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The TOP Person

THE INFLUENCER MAGAZINE

Business

People who feed us

Politics

People who make decisions for us

NGOs

People who take care of us



Why Is It Important to Have Goals?

By Amit Kumar - Chief Manager/Content Writer/Blogger

"It was just a few minutes away from where you have been. Had you told me you were going to goal, I would have told you."

I felt a twinge in my heart on missing out something after being so near to it.

Whenever I sit down for doing my goal setting, these two incidents invariably cross my mind, telling me that hey, we have always guided you, it's you who didn't listen to.

And they are damn true. I was never into making any goals. Sure, I had plans but those plans were as vague as color sketches of a toddler.

No beginning, no end just sheer day-

dreaming for sheer pleasure, boy, I loved it.

But this all changed when I started focusing on self-improvement and the first thing I learnt was that if I want anything out of it, I must have goals for whatever I want to have.

Once I understood what that meant, I could so clearly relate to above two incidents of my life and the lessons I learned from them.

It's important to know where you are heading

In my first experience from childhood, we knew what we had to do, we knew where we had to go and we knew what we would get out of that. It was pretty simple.

Whereas in my second experience, we didn't know where we were going, and we didn't know what we would get out of it. It

was plain simple waste of time without any goal in mind.

Sure, I could say that I had a time with my friends but only I know most of which was spent in deciding which route we must take and whom should we ask.

Had we started with an idea of where we wanted to go, same time could have been utilized in having more fun, visiting a better place with lesser energy, time and money wastage.

Having a clear idea of where you are going is half the battle done because all you have to do after that is to follow the process to reach that goal.

Goals makes you feel accountable

When I didn't win in that race, I was upset. Why? Because I knew what was at stake

and what I didn't do to get that.

Next time when the same race happened, I stood second in that because I had no escape as I knew what I wanted and what I had to do to get that.

I was accountable for my action or inaction leading to that goal.

Whereas even after ending at a dead end in the middle of the night in an unknown city in an unknown place, instead of getting upset & scared, we were rejoicing that we have found one undiscovered place in Goa.

It's called reverse goal setting. Like, pull the arrow in whatever direction you want and whatever it hits, call it your target.

Because we didn't have any specific target to get, any goal to hit, we had no regret as we were happy with whatever we got.

It may work a few times if you are super lucky but not always, and in that case also, you stand a chance to lose sight of a better

goal like we missed that another beach just a few minutes away.

Goal-setting aligns your focus

When you have a goal, and if you are committed to it, it aligns your focus as you tend to avoid anything which is distracting you from achieving that.

Without a goal in place, you might wander all around like we did in Goa and end up nowhere because there would be so many things to distract around you and when you don't know where you are heading, you will follow anything and everything you find attractive around you.

But once you have your goal in place, you will focus on only those things which are helping you in achieving that.

This thing will not only help you in achieving your particular goal, it will also make you more confident of yourself as you will now know what to focus on.

Whatever you do, wherever you go, most of the time, you will have an idea of what you are going to do, where you are going.

That's so common in our day to day life. But have you thought same way about your life as well.

All of us go through our days like we have unlimited supply of them.

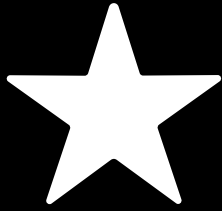
However sad it may be but we all know the fact and in that case, can be afford to waste them without knowing where we are heading?

I cannot. And I'm sure you also cannot.

Having goals will make you use this limited supply wisely and in the direction that you really want to go, not what other distractions are taking you to.

You can start now or can waste another day of this limited edition.





FREE THE TOP PERSON
AMBASSADOR PROGRAM

WANT TO MULTIPLY YOUR LINKEDIN VISIBILITY FOR FREE?

Our 2,700+ ambassadors from 127 countries with 17.5+ million followers in total have supported LinkedIn posts of each other 24.4+ million times so far. (15 Oct 2021)

Our tailor-made, LinkedIn algorithm-aware platform boosts results so that several posts we support are among the top 1% of the most engaged posts on LinkedIn globally every day.

