Websites, Podcasts, YouTube, Press, and Help Center. The main content area displays an 'Overview' section with a yellow banner stating the query is free. It shows 12,985 results for the LinkedIn profile of Dave Gerhardt. Below this, there's a note about upgrading the account to unlock top results and a link to search ideas. The central part of the screen is titled 'Here's what this audience talks about online' and features three bar charts: 'Top Words in Bios', 'Top Hashtags Used', and 'Frequently Used Phrases'. An orange arrow points from the 'Social' category in the sidebar to the 'Social' chart in the main content area. At the bottom, there are links to see all text insights and apply the data to campaigns.

Finding Relevant People

Method #2: Use SparkToro with a relevant marketer

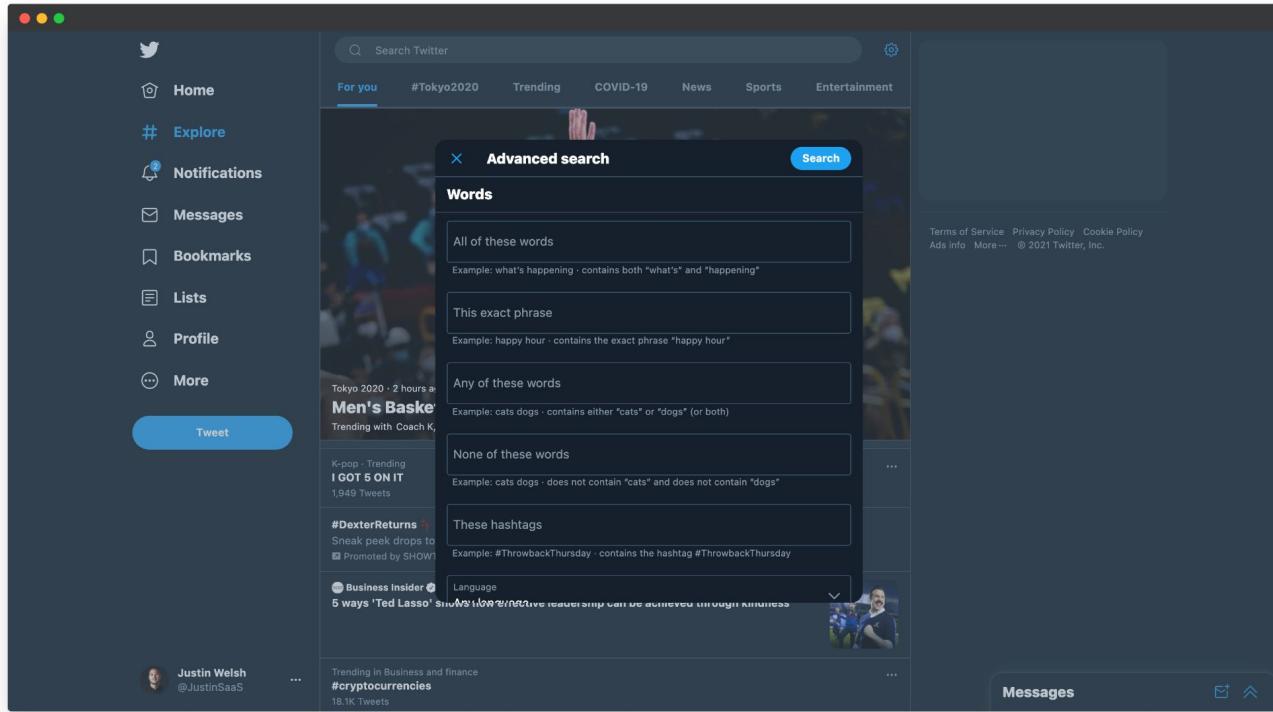
The screenshot shows the SparkToro platform interface. At the top, there are navigation links: Overview, Text Insights, Demographics (NEW), Social, Websites, Podcasts, YouTube, Press, and Help Center. On the right, there are buttons for 'Active Filter' (with a count of 1), 'Export .csv', '+ Add to List', and 'Upgrade Your Account'. The main area displays a list of profiles:

Profile	Description	Engagement Rate	Score	Followers
Web Smith	Founder, @2PMinc (https://t.co/4wbJuKSqFW). Studying the x of media and commerce. @MizzenandMa...	19%	60/100	40,910
Lenny Rachitsky	Writing · Advising · Angel investing https://t.co/LF0tRGFgT · https://t.co/4kEWetJbA	19%	57/100	47,004
Nik Sharma	"The DTC Guy" Running @SharmaBrands Oh, I also send a very tactical email every Sunday to...	19%	48/100	46,829
Bri Kimmel	@worklifevc: @webflow @hopin @stir @public @polyworkHQ & @joinclubhouse building new homes w/ @...	18%	47/100	19,633
Erik Torenberg	Co-founder @Villageglobal & @beondeck. Hiring:	18%	61/100	35,576

Each profile row includes a checkbox, a small profile picture, social media links (Twitter, LinkedIn, Facebook, Instagram, YouTube), and a 'Analyze Social Audience' button.

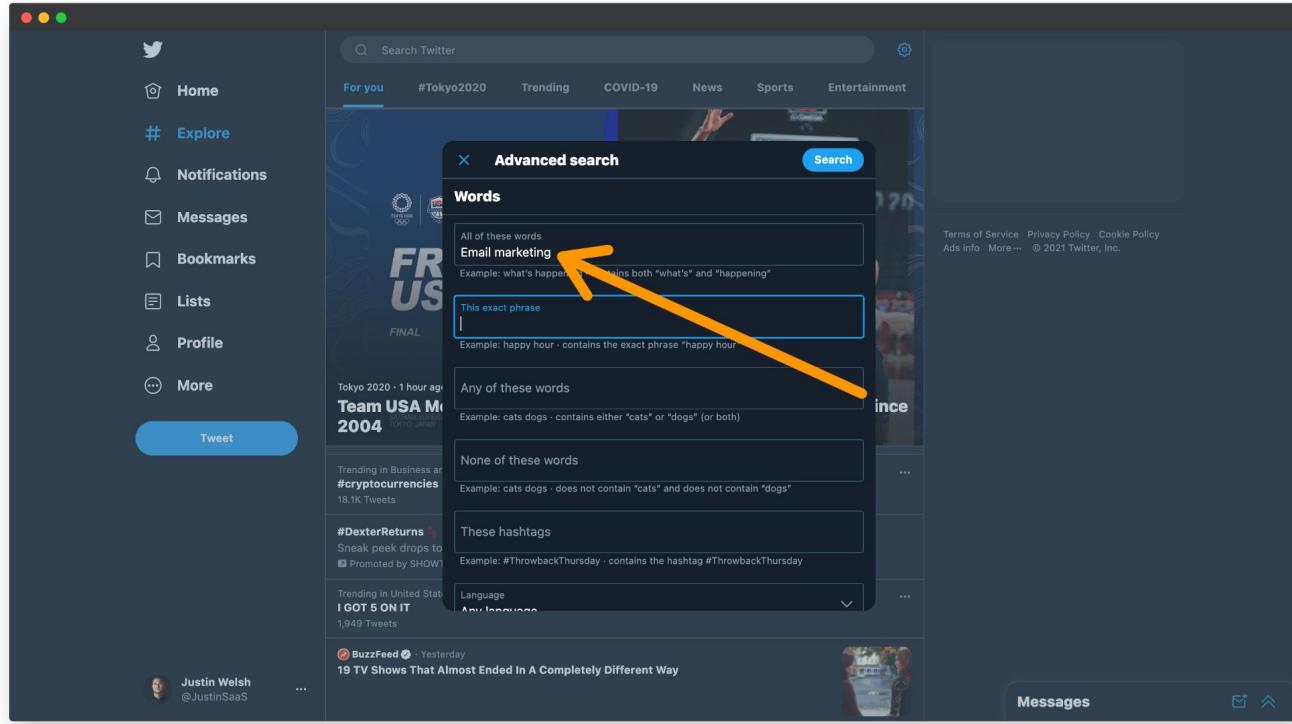
Finding Relevant People

Method #3: Use Twitter Advanced Search



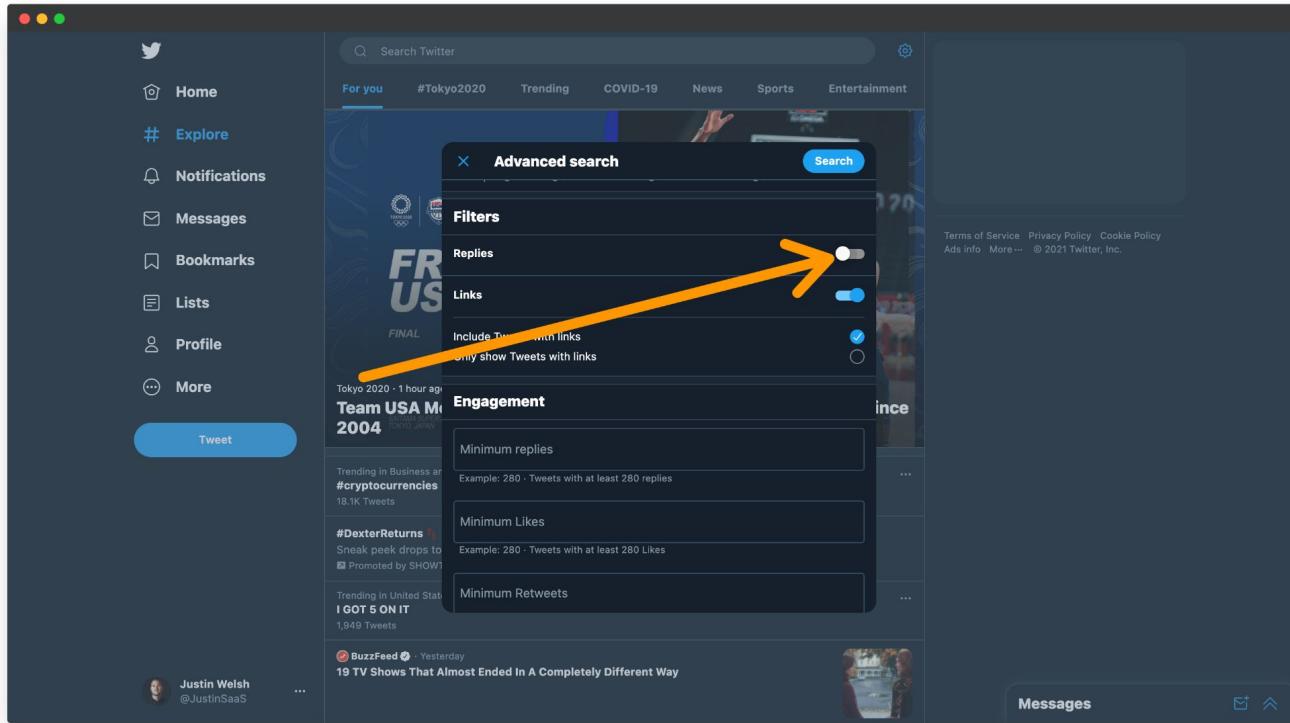
Finding Relevant People

Method #3: Use Twitter Advanced Search



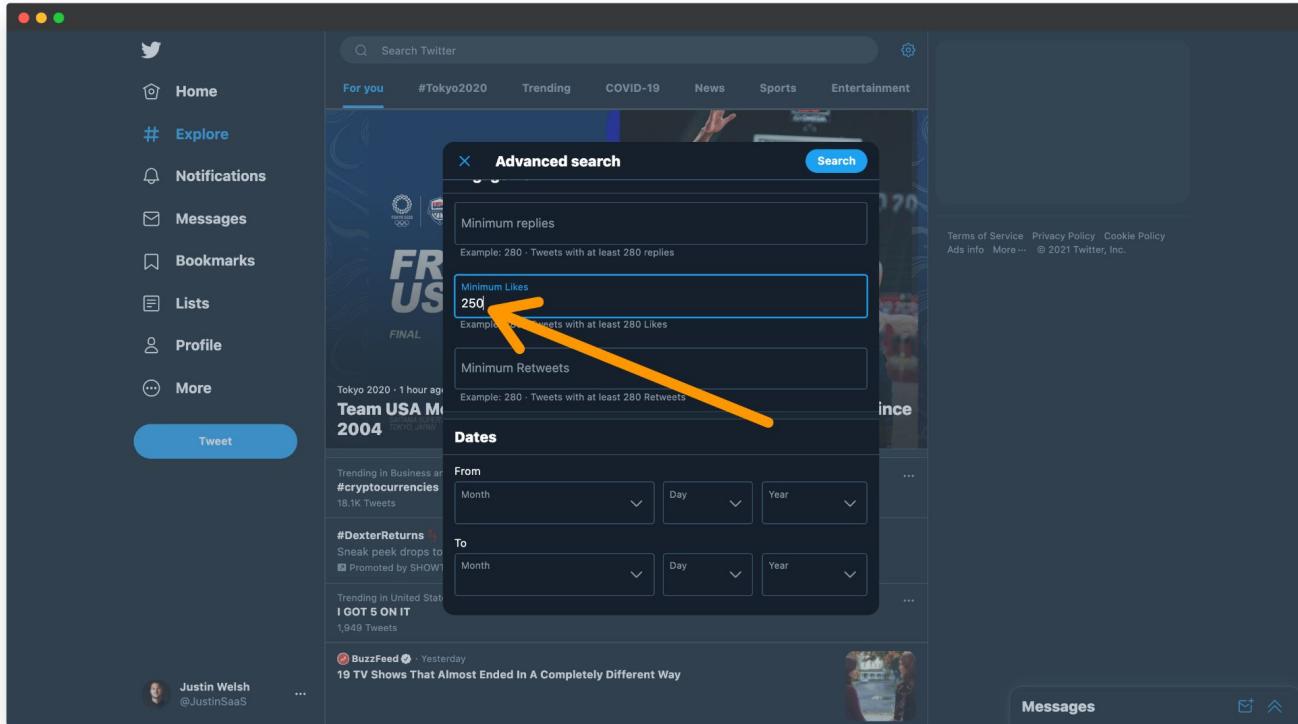
Finding Relevant People

Method #3: Use Twitter Advanced Search



Finding Relevant People

Method #3: Use Twitter Advanced Search



Finding Relevant People

Method #3: Use Twitter Advanced Search

The screenshot shows the Twitter mobile application interface. On the left is a dark sidebar with navigation links: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. A blue 'Tweet' button is at the bottom of the sidebar. The main content area has a search bar at the top with the query "Email Marketing min_faves:250 -filter:replies". Below the search bar are tabs for Top, Latest, People, Photos, and Videos. The search results list several tweets from users like Chase Dimond, Oliver, David Perell, and Growth Tactics, all related to email marketing. To the right of the search results is a "Search filters" sidebar with sections for People (From anyone checked, People you follow unchecked), Location (Anywhere checked, Near you unchecked), and an "Advanced search" link. At the bottom of the screen are links for Terms of Service, Privacy Policy, Cookie Policy, Ads info, and a copyright notice for © 2021 Twitter, Inc.