Any person with a properly filled LinkedIn profile and civilized online behavior is eligible to join. Connect on LinkedIn with our Editor-in-Chief Christian Dillstrom to join our free program, in which everything is voluntary.



THE TOP PERSON
BUSINESS MAGAZINES

23+ MILLION VIEWS FOR ANY LINKEDIN POST – FREE!

With over 774 million members, LinkedIn is the biggest business social media; its members have most of the money, business, and decision-making power in the World. It is lucrative to publish posts on LinkedIn if they are viewed by millions of its members.

OUR MAGAZINES ARE VIEWED BY OVER 10 MILLION LINKEDIN USERS MONTHLY, AND OUR LINKEDIN POSTS HAVE 23+ MILLION VIEWS.

Please read the next article to learn step-by step instructions on how to do the same yourself for any LinkedIn post for free.



Here Is How Anyone Can Have 23 Million Views for Any LinkedIn Post for Free!

Christian Dillstrom – Global Business Influencer, Royal Strategic Advisor, and Editor-in-Chief of The TOP Person Business Magazines

With over 774 million members, LinkedIn is the biggest business social media globally, and most of the money, business, and decision-making power in the World belong to its members.

Therefore, it is important for your business and yourself to publish posts on LinkedIn so that they are frequently viewed by businesspeople. Unfortunately, only a very few posts receive more than a couple of hundred views.

In this article, I shall explain in detail how I could, and anyone else can get over 23 million views for any post for free.

Having popular LinkedIn Posts is impor-

tant, because today popularity equals with credibility; if your content is not popular, how can your company or you be credible?

Of course, this is not true, but none of us can change how businesspeople think today.

Moreover, highly popular LinkedIn Posts are a truly effective way to build your company and personal brand.

There is one crucial point when it comes to being popular that so many people get wrong:

You need to be known professionally in your domain.

It is easy to copy popular content from other social media and post it on LinkedIn to achieve a high number of views, but would the funny dog, cat or similar video convey the right image of your professionalism?

The more business decisionmakers know

your offering and name, the more some of them can offer you great opportunities.

In reverse – the less business decision makers know about you, the more opportunities you will lose without even knowing about them.

WHO AM I?

My name is Christian Dillstrom, and I am a global business influencer, royal strategic advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am also an expert on their Startup Hub.

I have also been a corporate growth hacker since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, sales, marketing, growth hacking and business influencing have had millions of monthly business

readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - and for free.

My ever-growing personal brand has made everything possible for me over the last six years, and interesting offers just keep on coming in on a daily basis.

Just do a LinkedIn search for the 612 LinkedIn Company pages that start with 'The TOP' and have a logo with a white star and black background. Those are The TOP Person local company pages.

On those pages, you can see each of my posts that have brought 23 million views for my article, 'How to Further You and Your Business with The TOP Person Magazine Interview'.

YOUR CONTENT

In reality, only a very few people are truly interested in you, your company, or its offering. So, forget the sales brochure ap-

This approach promises readers simple and quick answers that everyone is looking for.

Your content does not have to be simple and quick, but unless you convey this expectation to LinkedIn members, most of them will not even give it a chance.

The next step is to have enough content for the reader to believe that your answer to his or her pressing problem is credible.

Different expectations between title of content and its text are paradoxical, but it is hard for businesspeople to believe that the problem they have not been able to solve can be solved with a few lines of text.



HOW TO GET 23 MILLION VIEWS FOR ANY LINKEDIN POST FOR FREE?

Easily, if you know what you are doing. Otherwise - forget it because your chances are comparable to those of a lottery.

Almost everyone is trying it, but only very few manage to do it. Besides, LinkedIn and the Internet are full of advice that will not help you at all.

You do not have to take my word for it, as everything I do is visible for any LinkedIn member.

proach.

Instead, everyone is looking for answers to the questions that are holding them or their business back.

Everyone.

Think about what question/s your target VIP clients are asking so that your offering is an answer to them.

Format the title of your content so that it is a question, 'How to...', 'The Best Ways to...' or a number of solutions to that question.

You just need to have a title that lures them to start reading your content.

I recommend creating a PDF document like this article because it gives readers hope for a thorough answer to their important question.

Then create up to a 3,050-characters long LinkedIn post and up to 1,250-characters long message text about the same content.

Start with the capitalized title to get attention in the feed.

In addition, create a lot of great visual cover

pages for your PDF document. Big images, colors, different feels, and styles are very helpful.

LinkedIn shows visual PDF cover pages very appealingly in feeds, and this attention is the first crucial step to getting views for your post.

Another reason you should have lots of great visual cover pages for your PDFs is that you cannot use the same cover page too often.

Why would LinkedIn users click on something they have already seen in their feed that they have not clicked on before?

LINKEDIN POSTING LOCATIONS

Now that you have formatted your content to be interesting to your target VIP clients and you have many different visual cover pages for it, it is time to start looking for LinkedIn locations where you can post your content.

A single posting of your content will not result in it being viewed 23 million times by businesspeople unless you have tens of millions LinkedIn followers.

Also, you cannot keep on posting your content too often on your LinkedIn profile or your connections and followers will stop

I am an owner and admin of 612 LinkedIn Company pages that have over 818,000 followers and 820 employees.

The LinkedIn company pages I use are local and cover all countries and major metropolitan areas around the World. Those LinkedIn pages are also under the globally respected business brand,

In addition, I can use those LinkedIn Company pages to boost the views of posts via The TOP Person Ambassador platform.

The platform is social media algorithm aware including the LinkedIn Post algorithm.



Fighting the click-fatigue is the key to have tens of millions of readers for your content.

The new, different visuals will attract those LinkedIn users who did not respond to the visual you were already using.

In case you find it too time consuming to create a lot of visual cover pages for your PDFs, please connect with me on LinkedIn and let's see how I can help you.

I have more than 600 visual cover pages for PDFs, which are both localized and under the global brand, but so that any business or person can use them for their content while gaining extra credibility.

engaging with your content or they might even leave.

My solution is easy - after you have posted your content to your LinkedIn profile, keep on posting it to LinkedIn Company pages where you have admin rights.

Today, LinkedIn treats posts on LinkedIn Company pages the same as posts on LinkedIn profiles.

So, using LinkedIn Company pages is the solution to all the LinkedIn posting locations you might ever need.

In case you are not or cannot become an admin of that many LinkedIn company pages with hundreds of thousands of followers, please connect with me on LinkedIn and let's see how I can help you.

LINKEDIN POST ALGORITHM

Unless you have millions or at least hundreds of thousands of LinkedIn followers, you will need the help from the LinkedIn Post Algorithm.

The LinkedIn Post Algorithm will check how many views, comments, likes, and shares your post has received within 60 minutes of publishing it.

So, you need to have enough of them for the LinkedIn Post Algorithm to judge that your post is popular and therefore worth of spreading it to a large audience.

Otherwise, the LinkedIn Post Algorithm will not boost views of your post and its results will not be worth of trouble.

You can use the employees of your company, your friends, or any other network to get views, comments, likes, and shares for your post within that crucial first 60 minutes.

My solution is The TOP Person Ambassador program where I can request the support of over 2,700 fellow ambassadors.

In addition, I can use 612 LinkedIn Company pages with 818,000+ followers and 820 employees to get views, comments, likes, and shares for my posts.

In case you do not have enough people to help you, please connect with me on LinkedIn and let's see how I can help you.

LINKEDIN POST HASHTAGS

This is a very powerful step as the most popular hashtags have up to 67 million followers and there are over 150 hashtags with over 1 million followers.

Unfortunately, hashtags are also very misunderstood - we have probably all seen LinkedIn posts containing many hashtags and some even filled with them.

LinkedIn Post Algorithm considers that to be hashtag spam and instead of boosting

the views of the post, it will punish the post and the LinkedIn user doing it.

My (knowledgeable) advice is to use a maximum of four hashtags.

Pick the most popular hashtags that match your content and rotate them systematically so that you will not use the same hashtags more than once a week.

Otherwise, their followers will get fed up with your posts.

Again, my solution is The TOP Person Ambassador platform, which has a list of 1,135 of the most followed LinkedIn hashtags.