Twitter

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Email Marketing min_faves:250 -filter:replies

Top Latest People Photos Videos

Chase Dimond | Email Marketing Nerd @ecomchasedimond - Jul 24
Email flows are like dating:
- Introduce yourself (Welcome email)
- Let them get to know you (Story email)
- Show you're high value (Value emails)
- Convince her you're the one (Social Proof)
- Ask her on a date (CTA)
If you've been on dates...
You can do email marketing.
7 68 367

Oliver @oliviercantin - Sep 26, 2020
Don't forget that the purpose of email marketing is to sell the click, not the product
21 134 672

David Perell @david_perell - Oct 31, 2019
Lessons from running my business:
1) Email marketing is like plumbing. It's not sexy, but you need it to work.
2) You don't always need to innovate. Learn from the best, and do what they do.
3) There's a direct correlation between how hard you work and how successful you are.
8 60 572

Growth Tactics @GrowthTactics - Feb 9
THREAD: 10 significant lies you've been told about marketing:
On email marketing, ads, and referrals.
25 275 1.1K

Search filters

People

From anyone People you follow

Location

Anywhere Near you

Advanced search

Terms of Service Privacy Policy Cookie Policy
Ads info More... © 2021 Twitter, Inc.

Messages

Building Your Tribe Action Steps

Building Your Tribe Action Steps

Step 1: Set up LinkedIn using bookmarks to activity pages

Step 2: Find 2-3 people using LinkedIn Advanced Filters

Step 3: Find 2-3 people using SparkToro

Step 4: Find 2-3 people using Twitter Advanced Search

Part 4: LinkedIn Lead Capture

The Profile Funnel

The Profile Funnel

Goal: To set your profile up to act as a lead generation machine.

Why it's important: Most people misunderstand the intention of your LinkedIn profile. Here's what **NOT** to do if you want to build your business/income:

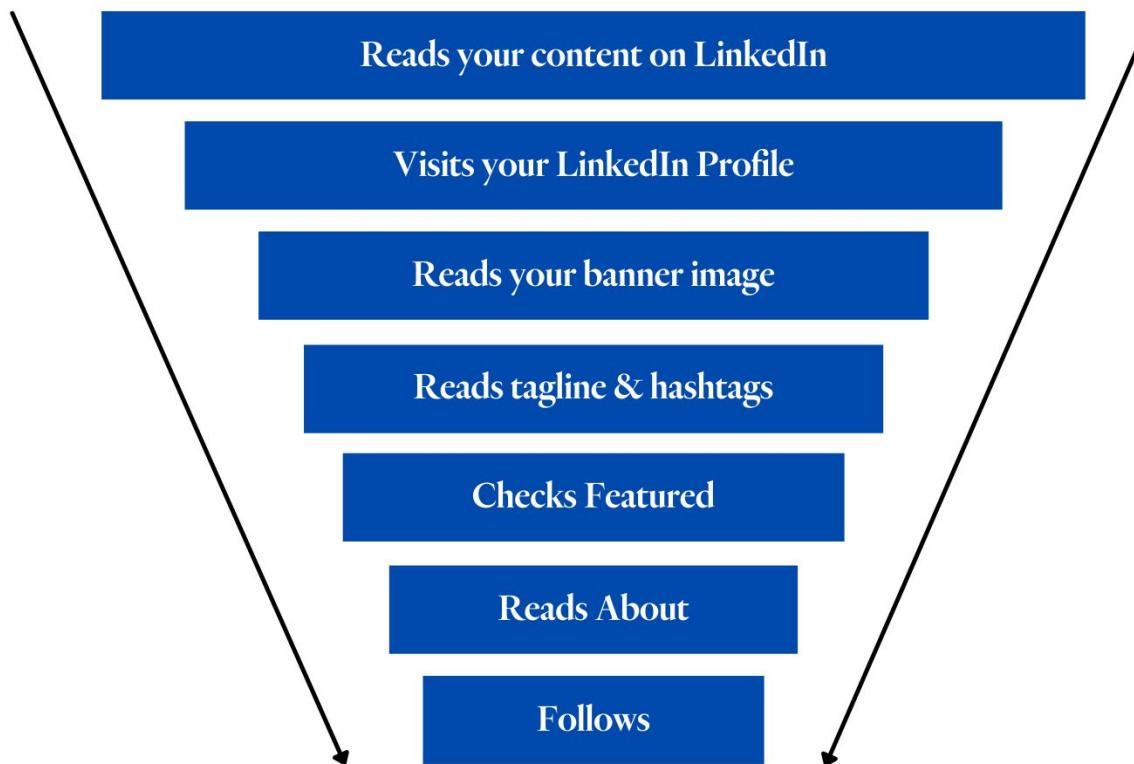
- Use it as a resume
- Tell people things they already know
- Make it really confusing to understand what you do
- Make it really difficult to access pertinent information

The Profile Funnel

Here's what you should do:

- Make it easy to understand what you do in 2 seconds
- Present yourself in a solutions-oriented fashion
- Deliver free, valuable insights through your featured section CTA
- Use your about section to provide granularity and further proof

The LinkedIn Profile Funnel



The Profile Funnel



The Profile Funnel

No equity. No warrants. - Flexible capital for B2B software business between \$2-20m ARR Ad ...

Ray J. Green • 1st
CEO @ RJG & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes

Want to convert random sales in your business...
...into repeatable revenue?

We just built a tool you can use for free to assess your sales & marketing systems.

It's based on data from the sales audits we've been doing since Q4 last year...

And what we've seen as the most common opportunities to improve.

This is the first iteration of this and we'd love your feedback to keep improving it.

Link to it in the comments [.](#).

And in the Featured section of my profile.

#entrepreneurship #sales #marketing #rjg

113 · 27 comments

Reactions

Like Comment Share Send

Add a comment...

Marcus A. Chan • 1st
1mo ...

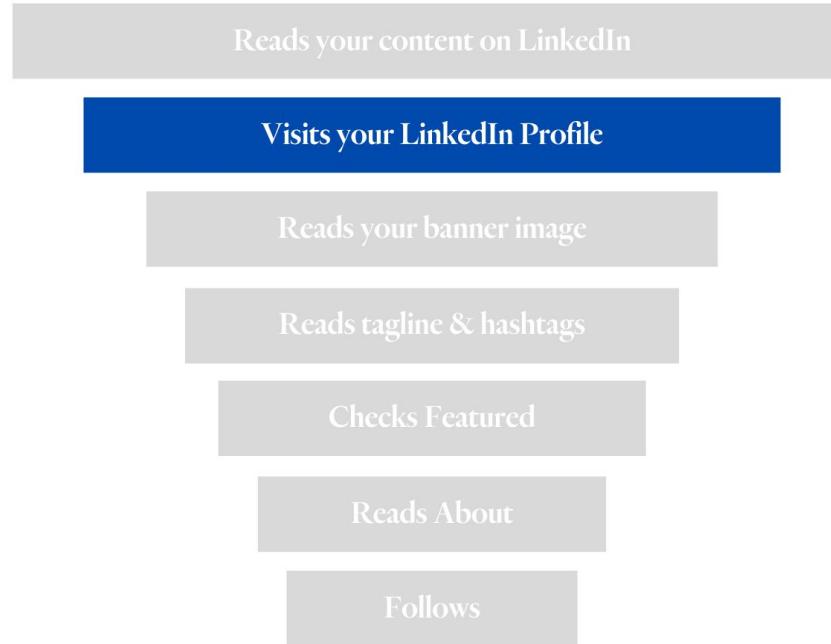
Get the latest jobs and industry news
Justin, explore relevant opportunities with Ascend Federal Credit

About Accessibility Help Center
Privacy & Terms Ad Choices
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2021

Messaging 1

The Profile Funnel



The Profile Funnel

The screenshot shows a LinkedIn profile page for Ray J. Green. At the top, there's a banner for "The Roadmap To Repeatable Revenue" with a link to www.rayjgreen.com. Below the banner, the profile summary includes:

- Ray J. Green** · 1st
- CEO @ RJG & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes
- Talks about #sales, #marketing, #leadership, #management, and #entrepreneurship
- San José del Cabo, Baja California Sur, Mexico - [Contact Info](#)
- 20,661 followers · 500+ connections
- 1,945 mutual connections: Ray Rike, Chad Nuss, and 1,943 others

Below the summary are two call-to-action buttons: [Message](#) and [More](#).

Underneath the main profile area is a section titled **Highlights**, which contains a message from Ray J. Green:

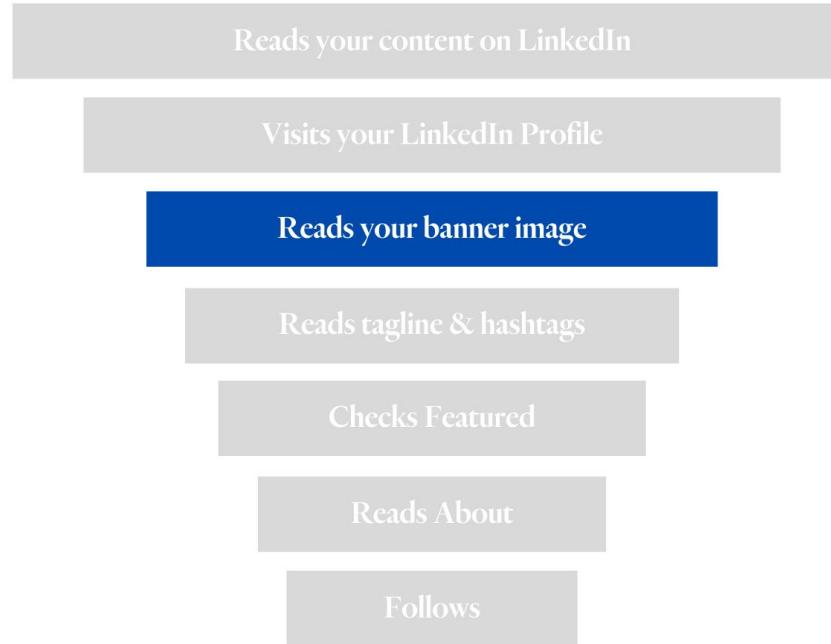
Reach out to Ray J. for...
Advising companies, Contracting and freelancing, Paid consulting.

Below the highlights is a **Featured** section with a preview of "The Roadmap To Repeatable Revenue".

To the right of the profile, there's a sidebar with a job advertisement for Dialysis Clinic, Inc. (DCI) and a "People also viewed" section listing several other professionals with their connection status and a [Connect](#) button.

At the bottom right, there's a messaging notification bar indicating 1 unread message.

The Profile Funnel



The Profile Funnel

The screenshot shows a LinkedIn profile page for Ray J. Green. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. A search bar is also present.

The main profile area features a large circular profile picture of Ray J. Green. To the right of the picture is a promotional banner for "The Roadmap To Repeatable Revenue" with the website "www.rayjgreen.com". Below the banner, Ray's profile information is displayed:

- Ray J. Green** · 1st
- CEO @ RJG & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes
- Talks about #sales, #marketing, #leadership, #management, and #entrepreneurship
- San José del Cabo, Baja California Sur, Mexico · [Contact Info](#)
- 20,661 followers · 500+ connections
- 1,945 mutual connections: Ray Rike, Chad Nuss, and 1,943 others

Below this, there are two buttons: "Message" and "More".

Under the "Highlights" section, there's a callout: "Reach out to Ray J. for... Advising companies, Contracting and freelancing, Paid consulting." with a "Message" button.

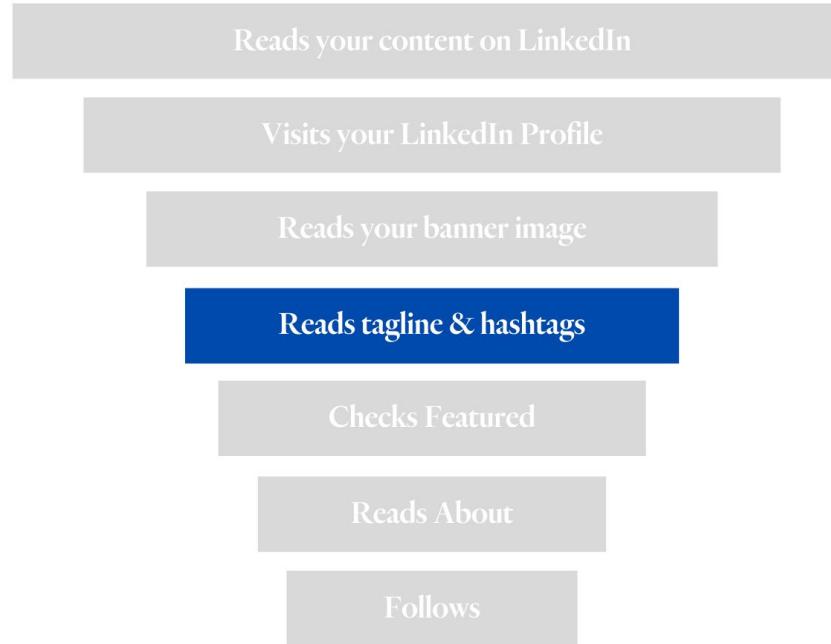
The "Featured" section at the bottom shows a snippet of another profile: "Roadmap To Repeatabl..."

On the right side of the page, there's a sidebar titled "People also viewed" which lists several profiles with "Connect" buttons:

- Ashwin Jain · 2nd
Business Development Manager at Wizard Infoways Pvt. Ltd.
Connect
- Justin Welsh · You 1st
I deconstruct audience & income growth for LinkedIn creators.
- Tomas Wisniewski · 2nd
#mobileapps #webapps #websites | Account Manager Key...
Connect
- Marcus A. Chan · 1st 1
Helping B2B Sales Pros Earn \$50K-\$100K+ MORE This Year and...
Message
- Emmy Sobieski CFA CNC · 1st 1
I Help Rising Tech and Finance Leaders Boost Their Careers Through Strategi...
Message

At the bottom right, there's a "Messaging" button with a notification count of 1.