In case you have no experience of rotating hashtags, which is crucial to avoid fatigue of your content among the hashtag followers and hence killing success of it, please connect with me on LinkedIn and let's see how I can help you.

TAKING ACTION

Now that you have everything you need to get 23 million views from businesspeople for your post, it is just a matter of doing it.

Combine your PDF document with one of various visual cover pages you have created, upload it to LinkedIn Post, copy and paste your up to 3,050-character post text with a maximum of four hashtags, and click the post button.

Then, like your post and paste your up to 1,250-character long message text as the first message of your post, click the post button, and like it.

Finally, ask your network to support your LinkedIn post, otherwise nothing will happen as the LinkedIn post algorithm will neither spread it generally nor share it to the hashtag followers.

I am using The TOP Person Ambassador platform for this as I want to show the fellow ambassadors how I receive lots of views for my posts.

Plus, The TOP Person Ambassadors are truly engaging with their peers' posts - over 24 million times so far.

Publish your post 4-9 times a day in different locations on LinkedIn, using a different visual cover and rotated hashtags each time, and spread the publications evenly throughout the day.

Keep doing this until your post has 23 million views.

CONCLUSION

That's all that is needed to have millions of views from businesspeople to any LinkedIn post and I do the same for my posts too.

As we all know from the famous quote: "*The only place success comes before work is in the dictionary.*" This is very true - going the extra mile truly brings results and is completely free.

In case, you do not have time or resources to make this happen, please connect with me on LinkedIn and let's see how I and the free The TOP Person Ambassador program can help you.





THE TOP PERSON
BUSINESS MAGAZINES

HOW DOES YOUR COMPANY'S MARKETING AND SALES DIFFER FROM THE SOCIAL SALES APPROACH DESCRIBED IN OUR ARTICLE?

See the next article and share your views
on our question by filling out the form at
<https://www.TheTOPPerson.com/question.php>

All decent views with fully completed form fields will be published in our upcoming magazine and will participate in our monthly prize draw worth 1,000 euros.

Our magazines are viewed by over 10.2 million monthly business readers and we have 17.6+ million followers in total. Our articles are created by authors from The Wall Street Journal, Forbes, Business Insider, BBC, and LinkedIn Influencers.



How to Credibly Present Your Sales Pitch to up to 100,000 Dream Clients Each Month and Cultivate Them to Buy from You - for Free!

Christian Dillstrom – Global Business Influencer, Royal Strategic Advisor, and Editor-in-Chief of The TOP Person Business Magazine

Social selling allows your business to easily approach hundreds of thousands of its dream clients every month for free.

It will also enable a long sales pitch of your business to be properly consumed by those same dream clients if it is appealing and credible enough. Naturally, that will multiply your business's sales conversion.

In this article, I shall explain in detail how your business can do very effective social selling for up to 100,00 dream clients per month – for free.

Let's take LinkedIn, for example, and look

at why it can be a lucrative social selling platform. With over 774 million members, LinkedIn is the biggest business social media globally, and most of the World's money, businesses, and decision-making power belong to its members.

Therefore, it can be very profitable for your business to do social selling on LinkedIn and other social media.

Unfortunately, only very few companies are doing effective social selling.

Of course, there are many ways to do social selling, and these ways might be directed to your dream clients, but most of them lack the required appeal, credibility, and high volumes to be effective:

- 1) **Without appeal**, your business's dream clients will not bother to consume its content.
- 2) **Without credibility**, the conversion rate of your business' social selling

content will be low, even if the content is appealing.

- 3) **Without high volumes**, your business's social selling won't generate the results worth the resources spent on it, even if the content is appealing and credible.

You will generate great results by following these free business influencer instructions.

After all, businesses do things to make as much sales as possible.

WHO AM I?

My name is Christian Dillstrom, and I am a global business influencer, royal strategic advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am

also an expert on their Startup Hub.

I have also been a corporate growth hacker since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, sales, marketing, growth hacking and business influencing have had millions of monthly business readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - for free.

My ever-growing personal brand has made it all possible for me over the last six years, and interesting offers just keep on coming in almost every day.