The Profile Funnel



The Profile Funnel

The screenshot shows a LinkedIn profile page for Ray J. Green. The profile is highlighted with a yellow box around the bio section, which reads:

CEO @ RJG & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes
Talks about #sales, #marketing, #leadership, #management, and #entrepreneurship

Below the bio, there's a summary: "San José del Cabo, Baja California Sur, Mexico · Contact info".

Key statistics: 20,661 followers · 500+ connections.

Below the stats, it says "1,945 mutual connections: Ray Rike, Chad Nuss, and 1,943 others".

Action buttons: "Message" and "More".

Highlights section: "Reach out to Ray J. for... Advising companies, Contracting and freelancing, Paid consulting." with a "Message" button.

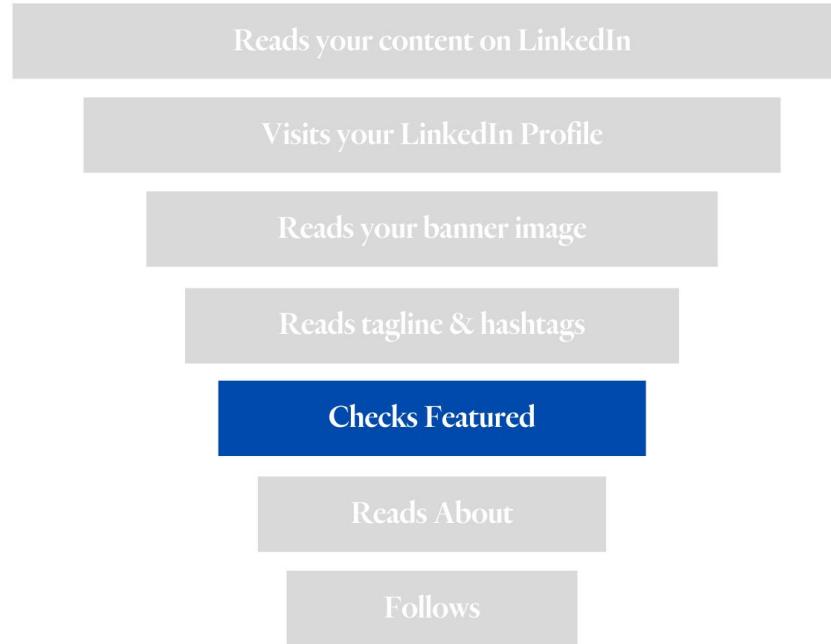
Featured section: "The Roadmap To Repeatable Revenue" by Ray J. Green.

People also viewed sidebar:

- Ashwin Jain - 2nd Business Development Manager at Wizard Infoways Pvt. Ltd. with a "Connect" button.
- Justin Welsh - You I deconstruct audience & income growth for LinkedIn creators.
- Tomas Wisniewski - 2nd #mobileapps #webapps #websites Account Manager Key...
- Marcus A. Chan - 1st Helping B2B Sales Pros Earn \$50K-\$100K+ MORE This Year and... with a "Message" button.
- Emmy Sobieski CFA CNC - 1st I Help Rising Tech and Finance Leaders Boost Their Careers Through Strategi...

Bottom right corner: "Messaging 1" with a message icon.

The Profile Funnel



The Profile Funnel

Ray J. Green
CEO @ RJG & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes

Featured

Road map To REPEATABLE REVENUE
A Project of RJG & CO.
Repeatable Revenue
A community + coaching from RJG & Co. to help you create repeatable sales...

FREE Sales and Marketing Assessment
Ray J. Green & Company
A free assessment tool to evaluate how effective your sales and marketing...

Activity
20,421 followers

Some advice that works for life... and business: You aren't for everyone. A...
Ray J. shared this 136 Reactions · 34 Comments

If everyone on the court used a different scoreboard... How different t...
Ray J. shared this 100 Reactions · 28 Comments

"I call from a phone book and make a sale every day." Don't let results clou...
Ray J. shared this 116 Reactions · 31 Comments

Woo-hoo! You've got sales in your new business. Now, you're ready ...
Ray J. shared this 167 Reactions · 39 Comments

Would you pay salespeople based on # of calls? If not, why pay...
Ray J. shared this 145 Reactions · 37 Comments

The most expensive advice in the world... Has nothing to do with th...
Ray J. shared this 135 Reactions · 43 Comments

See all activity

People you may know

David V.
I will reply after the 12th of June | Thank you | Stay safe
Connect

Troy Ericson
Email Deliverability Consultant to dozens of 8 & 9 figure brands | L...
Connect

Craig Ryan
Co-owner of Pixel Bar Leeds
Connect

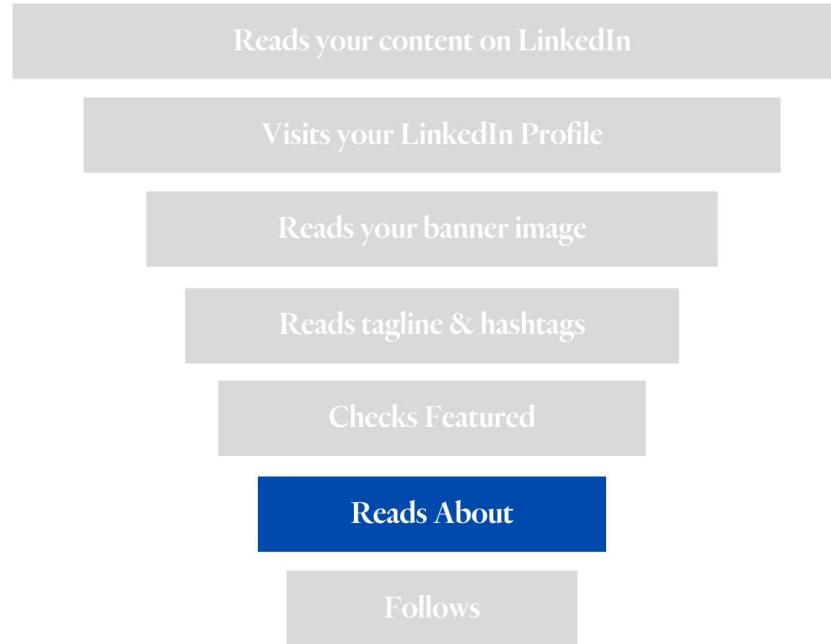
Nicolás Ortiz
Strategy Director at doc-doc | MS in Real Estate Finance Candidate at NY...
Connect

Junaid Dar
Chief Operating Officer at Rezaid | Scaling businesses around the globe!
Connect

Show more ▾

Messaging

The Profile Funnel



The Profile Funnel

Ray J. Green
CEO @ RJJ & Co. | Helping entrepreneurs get more sales, more consistently with systems and processes

About

I live, breathe, and love small business and entrepreneurship.

Yes, I had some early ventures, but no lemonade stand for me. My favorite side hustle as a kid was outsourcing chores to my friends and keeping a cut.

My mom said I was lazy. I like to think I was already making time to work "on" the business.

A little later I founded a music promotions company and agency representing EDM artists around the world that I sold (as I later learned in business school, for far too little).

My next venture was helping my mom lead the turnaround of a nearly bankrupt, small town florist into a national online retailer - which we sold to investors.

I then had the opportunity to join the world's largest business federation, the U.S. Chamber of Commerce, as a membership sales rep.

I rose through the ranks to assume full P&L responsibility for the National Small and Midsize Business unit and its 7 revenue channels, where we:

- ◆ Overhauled an onsite sales division's culture.
- ◆ Reduced attrition from 60% to <5%.
- ◆ Reverse engineered high performers and doubled revenue per sale.
- ◆ 33x'd digital engagement with members.
- ◆ Revitalized digital membership platforms.
- ◆ Led a division's first membership increase in 10 years.
- ◆ NEVER missed a sales target.

After 15 years at that incredible institution, I accepted new challenges as an operator for investment groups, including CEO of a PE backed company and contract CMO / CRO / COO / CXO roles.

That experience taught me a lot, not the least of which was that I don't particularly like short sighted business planning or running businesses strictly from a spreadsheet.

The most important lessons, however, were in the power of using systems and processes to drive more sales, more revenue, and more value from a business.

After mentoring startups at a VC / accelerator, I moved to Baja, where I remotely coached, consulted, and

look for in answers to top interview questions

Tell me about a time you worked with a difficult person.

Where do you see yourself in 5 years?

Tell me about a time you had to handle pressure.

See all questions

Promoted

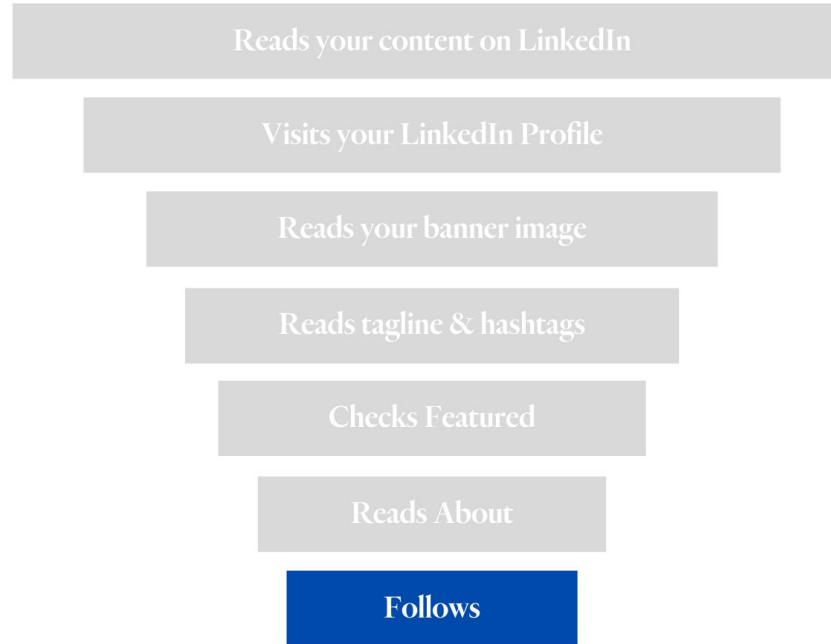
Join An Advisory Board

Hire in India

Learn more Learn more

Messaging

The Profile Funnel



The “Hero Section” of Your Profile

The “Hero Section” of Your Profile

Goal: 2-second “Worth it?” recognition, plus trust building.

Why it's important: The banner image is the very first piece of real estate that people see related to your profile → In 2 seconds, **does this person have anything to offer me?**

Your headshot is the first introduction to you as a human being that a person digests when viewing your profile → Is this person **trustworthy?**

The “Hero Section” of Your Profile

Banner image: The banner image should do one of two things in **2 seconds**.

1. Tell people who you are and what you do
2. Tell people who you help and what problems you solve.

The “Hero Section” of Your Profile



What do these people do?

The “Hero Section” of Your Profile



Both of these people are LinkedIn video coaches.

The “Hero Section” of Your Profile

AS SEEN ON: BUSINESS INSIDER Bloomberg Forbes Harvard Business Review Daily Mail Newsweek in LEARNING

RAPID-FIRE CAREER & JOB SEARCH ADVICE

Get your daily squeeze of #TANGERINETIPS



HIT FOLLOW



What do these people do?

The “Hero Section” of Your Profile

AS SEEN ON: BUSINESS INSIDER Bloomberg Forbes Harvard Business Review Daily Mail Newsweek in LEARNING

RAPID-FIRE CAREER & JOB SEARCH ADVICE

Get your daily squeeze of #TANGERINETIPS



HIT FOLLOW



Both of these people provide career and job search advice.

The “Hero Section” of Your Profile

Headshot: The headshot should do two things.

1. Provide a sharp first impression of professionalism
2. Build trust

The “Hero Section” of Your Profile



Who are you hiring to help you write?

The “Hero Section” of Your Profile



Time to build your personal brand. Who ya got?

The “Hero Section” of Your Profile



It's time to put your career in the hands of one of these people. Which one?

Telling Prospects What You Do

Telling Prospects What You Do

Goal: To continue to clearly position yourself as the right person for your customer.

Why it's important: Your **tagline** is the best place for you to expand on what you do.

And your **hashtags** should:

1. Align with what your prospects expect to see
2. Be thoughtfully chosen so that your content is exposed to a large number of hashtag followers

Telling Prospects What You Do

The screenshot shows a LinkedIn profile page for **Andreas Jonsson**. His profile picture is a man with glasses. A green checkmark icon is visible on the left. Below his name, it says "1st". A yellow box highlights the text: "LinkedIn analytics for content creators. If you post, you need this". Other text in the box includes "Also, CEO/Cofounder @ Shield" and hashtags like "#linkedin, #shieldapp, #creatoreconomy, #entrepreneurship, and #personalbranding". Below this box, it says "23,050 followers" and "1,372 mutual connections". There are "Message" and "More" buttons.

LinkedIn Header: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Advertise

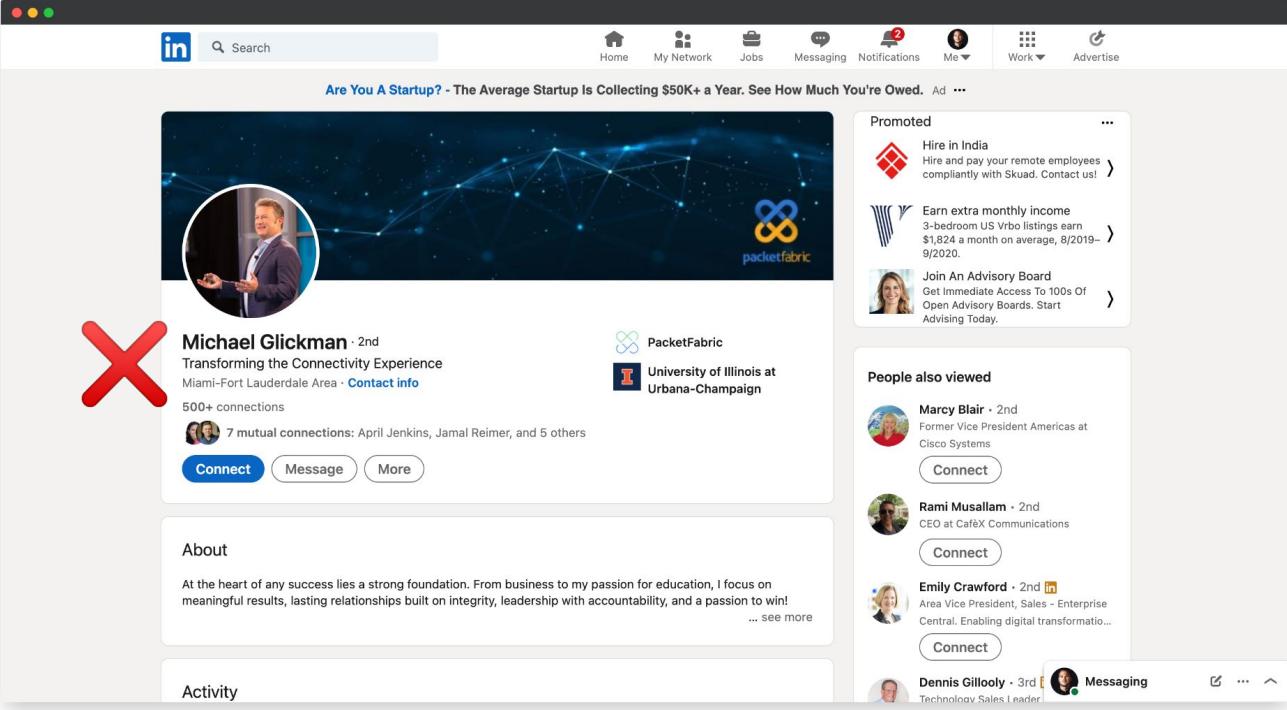
Promoted Post:

- Hire in India** (Skuad logo)
- LinkedIn is hiring** (LinkedIn logo)
- Hire in India**: Hire and pay your remote employees compliantly with Skuad. Contact us!
- LinkedIn is hiring**: Bring your passion to LinkedIn
- Learn more** (button)
- Learn more** (button)

People you may know:

- David V.**: I will reply after the 12th of June | Thank you | Stay safe
Connect button
- Brett Queener**: Focused on building great business software companies. Devoted father,...
Connect button
- Andy Stevenson**: Ecommerce Strategy Leader at Tinuiti
Connect button
- Troy Ericson**: Email Deliverability Co.
Messaging button

Telling Prospects What You Do



The LinkedIn profile page for Michael Glickman features a large red 'X' graphic overlaid on the left side of the main content area. The profile itself shows Michael Glickman's profile picture, his name, title ('Michael Glickman · 2nd'), location ('Miami-Fort Lauderdale Area'), and connection count ('500+ connections'). Below this, there are three buttons: 'Connect', 'Message', and 'More'. To the right of the profile, there is a 'About' section containing a bio about success, relationships, and education, followed by a 'see more' link. Further down is an 'Activity' section. On the far right of the page, there are several promoted posts from companies like PacketFabric, Skuad, Vrbo, and Cisco Systems. Below these promoted posts is a 'People also viewed' section featuring profiles for Marcy Blair, Rami Musallam, Emily Crawford, and Dennis Gillooly, each with a 'Connect' button.

Are You A Startup? - The Average Startup Is Collecting \$50K+ A Year. See How Much You're Owed. Ad ...

Michael Glickman · 2nd
Transforming the Connectivity Experience
Miami-Fort Lauderdale Area · Contact info

500+ connections

7 mutual connections: April Jenkins, Jamal Reimer, and 5 others

Connect Message More

About

At the heart of any success lies a strong foundation. From business to my passion for education, I focus on meaningful results, lasting relationships built on integrity, leadership with accountability, and a passion to win!

... see more

Activity

Hire in India
Hire and pay your remote employees compliantly with Skuad. Contact us! >

Earn extra monthly income
3-bedroom US Vrbo listings earn \$1,824 a month on average, 8/2019–9/2020. >

Join An Advisory Board
Get Immediate Access To 100s Of Open Advisory Boards. Start Advising Today. >

PacketFabric

University of Illinois at Urbana-Champaign

People also viewed

Marcy Blair · 2nd
Former Vice President Americas at Cisco Systems

Rami Musallam · 2nd
CEO at CafèX Communications

Emily Crawford · 2nd
Area Vice President, Sales - Enterprise Central. Enabling digital transformatio...

Dennis Gillooly · 3rd

Messaging

Telling Prospects What You Do

The screenshot shows a LinkedIn profile page for **Amelia Sordell**. Her profile picture is a woman with blonde hair, smiling. Her bio includes the text: "I brand people, not businesses 🔥 Founder at Klout, The Personal Branding Agency 🌟". She also mentions hashtags: #branding, #marketing, #socialmedia, #entrepreneurship, and #personalbranding. Below her bio, it says she has 49,047 followers and 802 mutual connections. There are "Message" and "More" buttons. A green checkmark icon is visible on the left side of the profile.

Klout is mentioned in the bio and next to the "More" button.

Providing services: Social Media Marketing, Content Marketing, Brand Marketing, Content Strategy, Marketing Strategy, and Public Relations. [See all details](#)

Highlights

Are You A Startup? - The Average Startup Is Collecting \$50K+ a Year. See How Much You're Owed. Ad ...

Promoted

MainStreet

Claim Your Cash Now.
We Do All the Paperwork and You Get Cash.

Hire in India
Hire and pay your remote employees compliantly with Skuad.
Contact us!

[Learn more](#) [Learn more](#)

People you may know

David V.
I will reply after the 12th of June | Thank you | Stay safe
[Connect](#)

Brett Queener
Focused on building great business software companies. Devoted father,...
[Connect](#)

Andy Stevenson
Commerce Strategy Leader at Tinuiti
[Connect](#)

Troy Ericson **Messaging**
Email Deliverability Co.

Telling Prospects What You Do

Claim Your Cash Now. - We Do All the Paperwork and You Get Cash. Ad ...

JOHN KRUGER 1st
Get on my client wait list!

Talks about #business, #marketing, #leadership, #technology, and #digitalmarketing

La Crosse, Wisconsin, United States · [Contact info](#)

13,117 followers · 500+ connections

201 mutual connections: Tom Moreland, Christopher Bauer, PhD, CSP, CFS, and 199 others

[Message](#) [More](#)

Providing services
Strategic Planning, IT Consulting, Brand Consulting, Executive Coaching, Business Consulting, Management ...
[See all details](#)

Highlights

MainStreet | [Demand](#) | [Refine](#) | [Demand](#) | [Refine](#) | [Demand](#) | [Refine](#) | [Demand](#) | [Refine](#)

Promoted

MainStreet | Claim Your Cash Now. We Do All the Paperwork and You Get Cash.

Hire in India | Hire and pay your remote employees compliantly with Skuad. Contact us!

LinkedIn is hiring | Challenge yourself with work that makes a difference

People you may know

David V.
I will reply after the 12th of June | Thank you | Stay safe
[Connect](#)

Brett Queener
Focused on building great business software companies. Devoted father,...
[Connect](#)

Andy Stevenson
Ecommerce Strategy Leader at Tinuiti
[Connect](#)

Judy Sheriff
VP of Demand @ Refine! [Messaging](#)

Telling Prospects What You Do

The screenshot shows a LinkedIn profile page for Austin Belcak. His profile picture is a circular inset of a man with short brown hair, wearing a grey suit jacket over a white shirt. Below his picture, his name is displayed in bold: **Austin Belcak**. To the right of his name is a speaker icon and the text "(He/Him) · 1st". Underneath his name, there is a bio: "I Help People Land Amazing Jobs Without Applying Online // Need Help With Your Job Search? I'm Breaking Down My System In A Free Webinar ➡️ CultivatedCulture.com/Webinar". Below the bio, it says "Talks about #careers, #linkedin, #jobsearch, #networking, and #jobinterviews". To the left of his bio is a green square icon containing a white checkmark. Below his bio, it says "845,030 followers · 500+ connections". Under "Connections", there is a small thumbnail of another user and the text "495 mutual connections: Sean Sheppard, Daniel Roth, and 493 others". Below this are two buttons: "Message" and "More".

On the right side of the profile page, there is a sidebar. At the top of the sidebar, it says "Promoted". Below this, there are three promotional posts:

- MainStreet**: "Claim Your Cash Now. We Do All the Paperwork and You Get Cash." (with a link)
- Hire in India**: "Hire and pay your remote employees compliantly with Skuad. Contact us!" (with a link)
- TIMIA CAPITAL**: "VC is dead. Flexible, non-dilutive capital for B2B software biz between \$2-20m ARR" (with a link)

Below the promoted posts, there is a section titled "People you may know" which lists three users with their names, profiles, and connection status:

- David V.**: "I will reply after the 12th of June | Thank you | Stay safe" (with a "Connect" button)
- Brett Queener**: "Focused on building great business software companies. Devoted father,..." (with a "Connect" button)
- Andy Stevenson**: "Ecommerce Strategy Leader at Tinuiti" (with a "Connect" button)

At the bottom right of the sidebar, there are icons for "Messaging" and "Email Deliverability Co.".

Telling Prospects What You Do

VC is dead. - Flexible, non-dilutive capital for B2B software biz between \$2-20m ARR Ad ...

Antonio Tijerino · 2nd

Start right where you are, not where you were or where you could be -- right where you are! Be impatient with the impact you can have.

Washington, District of Columbia, United States · [Contact info](#)

14,114 followers

78 mutual connections: Enrique Espinosa, Roger Brooks, and 76 others

+ Follow Message More

About

For nearly 20 years, Tijerino has led HHF mission on education, workforce, leadership & culture by being creative, agile, impact-focused. He also executive produces the Hispanic Heritage Awards at the Kennedy Center & broadcast on PBS. Prior to HHF, Tijerino was an executive at Fannie Mae Foundation, Nike, Burson-Ma ... see more

Ad ...

Create a better business with greater knowledge

LEI

Justin, follow us to learn how the LEI works

Follow

People also viewed

Eileen O'Connor · 2nd

Senior Vice President, Communications, Policy, & Advocacy at The Rockefeller...

Connect

Tristan Harris · 2nd

Co-Founder at Center for Humane Technology

Connect

Marco A. Davis · 2nd

President and CEO at Congressional Hispanic Caucus Institute (CHCI) |...

Connect

Emanuel Pleitez · 2nd

Messaging

Telling Prospects What You Do

If you're struggling with your tagline, try this formula:

I help/coach/teach/train/work with {{**who**}} {{**do what**}} {{**how**}}

Need some help? Revisit the LinkedIn OS resources and check the tab called “Your Tagline”.

It will pull from the Sub-niche playbook and start to help you create your tagline.

Telling Prospects What You Do

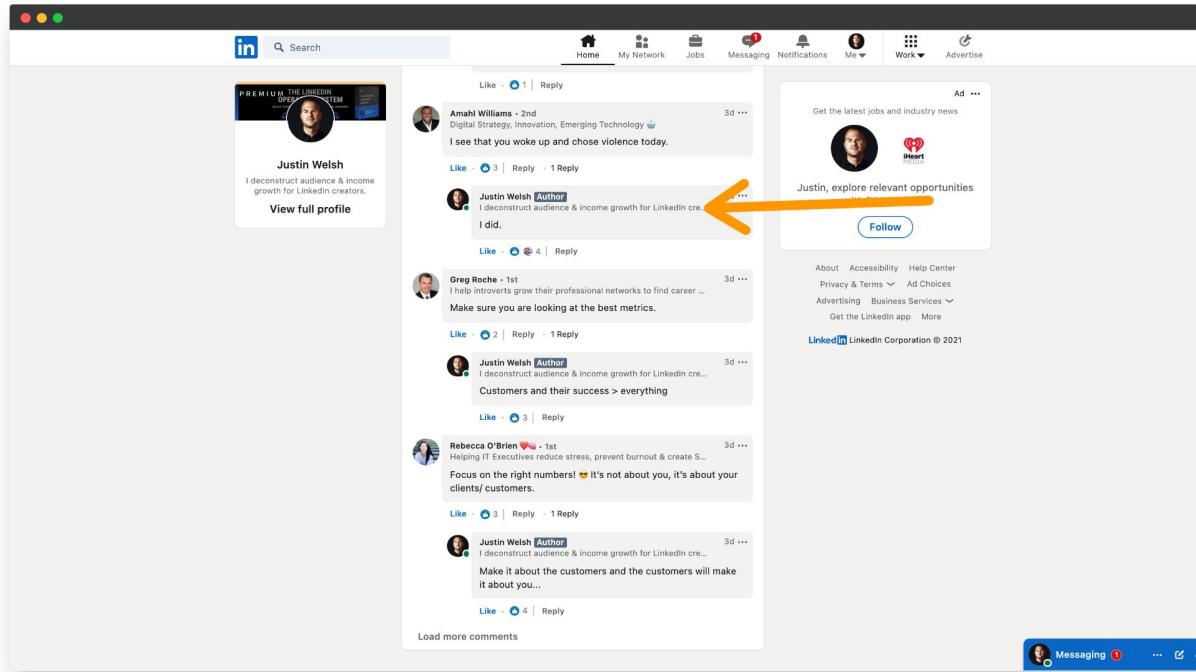
The LinkedIn Operating System Resources

	A	B	C	D	E	F	G	H	I	J	K	L
1	Example	I help	Who	Do what	How?							
2	1	I help	Marathon runners	Run faster times	Through custom training programs							
3	2	I help	7-figure business owners	Grow their revenue	Through The Millionaire Email System							
4												
5	Yours	I help	Overwhelmed parents	rekindle relationships with their teenage kids	with guided 1-week retreats							
6												
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31												

Copywriting 101 Solving customer problems Social Ecosystem Your Tagline Your featured section Top 50 LinkedIn Hashtags

Telling Prospects What You Do

Bonus tip: Your tagline appears on every comment, so make it short and crisp!



Telling Prospects What You Do

Hashtags should:

1. Align with what your prospects expect to see
2. Be thoughtfully chosen so that your content is exposed to a large number of hashtag followers

Telling Prospects What You Do

There are two really simple ways to understand what hashtags are right for your profile.

1. Start by checking the [**Top LinkedIn Hashtags of 2021**](#) list to see if any of them are relevant to your business. Don't Stretch! Pick relevant topics.
2. Once you've combed through that list, write down as many other words as you can think of that are relevant to your business.
3. Then, simply use LinkedIn search to see the number of followers.