TRUE POTENTIAL OF SOCIAL SELLING

Nothing in the history of the World can compete with LinkedIn's money-making potential.

This is because LinkedIn has over 774 million members globally, and most of the money, businesses, and decision-making power in the World belong to its members.

Each LinkedIn member also has a very valuable network of people in their field and region that you can reach through their endorsements.

LinkedIn is a fabulous environment to do business, so it is no wonder that 92% of B2B marketers surveyed are using LinkedIn in their marketing mix.

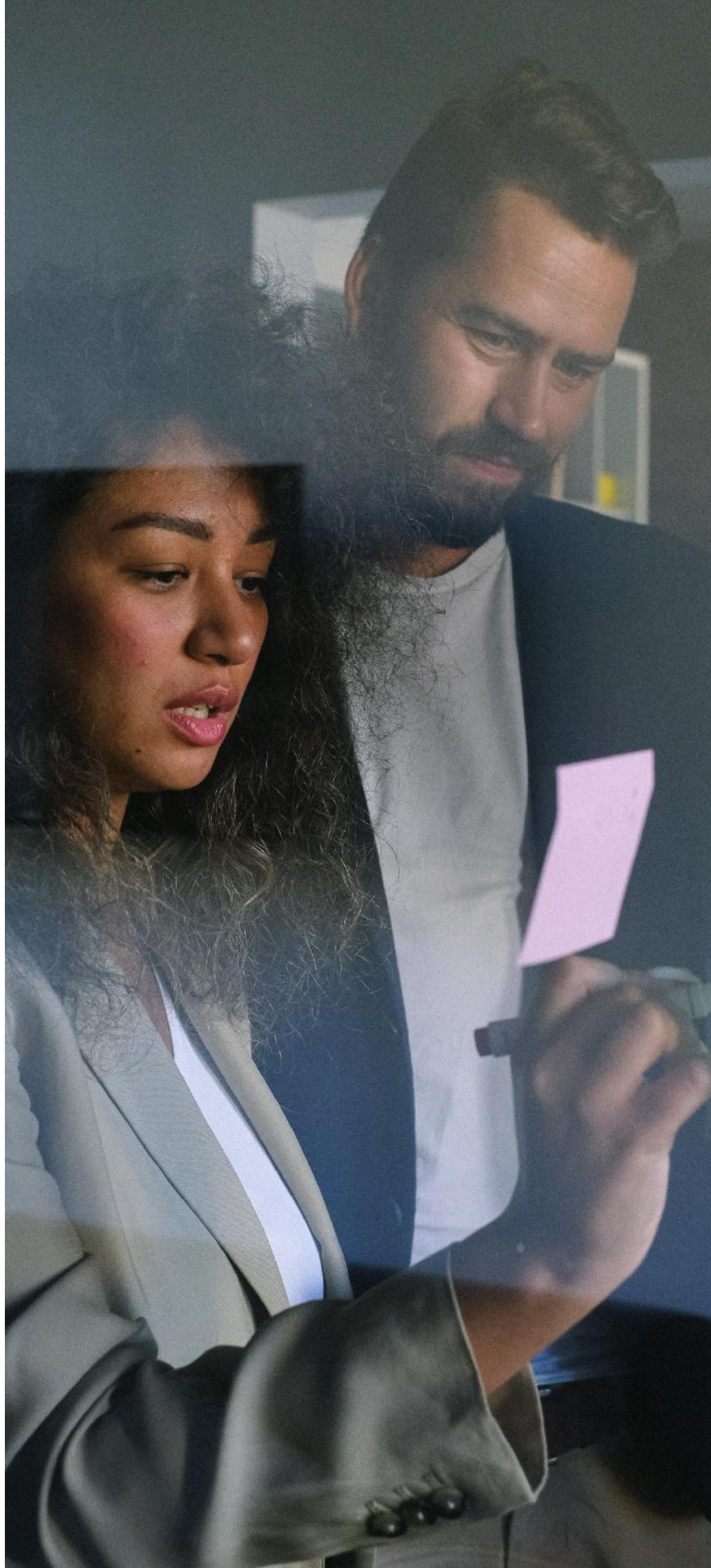
*All sales your business needs,
it can find through LinkedIn.*

That is why I am talking about LinkedIn in this article, although almost all these actions can be applied to other social media as well.