Telling Prospects What You Do

The screenshot shows a LinkedIn search interface. In the search bar at the top, the hashtag '#entrepreneurship' is typed. Below the search bar, a dropdown menu lists several related hashtags: '# entrepreneurship', '# entrepreneurshipeducation', '# entrepreneurshipmindset', '# entrepreneurshipquotes', '# entrepreneurshiplife', '# entrepreneurshipthroughacquisition', '# entrepreneurship101', and '# entrepreneurship'. At the bottom of this list is a blue 'See all results' button. To the right of the search bar, there are navigation links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. A sidebar on the left shows a post from 'DIGITAL INNOVATION' and another from 'David Walter'. The main content area displays a feed of posts, with one visible from 'David Walter' and another from 'Million Dollar Rebuttal'. On the right side of the screen, there are three promotional cards: 'Are You A Startup?', 'Hire in India', and 'Join An Advisory Board'. At the bottom right, there is a 'Messaging' button.

Telling Prospects What You Do

The screenshot shows a LinkedIn homepage with a prominent promoted post from INE's IT Team Training. The post features a large image of a man's face and the text: "PREMIUM YOUR AUDIENCE AND INCOME ONLINE WITH A TEAM". Below the image is the name "Justin Welsh" and a brief bio: "I deconstruct business growth for solopreneurs & creators." A "View full profile" button is present. To the right of the profile is a "#entrepreneurship" hashtag card with 22,784,542 followers, a "Following" button, and a blue arrow pointing to it. Below the profile is a "Start a post" section with options for Photo, Video, and Document. On the left sidebar, there are sections for Recent posts, Groups, Events, and Followed Hashtags, all related to entrepreneurship and leadership. The main feed shows a post by Gratien Mukeshimana about the "5 STAGES OF GRIEF FOR ENTREPRENEUR" and a preview of "The TOP Person" magazine. The right sidebar displays "LinkedIn News" articles and promoted content from INE, MainStreet, and Skuad.

INE's IT Team Training - Upskill your IT team with INE's Business Plan. Learn more today! Ad ...

PREMIUM YOUR AUDIENCE AND INCOME ONLINE WITH A TEAM

Justin Welsh

I deconstruct business growth for solopreneurs & creators.

[View full profile](#)

Recent

- # entrepreneurship
- # UNCrushed
- # leadership
- # business
- # personalbranding

Groups

- UNCrushed
- Sales Management Execut...
- Consultants Network | Par...

Show more ▾

Events

+ Followed Hashtags

- # entrepreneurship
- # leadership
- # business

#entrepreneurship

22,784,542 followers

Following

Start a post

Photo Video Document

Sort by: Top ▾

Gratien Mukeshimana · 1st
Livin the dreams | Investor | Entrepreneur | The TOP Person Ambassador
48m · ①

5 STAGES OF GRIEF FOR ENTREPRENEUR by PATRICK KAMAU - LINKEDIN BRAND STRATEGIST AND START-UP ADVISOR

...see more

The TOP Person · 9 pages X C E R P T

ISSUE 6 · VOLUME 1 · 2020

The TOP Person

THE INFLUENCER MAGAZINE

LinkedIn News

- Fashion forecasters flock to TikTok 1h ago · 4,274 readers
- "At will" firings under fire 1h ago · 1,113 readers
- The 'Great Resignation' is here 2h ago · 22,622 readers
- 'Almighty standoff' over WFH looms 1h ago · 81,464 readers
- Which day to work from home? 3h ago · 16,652 readers

Show more ▾

Promoted

INE IT Team Training

Training On-Demand | Hands-On Learning | Join INE's network of IT Experts

MainStreet Claim Your Cash Now.

We Do All the Paperwork and You Get Cash.

Hire in India

Hire and pay your remote employees compliantly with Skuad. Contact us!

About Accessibility Help Center

Privacy & Terms Ad Choices

Advertising Business Services Get the LinkedIn app

Messaging

Closing With Social Proof & CTA

Closing With Social Proof & CTA

Goal: Get people to take action!

Why it's important: Because you've brought your prospect to the finish line -- are you really going to lose now?

They have become interested enough to scroll all the way down. Let's capture their email address and start owning our audience.

Best practice: Give away something of value for free, or give away something at a low-cost to acquire customers and build an “install base”.

Closing With Social Proof & CTA

The screenshot shows a LinkedIn profile page for Madeline Mann. At the top, there's a navigation bar with links to Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation is a header section for "Madeline Mann" with her title as a Career Strategist and bio mentioning Bloomberg, Wall Street Journal, New York Times, and Self Made Millennial. There are "More" and "Message" buttons.

The main content area features a "Featured" section with three cards:

- RESUME REVAMP MASTERCLASS** (HOSTED BY MADELINE MANN)
Resume Writing Workshop standoutresume.com
In this free resume masterclass, learn my GLORY Formula to write the best resume ...
- HOW TO 10X YOUR PERSONAL BRAND USING LinkedIn & ATTRACT CLIENTS, SPEAKING, ENGAGEMENTS, & JOBS**
How to 10x Your Personal Brand Using LinkedIn & Attract Clients, Speaking... theselfmademillennial.com
In this masterclass you'll learn the tips that have enabled thousands of LinkedIn users...
- Coronavirus FC Finally HEAR B madelinemann.ck
Coronavirus (C) freezes, delayir

Below the featured section is an "Activity" section showing 86,402 followers. It displays two posts from Madeline Mann:

- Here is exactly how to network online with the people at our favorite...**
Madeline shared this 71 Reactions · 19 Comments
- This week has honestly been the BEST! I have been live every day this week fo...**
In response to Day 1 of the masterclass: "This has been the..."

To the right of the activity section is a "Learning" sidebar with course recommendations:

- Building Professional Relationships** 64,801 viewers
- Preparing for Your Review** 45,253 viewers
- A Beginner's Guide to Finding Your Calling** 8,817 viewers

At the bottom right, there are buttons for "Show more on LinkedIn Learning", "Promoted", "Join An Advisory Board", "Messaging", and a message input field.

Closing With Social Proof & CTA



FREE MASTERCLASS

Write the résumé that gets picked over everyone else's.

Résumé Revamp Masterclass

The winning résumé isn't a dry history of your past. It's a marketing piece that highlights your best features that includes the MAGIC words the hiring manager wants to hear.

Learn my highly acclaimed GLORY Formula to write that irresistible résumé that can land that interview.

[Watch the Masterclass](#)

Have you been submitting job applications but are frustrated by the lack of interviews and offers?

You are not average. You are exceptional. You should not follow résumé advice designed for the average joe.

BUT

You've built your résumé from common advice.

You need help standing out.

Closing With Social Proof & CTA

FREE MASTERCLASS

**How to 10x Your Personal Brand
Using LinkedIn & Attract Clients,
Speaking Engagements, and Jobs**

The highly acclaimed "masterclass that broke LinkedIn" is back for a very limited time only!

Learn the tips that have enabled thousands of LinkedIn users to build incredible visibility on LinkedIn to attract exceptional opportunities, without having large networks, LinkedIn Premium, or paying for ads!

[Register now](#)

Here's what people have said about my previous masterclasses:

"What an incredibly insightful and informational Masterclass."
-Melissa B.

"Best webinar I have seen to date."
-Liene O.

"Each minute is pure gold!"

Closing With Social Proof & CTA

The screenshot shows a LinkedIn profile page for "Justin Welsh". The top navigation bar includes "Home", "My Network", "Jobs", "Messaging", "Notifications", "Me", "Work", and "Advertise". The profile summary for Justin Welsh states: "I deconstruct audience & income growth for LinkedIn creators." Below the summary, there are two featured course cards:

- GROW & MONETIZE LINKEDIN**
The LinkedIn Operating System
ENROLL NOW [LINKEDINOS.COM](#)
- AUDIENCE AND INCOME**
THE FIRST PRIVATE COMMUNITY FOR LINKEDIN CREATORS
Apply Today

The "Activity" section shows 105,994 followers and several posts from Justin Welsh:

- Overnight success stories are never actually overnight. You just weren't... (1,264 Reactions • 247 Comments)
- Things most people do: - Watch a ton of YouTube - Read "self-help" books ... (2,076 Reactions • 397 Comments)
- Want to build a massive following on LinkedIn? Ann make some extr... (820 Reactions • 134 Comments)
- The old-fashioned CV is dying. Your LinkedIn presence is your new CV... (1,221 Reactions • 215 Comments)

The "IN LEARNING" sidebar lists three courses:

- Salesforce Administrator Cert Prep: 3 Sales,... (10,023 viewers)
- Leading like a Futurist (46,822 viewers)
- Leading a Marketing Team (107,301 viewers)

At the bottom right, there is a "Messaging" button.

Closing With Social Proof & CTA

The screenshot shows a website for a digital course titled "LinkedIn OS". At the top, there's a header with the LinkedIn logo and the text "LinkedIn OS". Below the header is a large image of a product box for "The LinkedIn Operating System" by Justin Welsh. The box is dark grey with a blue base and features the LinkedIn logo. To the right of the box, there's a promotional text block with the heading "Learn to grow & monetize your LinkedIn audience." followed by a description of the course's success. At the bottom of the main content area is a button labeled "Pre-order for \$150 →". In the bottom left corner of the main content area, there's a small footer with a profile picture and the text "by Justin Welsh".

LinkedIn OS

The LinkedIn Operating System

A digital course by:
Justin Welsh

Learn to grow & monetize
your LinkedIn audience.

The operating system I've used to go from zero to over
100K followers and over \$1M in income with zero ads.

Coming August 4th, 2021. A digital course by [Justin Welsh](#)

Pre-order for \$150 →

by Justin Welsh

Closing With Social Proof & CTA

The screenshot shows a LinkedIn profile for Jennifer Welsh. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with 14 notifications), Me, Work, and Advertise. Below the navigation is a search bar and a profile picture of Jennifer Welsh.

Profile Summary:
Jennifer Welsh | I demystify the stock market for new investors.

Featured Content:

- MONEY SCHOOL**
The Beginner's Guide To Financial Wellness
Steer your earnings in the right direction
- personal finance & investing made simple**

Post Preview:
Money School: Basics of Personal Finance
Gumroad
This is the basics of personal finance for beginners, packed into a short digital course. I...

Ad Preview:
Get the latest jobs and industry news
Justin, explore relevant opportunities with Guitar Center
Follow

Activity: 33,820 followers

Posts:

- Money math is fun. I'll show you. Let's say you put \$2,500 in an investment...
Jennifer shared this
727 Reactions • 165 Comments
- Everyday I see a massive money problem. Most people don't have ...
Jennifer shared this
218 Reactions • 68 Comments
- The way people think about money is backward. Even the smartest people....
Jennifer shared this
824 Reactions • 124 Comments
- "Home Economics" was an elective class when I was growing up. It...
Jennifer shared this
443 Reactions • 224 Comments

Call-to-Action: See all activity

About:

Bottom Right: Messaging icon, three dots, a message icon, and a power icon.

Closing With Social Proof & CTA

Jennifer Welsh

I demystify the stock market for new investors

Investing is made to feel intimidating to most people. And I hate that. You don't need to be rich or sophisticated to participate.

I teach simple ways to manage personal finances and make long-term investing a priority.

[ABOUT ME](#) [MONEY SCHOOL](#) [BOOK A CALL](#)

Your email address [Subscribe](#)

Subscribe to get money tips every Tuesday.

[in](#) [Twitter icon](#)

[Terms of Service](#)



Closing With Social Proof & CTA

The screenshot shows a LinkedIn profile page with the following key features:

- Header:** The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise.
- Profile Summary:** A summary section mentions "Association Voice Award Winner." with "More" and "Message" buttons.
- Featured Content:** A "Featured" section displays three cards:
 - 5 Qualities of Great Marketing**: Includes a list:
 1. It deeply understands the buyer.
 2. It breaks down purchase anxiety by building trust.
 3. It presents the company as the authority in their space.
 4. People want to tell others about it....With 42 comments.
 - 3 Essentials to Growing Your B2B Service Based Business...**: Shows a large gray placeholder image and 53 comments.
 - Bringing Sex ...**: Shows a small image of a painting and 40 comments.
- Activity Section:** Shows "Activity" and "5,215 followers". It features two posts:
 - Great Lunch with Some of the Team Today!** Was great to have Billy Peery i... (21 Reactions • 6 Comments)
 - Happy Fathers Day** Being a dad, a true dad, is one of the greatest tas... (33 Reactions • 12 Comments)
- People you may know:** A sidebar listing five professionals with "Connect" buttons:
 - David V.**: I will reply after the 12th of June | Thank you | Stay safe
 - Brett Queener**: Focused on building great business software companies. Devoted father,...
 - Andy Stevenson**: Commerce Strategy Leader at Tinuiti
 - Nicolás Ortiz**: Strategy Director at doc-doc / MS in Real Estate Finance Candidate at NYU...
 - Judy Sheriff**: VP of Demand @ Refine Labs | B2B Demand Acceleration & Pipeline...
- Bottom Navigation:** Includes "Show more", "Messaging", and other LinkedIn navigation icons.

LinkedIn Lead Capture Action Steps

LinkedIn Lead Capture Action Steps

Action Steps

- **Step 1: Create a better banner image:** What do you do or who do you help?
- **Step 2:** Get an updated, clean, professional headshot.
- **Step 3: Create a better tagline:** Who do you help? What do you help them do?
How do you help them do it?
- **Step 4: Update your featured section:** Free value with CTA to collect emails while you sleep.
- **Step 5: Re-write you about section:** Crisp & cohesive with further proof of competency

Business Workflow

Inbound Strategy

The Inbound Strategy

Goal: To get leads or customers posting your content on LinkedIn.

Why it's important: Because posting every day should be the ignition to a much greater automated revenue engine.

The Inbound Strategy

Step 1: Short-form social media

Post on LinkedIn 5x-7x per week, every single week.

Your short-form should drive people to some place where YOU control the narrative & communication. You no longer want to rely on an algorithm.

You want to move as many people from social media and gain their email address in some way.

The Inbound Strategy

The screenshot shows a LinkedIn profile for Justin Welsh. The profile header includes a bio: "I deconstruct audience & income growth for LinkedIn creators." Below the header, the "Featured" section displays a chart showing audience growth from 43,294 to 126,857.90, followed by a course thumbnail for "GROW & MONETIZE LINKEDIN". A callout box highlights the course with the text: "The LinkedIn Operating System is the system I've used to go from zero to over 100K followers and \$1M+ in income ...". The "Activity" section shows posts related to LinkedIn success, such as "Want more customers from LinkedIn? Get a better LinkedIn tagline. Here's..." and "The 'Creator Economy' is full steam ahead. In today's newsletter you'll...". The right sidebar features "LinkedIn Learning" courses like "Writing to Be Heard on LinkedIn" and "Transformational Leadership". Orange arrows point from the text "TOF" to the audience growth chart and from the text "BOF" to the course callout.

TOF

BOF

LinkedIn Learning

Add new skills with these courses

Writing to Be Heard on LinkedIn
63,716 viewers

Transformational Leadership
107,612 viewers

Leading like a Futurist
47,291 viewers

Show more on LinkedIn Learning

More Add section Open to

Home My Network Jobs Messaging Notifications Me Work Advertise

Featured

Free LinkedIn Advice

Justin Welsh

A free guide for growing your audience and income on LinkedIn.

GROW & MONETIZE LINKEDIN

The LinkedIn Operating System

The LinkedIn Operating System is the system I've used to go from zero to over 100K followers and \$1M+ in income ...

Activity

108,490 followers

Want more customers from LinkedIn? Get a better LinkedIn tagline. Here's...

I often get asked how I learned to write my content. Here's my path ...

The "Creator Economy" is full steam ahead. In today's newsletter you'll...

Good: My post got 50,000 views. Better: My post got 50,000...

If you think building your own thing is risky... And this is your schedul...

Messaging 1

The Inbound Strategy

Step 2: Long-form guides or articles

Once at your website, you want people to do something meaningful, like give you their email address.

The type of content that I recommend putting on your website is what is called “evergreen” content. The goal is for this content to be **written once and for it to be valuable 5-10 years down the road**. You want to spend a decent amount of time creating in-depth, valuable evergreen content.

The Inbound Strategy

Step 3: Newsletter

By signing up for my gated content, the user is agreeing to opt-in to my weekly newsletter.

You now have **permission to send them information directly to their inbox.**

Newsletter success is all about consistency. You must show up daily, weekly, or bi-weekly to have success from your newsletter.

Best practice: Consider wrapping your previous week's content into a newsletter.

The Inbound Strategy

Step 4: Sell something lightweight

Since you now have an open invitation to someone's inbox, you can be in there every day, week or every other week with high-quality information.

The goal is to passively sell inside of your newsletter.

I've moved to something I call a "**super signature**" (shout out to Sean Anthony) which positions all of your offerings at the end of each newsletter.

The Inbound Strategy

Step 5: Sell something higher on the “value ladder”

Once readers are inside of your lightweight offering, they will begin going through and completing the journey.

By completing that journey, they now have **something in common with all of your other customers.**

Use this commonality to set up a community or sell coaching blocks. People who finish your course will all have similar challenges. **A community or coaching call can help solve these.**

Outbound Strategy

The Outbound Strategy

Goal: To generate interest from people who haven't necessarily been following your content OR haven't come inbound to your products/services.

Why it's important: Because you can get really targeted around who you want to try and land as a client.

Best practice: Use a 2-step combination of LinkedIn targeting and Google Alerts.

The Outbound Strategy

Strategy #1: LinkedIn Targeting

The Outbound Strategy

LinkedIn weekly Best Practices:

- 10-15 **prospects** in your space

The Outbound Strategy

Setting up LinkedIn targeting:

- **Engage on the posts** of the list in the previous slide.
- Add extremely **helpful comments**, not just “awesome!” or “I agree”.
- **Ask a question** back to get the conversation flowing.
- Never pitch. **Never sell.**
- Once you have an established rhythm, maybe 2-4 months, and your prospects are interacting with you, **only then should you reach out.**
- Ask questions, share resources, book a call for a free 20-minute sprint.

The Outbound Strategy

Strategy #2: Google Alerts → Supportive DM

The Outbound Strategy

Setting up Google Alerts:

- 3-4 keywords in the space
- All of your prospect's names
- Anything else that is relevant

The Outbound Strategy

Alerts
Monitor the web for interesting new content

🔍 Healthcare "Series A"

This will create an email alert for justinwelsh@hey.com.

Create Alert Show options ▾

Alert preview

NEWS

Healthcare Trust Announces Series A Preferred Stock Dividend
Yahoo Finance
(PRNewsfoto/Healthcare Trust, Inc.) Accordingly, HTI declared a dividend of \$0.4609375 per share of **Series A** Preferred Stock payable on July 15, 2021 ...

Bicycle Health Raises \$27 Million Series A To Expand Treatment and Access For Opioid Use ...
PRNewswire
... Bicycle Health, the leading virtual care provider of evidence based treatment for opioid use disorder (OUD) today announced a \$27 Million **Series A** ...

Torus Biosystems Announces \$25 Million Series A Financing to Advance Infectious Disease ...
Bio-IT World
"As point-of-care testing and molecular diagnostics converge, our goal is to provide the **healthcare** system with a new gold standard in syndromic testing. ..."

These Under 30 Alums Raised \$31 Million To Build A Shopify For Doctors And Dentists
Forbes
This is attractive for software developers at other **healthcare** startups, like SmileDirect Club or Quip, who want to direct patients to nearby **medical** or ...

The Outbound Strategy

Gmail from: google alerts swell

Google Alerts <googlealerts-noreply@google.com> Unsubscribe to me ▾

healthcare "seed round"

Daily update

NEWS

VR-powered caregiver training tool Embodied Labs raises \$3.2M seed round
MobileHealthNews
The round is very exciting because we triangulated experts in healthcare and aging care with [experts in] immersive technology and the impact ...

Swell Closes \$2.5 Million Seed Round to Meet Demands of 400% Growth Spike
Valdosta Daily Times
Swell, provider of an automated growth platform for local and regional businesses, just announced the closing of a \$2.5M seed round led by ...

Ride Health Raises \$6.2 Million To Provide Smarter Transportation For Every Patient Need
Pulse 2.0
.. \$6.2 million in a seed round of funding led by Activate Venture Partners. ... "Ride Health empowers healthcare providers, payers, and patients to ...

1:38 4 New message

To: Drew Sparks

Drew Sparks
Co-Founder and CEO at Swell

Justin Welsh • 1:55 pm
Hi Drew - congrats on the recent seed round. I'll be following you all from over here in Los Angeles, and want to say best of luck! Cheers.

Justin

Drew Sparks • 1:35 pm
Thanks Justin! Appreciate the support. I saw that you recently left PatientPop, are you consulting?

Justin Welsh • 6:44 pm
I am. I've been doing some consulting and advising work, and working with a few portfolio companies from the

Write a message...

The Outbound Strategy

from: google alerts okadoc

MarTech Series
AdQuick.com Raises \$6 Million in **Series-A** Funding to Build the Operating System of Out of Home (OOH) Advertising ... best inventory based on the highest concentration of users based on **healthcare** plans, which was crucial for us.

Flag as irrelevant

Morning News Roundup: On-demand printing platform Printerous nabs **Series A** funding
e27
On-demand digital printing platform Printerous raises **Series A** Funding to ... Singapore's research capabilities in genomics and precision **medicine**.

Flag as irrelevant

Okadoc closes \$10 million **Series A**
Venture Dreams (blog)
The latest fundraising round is the largest **health tech** **Series A** in MENA. The announcement was made in Dubai today at the STEP Conference, the ...

Flag as irrelevant

[Funding Alert] Android Device Management Platform Provider Esper Raises \$7.6 Mln In **Series A** ...
Entrepreneur
Esper, an Android device management and deployment platform provider, has raised \$7.6 million in a **Series A** round led by US-based venture capital firm ... leading companies in the retail, logistics, hospitality and healthcare space.

Flag as irrelevant

Oxford VR gets £10 million to bring automated CBT therapy to overloaded **healthcare** systems

1:37 4G

New message

To: Fodhil Benturquia

Justin Welsh • 9:04 am
Congrats on the recent round, Fodhil. I'm a healthcare technology veteran (Zocdoc/PatientPop) and love what you're doing.

Following you all from way over here in Los Angeles.

Cheers,
Justin

Fodhil Benturquia • 9:07 am
Hey Justin, how are you? Thanks for your message and for your kind words.
I really appreciate that you reached out to me directly. I am very impressed by your career and what you achieved. Congrats

👏👏

I'd love to have a call with you and tell you more about what we do

Justin W ↓ Latest message
Hi Fodhil - I'm not quite sure how I

Write a message...

Selling on LinkedIn

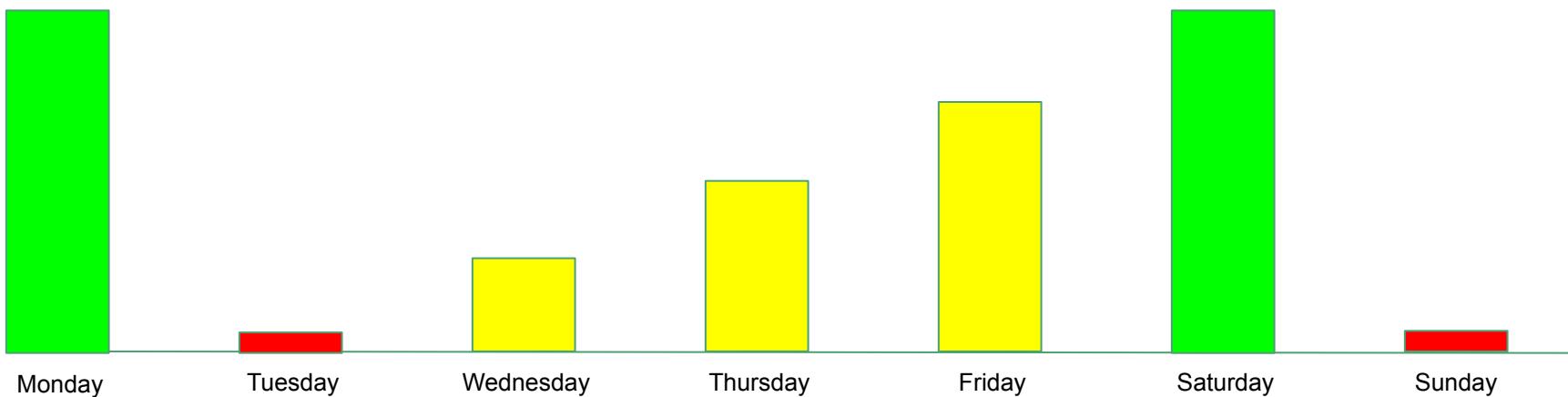
Selling on LinkedIn

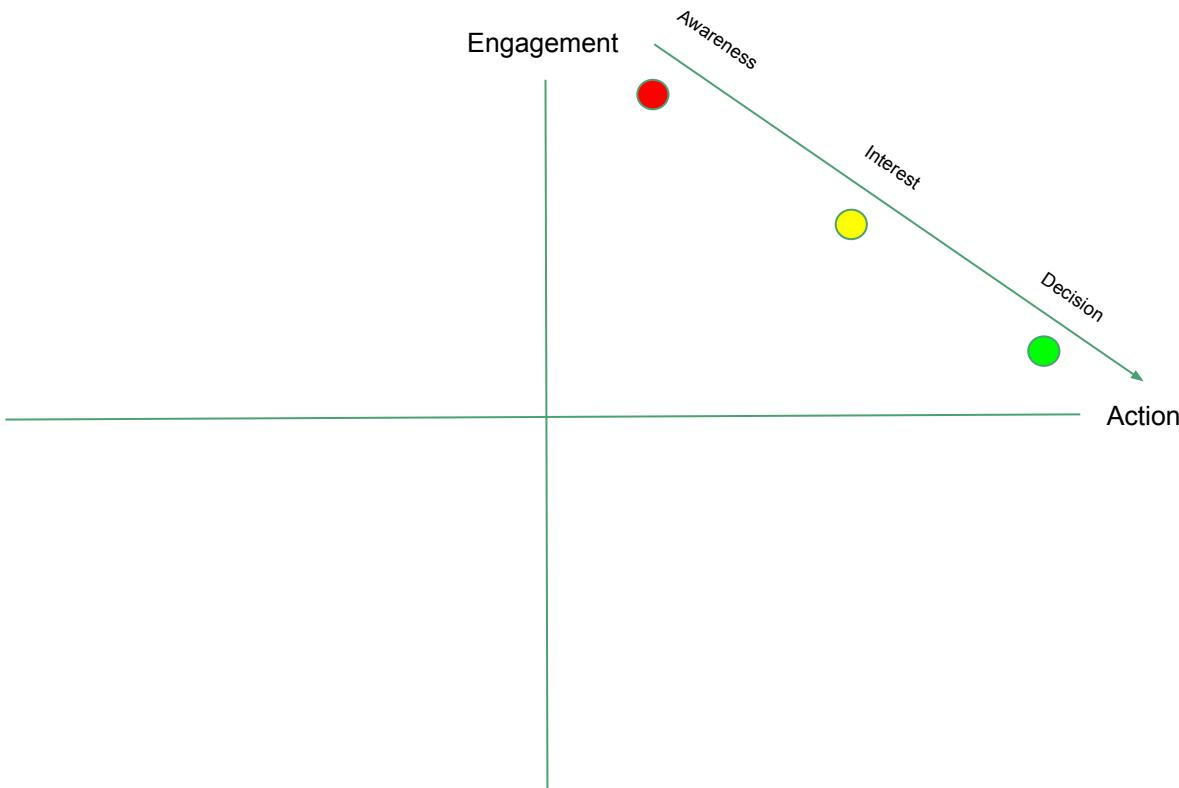
Goal: To set up a cadence where you aren't overselling but you are asking for people to spend money with you.

Why it's important: Because it's hard to make money if you never ask for it.

Best practice: Choose 1 of 2 strategies to move people to purchase.

“Buy this thing” Recharge





Entertainment

Information

Selling

Entertainment: Higher engagement, lower sales (\$)

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
3h •

You weren't born to spend 50 hours a week working on someone else's dream.

 1,141 • 262 comments

 Celebrate  Comment  Share  Send

 46,802 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
5d •

Good: My post got 50,000 views.

Better: My post got 50,000 reactions.

Best: My post got \$50,000 in sales. 

 1,634 • 239 comments

 Celebrate  Comment  Share  Send

 149,857 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
1mo •

If you're working 80 hours a week to enjoy 65+, you're hustling in reverse.

 1,420 • 228 comments

 Celebrate  Comment  Share  Send

 108,961 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
1w •

Overnight success stories are never actually overnight.