The Biggest Business Problem

The biggest problem your business has, is that the right decision makers do not know its offering or name. Every business has had this problem since the dawn of time.

*We live in an imperfect world;
Therefore, we have imperfect information.*



We don't know what the real best choice is when we make decisions because we don't have complete information to form a comprehensive judgment.

The same applies to all decision makers who we would like to make decisions about us.

Fortunately, this also applies to all other businesses competing with yours for the same opportunities.

Social Selling to Rescue

Here lies a wonderful opportunity for your business - make the decision makers who are important to your business aware of its offering and name.

1) APPEAL OF YOUR BUSINESS'S CONTENT

Without appeal, the dream clients of your business will not bother to consume its content.

In reality, only very few people are truly interested in your business or its offering. So, forget the sales brochure approach.

Instead, everyone is looking for answers to the questions that are holding them or their company back.

Everyone.

Start by defining the dream clients whose needs match with the offering of your business, otherwise your company will not

it a chance.

The next step is to have enough content for the reader to believe that your company's answer to his or her pressing problem is credible.

Different expectations between the title and the text are paradoxical - it is hard for businesspeople to believe that the problem they have not been able to solve can be solved with a few lines of text.

The content of your business just needs to have a title that lures businesspeople to start reading it.

Write your business's content in a journalistic style because no one really wants to



As a result, your business can gain a great competitive advantage over other businesses to whom they consider offering the opportunity in question.

Unless the decision makers become aware of your business's offering and name, they have no other choice but to give the opportunity to other businesses because they are unable to offer it to your company.

Social selling is the best and free way to make all this happen.

Next, I shall tell you how to do effective social selling to spread awareness about your business's offering and name so you can win opportunities for it - for free.

get the results it expects.

Then think about what questions the decision makers of your business's dream clients are asking themselves, to which your business's offering is an answer.

Format the title of your business's content so that it is a question: 'How to...' , 'The Best Ways to...' or offer a range of solutions to that question like 'The TOP 10 Solutions to...'.

This approach promises readers simple and quick answers that everyone is looking for.

The content of your business does not have to be simple and quick, but unless it conveys this expectation to LinkedIn members, most of them will not even give

read sales brochures by choice.

Any sales brochure can also be written in a journalistic style as an article, and it can easily deliver the content on a deeper level than a sales brochure ever could.

I recommend creating a PDF document like this article because it gives readers hope for a thorough answer to their important question.

Then create up to a 3,050-characters long LinkedIn post and up to 1,250-characters long message text about the same content.

Start with the title in all caps to get the attention in the feed.

2) YOUR COMPANY'S CREDIBILITY

Without credibility, the conversion rate of social selling content of your business will be low even if its content is appealing.

Millions of posts are published on LinkedIn every day, but only few of them receive more than a dozen engagements or hundreds of views.

That is a big problem because today popularity equals credibility:

- *"How credible can this company be since I do not even know the brand?"*
- *"How could this business be credible if its content is not popular?"*
- *"Why would I click on the content that is not credible?"*
- *"Why would I waste my time reading unpopular content?"*

Of course, popularity does not equal credibility, but none of us can change how businesspeople think today.

Step #1 to Increase Credibility

Publish your business's content under a regionally, nationally, or continentally known and respected brand from the same geographical area where its dream clients are located.

Publishing under global business brands will increase the credibility of your company and its content even more.

Awareness of your business's brand is not enough to make its content credible but using the credibility of a better-known brand will also increase the credibility of your company and its content.

We are all exposed to an endless amount of content on social media today, and most of the reactions are to content from well-known brands instead of to content of unknown brands or unbranded content.

Perhaps you or the employees of your company know of suitable brands that could help your business with this credibility step.

Another option is to ask what possibilities the public relations agency your business uses can offer it and at what price.

I myself use the global The TOP Person business and influencer magazine, which receives over 10.2 million views from business readers on LinkedIn every month.



The TOP Person magazine provides over 600 different localized and great visual cover pages for my PDF documents.

Big images, colors, different feels, and styles are very helpful.

LinkedIn shows visual PDF cover pages very appealingly in feeds, and this attention is the first crucial step in getting views for your company's content, not just credibility.

In case your business is not able to get help from brands it knows or is not happy with the choices its public relations agency offers to it, please connect with me on

The easiest solution is to ask the employees of your company, your friends and network to support the posts of your business.

Employees are 14 times more likely to engage with content from their employers than other types of content on LinkedIn.

Your company's employees are an important part of your company's LinkedIn marketing strategy.

My solution is The TOP Person Ambassador program, where I can request support from 2,700+ fellow ambassadors with

Without high volumes, your company's social selling will not generate the results worth the resources spent on it, even if your company's content is appealing and credible.

Presenting your business's appealing and credible content to up to 100,000 decision makers of your dream clients means high volumes for most businesses.

In case high volumes are even more than that for your company, please contact me for revised instructions as there is no upper limit to volumes, only new approaches to handle them.



LinkedIn and let's see how I can help your business.

Step #2 to Increase Credibility

The number of engagements a LinkedIn post has received is the naked truth about its popularity.

There are no excuses that would explain the missing likes and comments.

Today, popularity equals credibility in the minds of businesspeople, and we cannot change what is going on in their minds.

over 17.5 million followers in total.

In addition, I can use 612 The TOP Person LinkedIn Company pages with 818,000+ followers and 820 employees to get views, comments, likes, and shares for my posts.

In case your business does not have enough people to help it, or it is taking your business too much time to organize them to do the required tasks, please connect with me on LinkedIn and let's see how I can help.

3) HIGH VOLUMES

Finding names and email addresses of decision makers of your company's dream clients is easy and inexpensive these days, as there are hundreds of different service providers worldwide that can help your business with this issue.

Your company may already have them in its marketing database, and you should not forget about your company's existing clients.

Sending high volumes of email is also very easy and cheap today, as there are many very affordable email service providers. Alternatively, your business can send emails from its employees' email clients in

smaller batches.

I recommend the following two-phase actions to achieve sufficient stickiness in high-volume social selling campaigns.

High volumes alone do not matter unless the actions are sticky enough.

Phase #1 to Increase Stickiness

Start by sending an email to targeted decision makers and asking them to give feedback on your company's content and add the feedback received to the end of your company's content.

If the content of your business is targeting the decision makers of correct dream clients, they will be delighted to receive an email about it.

Asking for feedback on your company's content is harmless because it does not sell anything, and people feel appreciated when someone asks for their opinion.

The best benefit of asking for feedback on your company's content is that most of the decision makers of your business's dream clients will read the content to decide whether to bother writing feedback on it.

This is a good way to get decision makers of dream clients of your business to consume its content.

Naturally, collecting feedback manually takes time, and doing it without known brand will drop your conversion rate.

Your business can try to increase its conversion rate by offering some kind of prize draw among the participants.

Personally, I am doing this under a global business and influencer magazine The TOP Person, which, in addition to the brand, also has an online tool that makes it easy to collect feedback from millions of people.

Their tool also makes it easy for people to re-edit their feedback and then publish their feedback at the end of the article.

People also like to participate because they receive free visibility in front of 10.2 million monthly readers of The TOP Person business and influencer magazine.

In addition, they offer a monthly prize draw worth €1,000 among the participants.

If this takes too much time for your com-



pany, please connect with me on LinkedIn and let's see how I can help your business.

Phase #2 to Increase Stickiness

Publish your business's content with feedback on your LinkedIn profile or on your business's LinkedIn Company Page.

Then send the people who provided feedback an email with the URL of your company's published content and ask them to comment, like, and share it as a final step to enter the prize draw.

This is social selling at its best, as each participant who will engage with your business's published content will endorse it and spread its content in their networks.

Of course, many people in the participant's network will also engage with your company's published content and thus spread it with their endorsement throughout their networks.

Social selling done right will spread your company's content and brand to millions of people with an endorsement from people they know, for free.

Again, I use The TOP Person because their online tool will email everyone who has left feedback.