You just weren't paying attention before.

 1,445 • 276 comments

 Celebrate  Comment  Share  Send

 72,696 views of your post in the feed

Information: Lower engagement, Higher action (\$\$)

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
4d · 1

Want more customers from LinkedIn?

Get a better LinkedIn tagline.

Here's your playbook 

   694 · 212 comments

 47,223 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
1d · 1

If you charge less than \$100/hour as a consultant, then raise your rates.

I use a process called F.I.T.I in my own consulting business.

Here's a step-by-step guide on how you can use it 

   809 · 195 comments

 83,326 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
1w · 1

Want to build a massive following on LinkedIn?

And make some extra cash?

Here's your 7-step plan 

   1,064 · 183 comments

 64,786 views of your post in the feed

 **Justin Welsh**
I deconstruct audience & income growth for LinkedIn creators.
5d · 1

How to build a side business for less than \$100:

1. Get a simple one-page website from Carrd
2. Sign up for Calendly for appointments
3. Embed Calendly on your website

   867 · 103 comments

 54,882 views of your post in the feed

Selling: Lowest engagement, Highest action (\$\$\$)

More people helped = more word of mouth.

Win/Win.

Now - my last sales pitch.

If you're interested in learning how to craft an idea, build your audience online, and create a digital product, check out the featured section of my profile for the course.

- 23 lessons.
- 3.5 hours of video.
- \$99 until 3p ET today.

The future belongs to those who build online.

Cheers.



383 · 119 comments

Reactions



...

Celebrate

Comment

Share

Send

42,606 views of your post in the feed

Methodologies

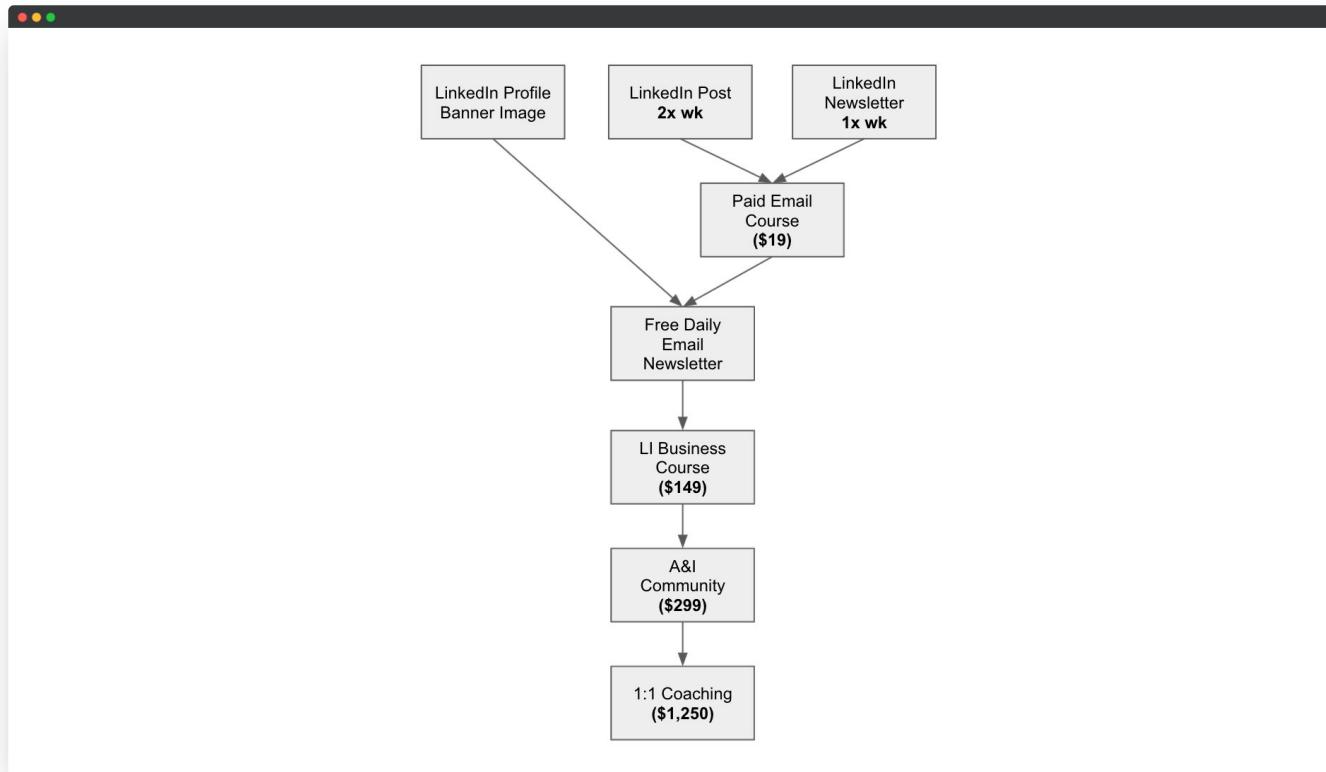
Strategy #1: The low-ticket tripwire to funnel

Methodology: Low-ticket offer (\$5 to \$25) to email drip for middle ticket (\$150-\$300) to upper-tier and/or high-ticket (\$1,000+)

Who uses it? Sean Anthony

When to use it: When you've built your audience up successfully, and are ready to offer your first product.

Methodologies



Methodologies

Strategy #2: The expiring offer

Methodology: 80% high-quality content, 20% asking for a purchase.

Who uses it? Me, Josh Braun

When should you use it?: When you've spent time building an audience and you have deep trust.

Methodologies

The screenshot shows Justin Welsh's LinkedIn profile page. At the top, there is a navigation bar with links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, the user's profile picture and name 'Justin Welsh' are displayed, along with a bio: 'I deconstruct audience & income growth for LinkedIn creators.' To the right of the profile are buttons for 'More', 'Add section', and 'Open to'. A yellow box highlights the 'Featured' section, which contains a thumbnail for 'GROW & MONETIZE LINKEDIN' and a post about the 'NEW: The LinkedIn Operating System'. To the right of the featured section is a sidebar for 'LinkedIn Learning' with three course thumbnails: 'Selling with Stories, Part 1: What Makes a Great...', 'Writing to Be Heard on LinkedIn', and 'Become a Project Management...'. Below the featured section is the 'Activity' feed, which lists several posts from Justin Welsh and others. At the bottom of the activity feed is a 'See all activity' button.

Featured

GROW & MONETIZE LINKEDIN

NEW: The LinkedIn Operating System

LinkedIn OS is the system I've used to go from zero to 110K+ followers and \$1.1M+ in income on LinkedIn, with a 99% profit margin and ZERO ads.

Activity

108,493 followers

Want more customers from LinkedIn? Get a better LinkedIn tagline. Here's... Justin shared this 671 Reactions • 209 Comments

The "Creator Economy" is full steam ahead. In today's newsletter you'll... Justin shared this 128 Reactions • 23 Comments

How to build a side business for less than \$100: 1. Get a simple one-page... Justin shared this 828 Reactions • 103 Comments

I often get asked how I learned to write my content. Here's my path ... Justin shared this 1,397 Reactions • 226 Comments

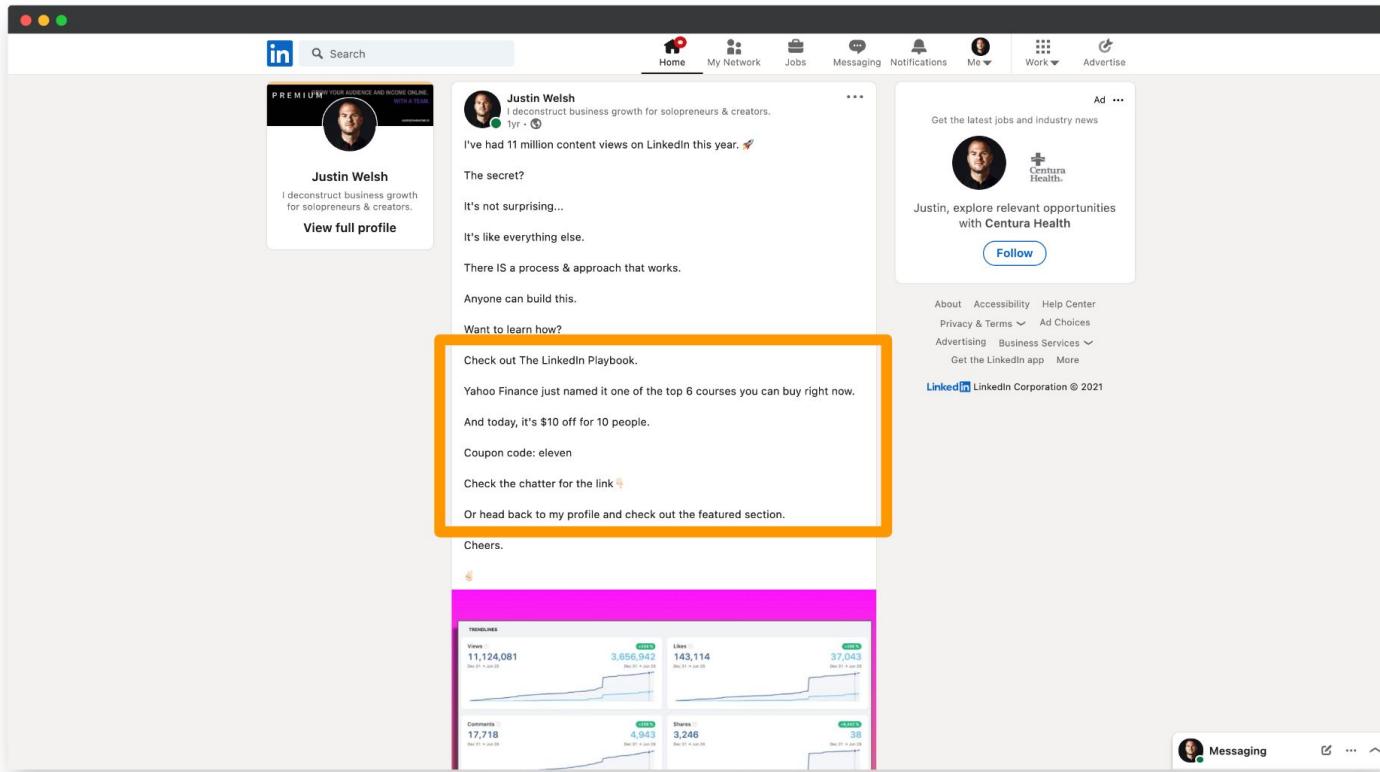
Good: My post got 50,000 views. Better: My post got 50,000... Justin shared this 1,606 Reactions • 236 Comments

If you think building your own thing is risky... And this is your schedul... Justin shared this 1,616 Reactions • 285 Comments

See all activity

Messaging

Methodologies



Methodologies

The screenshot shows a LinkedIn profile for **Justin Welsh**. The profile summary reads: "I deconstruct business growth for solopreneurs & creators." Below the summary, there's a section for "Notifications go off for \$5,817..." followed by a call-to-action: "Stop imagining. Go make it happen." At the bottom of the profile, there's a promotional message: "20% off. Check my featured section for the link. Code: WEEKEND."

On the right side of the LinkedIn interface, there are two promoted ads:

- COMCAST BUSINESS**: "Be ready for what's next. Get Internet + Voice for just \$35 ea./mo. for 24 mos. w/2-yr. agmt."
- TIMIA CAPITAL**: "VC is dead. Flexible, non-dilutive capital for B2B software biz between \$2-20m ARR"

At the bottom of the LinkedIn page, there are links for "About", "Accessibility", "Help Center", "Privacy & Terms", "Ad Choices", "Advertising", "Business Services", and "Get the LinkedIn app". The copyright notice "LinkedIn Corporation © 2021" is also present.

A large orange arrow points from the bottom of the LinkedIn interface down towards the notifications displayed on the mobile device screen.

The mobile device screen shows a series of notifications from **GUMROAD**:

- 10:30 AM: "New sale of idea Audience Proof Product: The Side Hustle Playbook for \$104.30"
- 8:26 PM: "New sale of idea Audience Proof Product: The Side Hustle Playbook for \$104.30"
- 6:26 PM: "New sale of The LinkedIn Playbook: From 0 to 75,000 followers, for \$35"
- 8:02 PM: "New download of The LinkedIn Playbook: From 0 to 75,000 followers"
- 6:03 PM: "New sale of The LinkedIn Playbook: From 0 to 75,000 followers, for \$35"
- 5:43 PM: "New sale of idea Audience Proof Product: The Side Hustle Playbook for \$104.30"

The mobile device status bar shows the time as 8:43 PM and battery level at 59%. The navigation bar at the bottom of the mobile screen includes "Messaging", a search icon, and other navigation icons.

Methodologies

Views are one leading indicator of revenue.
And they are up nearly 2x from this point last year.
That's one reason I'm on pace to 2x revenue in 2020.
Are you building your own business?
Creating a side hustle?
2nd revenue stream?
Or maybe you want to someday, and the time isn't now?
You're going to need an audience.
An audience makes your business tick.
If you want to learn how I built my 50k audience from nothing then grab The LinkedIn Playbook.

\$10 off for the next 2 hours.
Coupon code: revenue
It's in the chatter below and in the featured section of my profile.

P.S. If you want to maximize, tack on a 1:1! Cheers.

TRENDLINES

Views 12,350,586 Dec 31 → Jul 24

20M?

4,208,128 Dec 31 → Jul 25 +19%

Get the latest jobs and industry news
Justin, explore relevant opportunities with XSOLIS

About Accessibility Help Center
Privacy & Terms Ad Choices
Advertising Business Services
Get the LinkedIn app More

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Messaging

Business Workflow Action Steps

Business Workflow Action Steps

Takeaways

- **Set up your inbound system:** Feature your CTA on your featured section to get people into your ecosystem.
- **Set up your outbound system:** Find the people you want to target and schedule your interaction.
- **Set up Google Alerts:** Choose your keywords and template your outreach.
- **Choose your selling strategy:** 80/20 or low-ticket tripwire.,

Bonus: Create Your Own Swipe File

Create a swipe file

Your LinkedIn analytics.
For creators, by creators.

Stats and analytics for your personal brand on LinkedIn.

TRY SHIELD FOR FREE

10-day free trial. Cancel anytime.

We use cookies to improve your experience on our site. By using our site you consent cookies.