It will also remind them that engaging with the published content is the final step to getting into The TOP Person magazine

and winning the prize.

Once the article with all the feedback received has been published in The TOP Person magazine, The TOP Person will send the participants a final email with links to download the magazine and the article excerpt with the feedbacks.

As a result, the participants can share the magazine and the article excerpt with feedback on their social media if they wish.

Many of them will do that.

SOCIAL SELLING RESULTS

If you have properly defined your company's dream clients and its content can properly answer the questions your dream clients' decision makers are constantly asking themselves, they will want to talk to your company.

Remember, your company's biggest business problem is that the right decision makers do not know its offering or name.

If you make them aware of this and your company is credible and its offer is a solution for them, your company will make sales - there is no doubt about that.

Your company's sales organization starts closing sales with the decision makers who already know the company and its offering, and who find both credible and capable of solving their big problem.

THE NEXT CAMPAIGN

Since your business already has a large database of target dream clients, all you need to do is write a new article that covers the same topic from a different angle to run your company's next campaign.

If you clean your company's database of bounced email addresses and those that do not want to receive further emails, your business can keep running these campaigns forever.

Campaign after campaign, you will cultivate the decision makers of your business's dream clients to see the benefits of what your company has to offer.

Keep on emailing even those who have already bought from your business, as you are not only targeting them, but also all other potential buyers in their networks.

CONCLUSION

This is an effective, high volume, repetitive and free social selling method that will generate hot sales leads for your sales organization to close.

In case your business does not have time or resources to make this happen, please connect with me on LinkedIn and let's see how I and the free The TOP Person Ambassador program can help you.



"The biggest problem you and I have is that the right decision makers do not know our offering or name."

We will help you to solve that problem for free.



The TOP Person

FREE AMBASSADOR PROGRAM



The TOP Person Charity and Magazine

The TOP Person is a global charity with a mission to help people and other charities and organizations to further themselves for free. Our method of helping is to multiply the visibility of one's content in social media and to increase one's influence. The TOP Person was founded in January 2020 to further this mission.

CHARITY ROUTE

Our main route to helping is to aid other charities. We are currently helping dozens of other charities and we are talking with many more.

Together, these charities are associated with several million people, so hopefully, we will keep on reaching our annual goal of helping one million people.

AMBASSADOR ROUTE

Another route to help is our free Ambassador Program, which any person with a filled LinkedIn profile and decent LinkedIn behavior can join. Ambassadors will receive many benefits, and everything is voluntary in our program.

RESULTS OF OUR AMBASSADOR PROGRAM

So far, we have had quite good results:

- We have 2,700+ ambassadors with over 17.5 million followers in total from 127 countries using 612 our local LinkedIn Company pages (October 15th 2021)
- Our *The TOP Person* business and influencer magazine is viewed by 10.2+ million business readers per month.
- The most popular post by our ambassador received over 23.4 million views.
- Multiple posts of our ambassadors are every single day among top 1% most engaged post in LinkedIn.
- The TOP Person Ambassadors have engaged over 24.4 million times since July 2020 to support their peers.

WHAT HAS MADE THESE RESULTS POSSIBLE?

- We have developed a platform that utilizes the post algorithms of several social media optimally.
- Ambassadors can earn up to 612 times more ability to endorse any LinkedIn post than a regular LinkedIn user.
- In addition, our platform is easy to use and offers rewarding gamification, peer support, networking functions and popular, high-quality content to share.
- Our content is written by authors from The Wall Street Journal, Forbes, Business Insider business magazines, BBC, LinkedIn Influencers & TopVoices, and TEDtalk.
- We are totally transparent, as all our actions take place on social media, where everything is public.
- Our program is free, and The TOP Person is fully funded, so we are not asking for donations.
- In addition, everything in our free program is voluntary - each ambassador is free to choose what they do to support their brand or cause.

These are the reasons why we attract ambassadors and why they are so strongly committed to supporting each other.

The TOP Person Ambassador program is an easy and supported route to becoming a business influencer.

Connect with our Editor-in-Chief Christian Dillstrom on LinkedIn to join the free The TOP Person Ambassador program in which everything is voluntary.