LOG IN

SIGN UP

3

Create a swipe file

The screenshot shows the LinkedIn Sales Navigator interface with the following elements:

- Header:** Shows the user's profile picture, name (Justin Welsh), and the page title "Content Overview".
- Left Sidebar:** Includes icons for Home, List (highlighted with an orange box), and People.
- Content Overview Section:** Displays the title "Content Overview" and a date range selector showing "Fri 1. Jan - Tue 27. Jul" and "Wed 1. Jan - Mon 27. Jul".
- Time Period Selector:** Offers options: 1W, 4W, MTD, QTD, YTD (highlighted with an orange box), WEEKLY, MONTHLY, and CUSTOM.
- HINT:** A note: "💡 HINT: Use the table below to sort your content. Sorting by views is always a great place to start."
- Advanced Filters:** A dropdown menu labeled "ADVANCED FILTERS" containing:
 - Search:** A search bar with placeholder text "Search for a post using #hashtag or text" and a "Search" button.
 - Types:** A list of content types: Text, Image, Document, Video (native), Article, Video (external), LinkedIn News Story, Poll, Job Share, Event, LinkedIn Live, Celebration.
 - Labels:** A list of labels: Big Bopper, Repurpose.
 - Users:** A list of users: Justin Welsh.
- Bottom Right:** A green circular icon with a white speech bubble and a red notification badge showing the number 3.

Create a swipe file

The image shows a digital workspace interface with a sidebar on the left containing icons for Home, Library, Notes, Projects, and Help. The main area displays a list of 169 notes, each with a profile picture, a title starting with a question mark, a 'Big Bopper' button, a timestamp, and various engagement metrics (likes, shares, comments) along with their percentages. The notes are organized into eight rows. At the bottom right, there is a note card with a red notification badge showing the number '3'. A navigation bar at the bottom includes a back arrow, page numbers (1, 2, 3, 4), a forward arrow, and a dropdown for '50 / page'.

Index	Content	Date	Likes	Shares	Comments	Engagement %
1	Q 30 months ago I had 2,00...	Mon 28. Jun 2021 @ 07:19	110,275	1,454	357	23 1.66%
2	Q People complain about ge...	Fri 19. Mar 2021 @ 07:18	108,663	1,422	235	8 1.53%
3	Q If you're working 80 hou...	Wed 16. Jun 2021 @ 07:24	108,661	1,421	228	20 1.54%
4	Q I've written every day f...	Mon 15. Mar 2021 @ 07:18	108,096	1,091	248	17 1.25%
5	Q I studied a creator who ...	Fri 14. May 2021 @ 07:16	104,397	1,173	211	5 1.33%
6	Q If you say you want to g...	Tue 12. Jan 2021 @ 07:14	103,877	1,458	205	57 1.66%
7	Q 5 realizations that chan...	Wed 10. Mar 2021 @ 07:27	102,065	1,237	325	11 1.54%
8	Q My dream life: - Make m...	Fri 26. Mar 2021 @ 07:23	99,763	731	212	1 0.95%

Total 50 / 169

< 1 2 3 4 > 50 / page

3

Create a swipe file

Create a swipe file

generated (6)

View Zoom Add Category Insert Table Chart Text Shape Media Comment Collaborate Sheet

Sheet 1

Table data was imported. Adjust Settings

urn	summary	type	firstname	lastname	numViews	numLikes	numComments	numShares	engagementRate	numEmojis	num
urn:li:activity:6775040971915702272	I paid a guy \$130 to mov...	Text	Justin	Welsh	2239510	24580	835	339	0.011499837017919100	1	
urn:li:activity:6796406753320828928	I left the rat race 21 m...	Text	Justin	Welsh	1391943	20303	1031	407	0.015619174061006800	1	
urn:li:activity:6820324353108938752	Yesterday I turned 40.	Text	Justin	Welsh	854002	10972	1148	403	0.014663900084543100	2	
	...										
urn:li:activity:6800393022770163712	The 9 to 5 is dying. He...	Text	Justin	Welsh	510988	5923	536	208	0.01304727312578770	1	
urn:li:activity:6804016897546313728	130,000 people will see ...	Text	Justin	Welsh	390312	1848	2724	14	0.011749574699215000	2	
urn:li:activity:6785172777075806208	What everyone told you: ...	Text	Justin	Welsh	244567	2113	271	36	0.009895038897271380	1	
urn:li:activity:6778128131574194176	The traditional path in ...	Text	Justin	Welsh	225854	2103	281	47	0.0107635906381999	1	
urn:li:activity:6813438880961406976	Spend \$10k on a watch an...	Text	Justin	Welsh	208659	2271	389	28	0.01288226447342300	1	
urn:li:activity:6800755157064790016	Tell someone you hate yo...	Text	Justin	Welsh	204849	2840	417	45	0.01619190232805600	1	
urn:li:activity:67877709473952686080	You think building your ...	Text	Justin	Welsh	202141	2730	340	56	0.015464453030310500	1	
urn:li:activity:6821411580308148224	Things most people do: ...	Text	Justin	Welsh	197900	2304	417	42	0.013961596766043500	1	
urn:li:activity:6816338147056611328	The traditional path in ...	Text	Justin	Welsh	191874	1932	386	32	0.012247620834506000	1	
urn:li:activity:6773229029353902081	If your great career mea...	Text	Justin	Welsh	183468	3781	252	93	0.022488935400178800	1	
urn:li:activity:6753298810883067904	Resumes are dead. Your ...	Text	Justin	Welsh	1800292	1985	478	75	0.014077163712200200	1	
urn:li:activity:6760545201950859264	This post will be seen o...	Text	Justin	Welsh	176535	921	1208	4	0.012082589854703000	1	
urn:li:activity:6774678330428952576	Give 20 people an iPhone...	Text	Justin	Welsh	173065	1942	196	39	0.012579088781671600	1	
urn:li:activity:6782273836718030848	Promote yourself online ...	Text	Justin	Welsh	161064	2386	250	51	0.016682809318035100	1	
urn:li:activity:6806727940965130240	People got it backward. ...	Text	Justin	Welsh	156077	2390	349	48	0.017856570795184400	1	
urn:li:activity:6780824076140191745	Things most people do: ...	Text	Justin	Welsh	152814	1508	271	19	0.011765937675867400	1	
urn:li:activity:6793507650668634112	If you're not treating L...	Text	Justin	Welsh	150289	1691	279	12	0.013187924598606700	1	

Sheet Name
Sheet 1

Background

Duplicate Sheet

Delete Sheet

Create a swipe file

ACTIVITY DETAILS REQUIREMENTS DELIVERY

I Will Do Data Entry, Web...

Ordered from [Zain7375](#) | Delivery date Jul 20, 02:44 PM

Order number #FO71D833365C7

YOUR ORDER Jul 19, 02:41 PM [Download Invoice](#)

ITEM	QTY.	DURATION	PRICE
STANDARD 6 hours	1	1 day	\$30
I will do 6 hours of data entry and deliver in 3 days.			
▼ Unlimited Revisions			
▼ 6 Hours of Work			
SUBTOTAL			\$30
SERVICE FEE			\$3.65
TOTAL			\$33.65

TIP Jul 20, 02:39 PM [Download Invoice](#)

ITEM	QTY.	DURATION	PRICE
------	------	----------	-------

Order Details

 I will do data entry, web... Completed

Ordered from [• Zain7375](#)

Delivery date Jul 20, 02:44 PM

Total price \$40.93

Order number #FO71D833365C7

[Order Again](#)

Have questions? We have the answers. Check out the [FAQs](#).

Have any issues with your order? Visit the [Resolution Center](#).

Create a swipe file

The screenshot shows a messaging application interface with a sidebar.

Messaging Thread:

- Me Jul 20, 09:40 AM:** Access to the Google Doc:
<https://docs.google.com/document/d/1XnzqxuxGfmOnmcB2egu1fuWuGkn2m9jk94mVuy5WjwY/edit?usp=sharing>
- Me Jul 20, 09:40 AM:** Video of instructions here:
<https://vimeo.com/576891393/ace50090a6>
- Zain7375 Jul 20, 10:07 AM:** yes i have started work, please have a look that i am on right track 😊
[Report](#)
- Me Jul 20, 10:08 AM:** Looks perfect. Thank you!
- Zain7375 delivered your order Jul 20, 11:51 AM**

Order Details Sidebar:

Order Details	
	I will do data entry, web...
Ordered from	• Zain7375
Delivery date	Jul 20, 02:44 PM
Total price	\$40.93
Order number	#FO71D833365C7

Support Sidebar:

- Have questions? We have the answers.
Check out the [FAQs](#).
- Have any issues with your order?
Visit the [Resolution Center](#).

Create a swipe file

The screenshot shows a Fiverr service delivery page. At the top, there's a navigation bar with 'Fiverr Pro' and 'Try Fiverr Business' buttons, followed by 'Explore', 'Messages', 'Lists', and 'Orders'. A user profile icon is also present.

The main content area has tabs for 'ACTIVITY', 'DETAILS', 'REQUIREMENTS', and 'DELIVERY'. The 'DELIVERY' tab is selected, showing a message from a service provider named 'Zain7375'.

DELIVERY #1

Zain7375'S Message
<https://docs.google.com/document/d/1XnzqxuxGfmOnmcB2egu1fuWuGkn2m9jk94mVuy5WjwY/edit>

I have completed your work. please have a look thanks :)

Order Details

Ordered from • Zain7375
Delivery date Jul 20, 02:44 PM
Total price \$40.93
Order number #FO71D833365C7

Order Again

Have questions? We have the answers. Check out the [FAQs](#).
Have any issues with your order? Visit the [Resolution Center](#).

Create a swipe file

The workspace displays a grid of 18 cards, each containing a post from a social media feed. The cards are numbered 7 through 18. The interface includes a sidebar with templates, elements, uploads, and various brand assets like logos and websites. The top bar shows 'Home', 'File', 'Resize', and 'All changes saved'. The right side has 'Share', 'Download', and a three-dot menu. A progress bar at the bottom indicates 38% completion.

Card 7: [10 tips for better balance](#)
Take a walk down a forest path.
A path leads to longer more interesting paths.
Are you taking someone else's life?
Or designing your own?
➡️ [Link to the post](#)
Views: 1,310,343
Engagements: 20,303
Comments: 1,017

Card 8: [I work every minute possible](#)
I work every minute possible.
I get promoted 5 times.
By 30 I have an executive position.
I look back and cannot remember the old me - I simply can't believe it.
(cont.)

Card 9: [10. Dose from anyone who tells you](#)
10. Dose from anyone who tells you:
1. You're the single greatest asset.
2. You're the most valuable asset.
3. You can't say no to everyone.
4. You're the best at what you do.
5. You're always a winner.
6. You're always a manager.
7. You're the best.
8. You're the most important.
9. You're the most valuable.
10. You're the most successful.
While I learned to know my 5%, my wife always reminds me:
"Not everyone gets to be 5%."

Card 10: [A product you're proud of](#)
Work your tail off.
Work 50 hrs.
Gather up as much knowledge as you can.
Ask everyone for their knowledge.
Find a mentor.
(cont.)

Card 11: [Email: Reducing health risks](#)
→ [Link to the post](#)
Views: 105,763
Engagements: 1,670
Comments: 833

Card 12: [The 5 things I do every day](#)
1. Write in my journal.
2. Listen to audiobooks.
3. Read books.
4. Exercise.
5. Eat healthy food.

Card 13: [POST #7](#)
The 5 things I do every day.
But, even LinkedIn News is writing us...
They say the "great response is coming". What is known why?
Because people get a certain glimpse into their companies during COVID.
200+ people got out.
Last of all, I think.
And during the last 15 months stuck at home, in front of the computer?
They decided:
- Working
- Working
- Supporting
- Connecting
- Exchanging
They decided making money.
They concluded:
- They might
- They might
- They might
- They might
(cont.)

Card 14: [They moved out of high-cost cities and into lower-cost, less-friendly areas](#)
They moved out of high-cost cities and into lower-cost, less-friendly areas.
They realized they can support themselves, armed with technology at internet connection and their own knowledge.
But LinkedIn News is still wrong.
The "great response" isn't coming.

Card 15: [POST #6](#)
100,000 people will see the post.
So, promote yourself.
Hello! (cont.)
Drop a comment into the comments.
Who do you help and what do you help them do?
Grab some exposure.
Don't be shy.
➡️ [Link to the post](#)
Views: 31,702
Engagements: 1,923
Comments: 536

Card 16: [POST #9](#)
When someone says: "She's a good doctor"
Here's why they really mean:
"She's a great angel"
"She's a caring angel"
"She's a strong angelic creature"
"She's a caring angelic creature"
"She's been through several doctorates"
"She's a caring angelic creature"
"She's an appropriate angel"
"She's a caring angelic creature"
It's an aggregation of many things done extremely well.

Card 17: [POST #10](#)
Stop bringing to everyone that you need 23 books a year.
Public one.
Stop telling everyone about the products you listen to.
Beard one.
Stop spending of everything we need in life.
Write one.
There's no reward for the most consumption.
Create!
That's different story.
→ [Link to the post](#)
Views: 321,628
Engagements: 1,777
Comments: 102

Card 18: [POST #11](#)
Stop bringing to everyone that you need 23 books a year.
Public one.
Beard one.
Stop spending of everything we need in life.
Write one.
There's no reward for the most consumption.
Create!
That's different story.
→ [Link to the post](#)
Views: 28,332
Engagements: 1,399
Comments: 477

Card 19: [POST #12](#)
For 4 months, I lived on a couch in Brooklyn in late 2020.
At May of 2021, I went through tremendous to move.
I chose a basement in the East Village of NYC...

Card 20: [POST #13](#)
I am the greatest genius I had ever seen of that point in my life.
I found my self off for the next five years.
Throughout over 10,000 research.
It cost that company \$40K.

Card 21: [POST #14](#)
I've tried over 500 people in my career.
Some were amazing.
Want to be high growth HR.

Card 22: [POST #15](#)
Great time respect your time, show up, are incredibly prepared, and get down to business.
And during this you're in the top 10% of company focus.
If you're not organized, get started today with a simple calendar audit.

Card 23: [POST #16](#)
Resumes are dying.
Your entire benefit is the new resume.
It doesn't matter whether you believe it or not.

Card 24: [POST #17](#)
All great things must come to an end.
Last week, I wrote the monthly official decisions to leave Facebook.
The last 5 years of my life have been spent building & built it to nearly \$100B in revenue/revenue.

Thank you!
