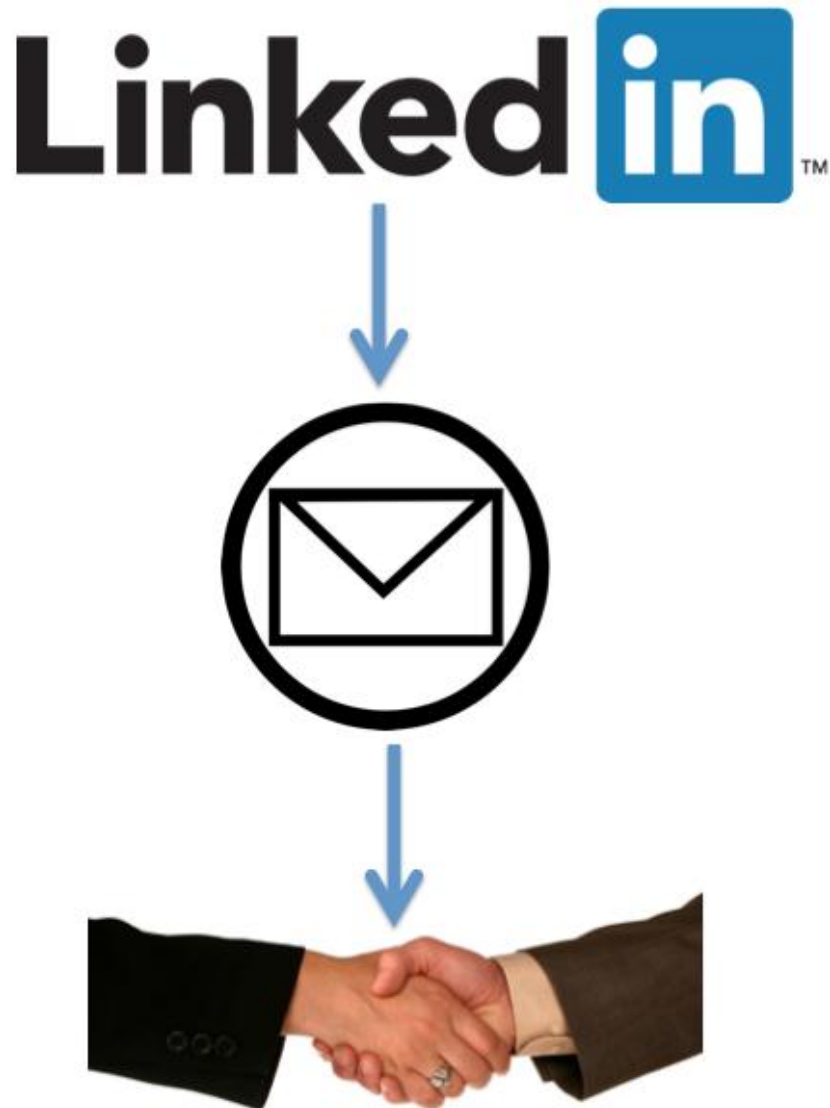


Generate New High Quality Relationships Using LinkedIn Content Marketing and Email

By Robbie Abed
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WHAT YOU CAN LEARN FROM THIS GUIDE

This guide teaches you, step by step, how to build stronger relationships with influential people by using LinkedIn Content Marketing and Email Marketing.

The approach that I cover is high touch, high value. I also briefly cover how I collected 7,300 email addresses using LinkedIn Publication Platform (Pulse).

CHANGE YOUR THINKING ABOUT LINKEDIN

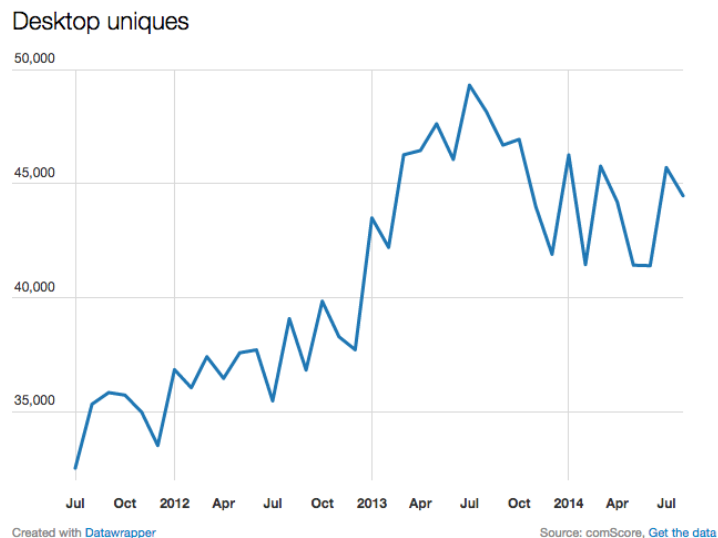
Before I dive into tactics, you need to understand a little bit more about the ‘new’ LinkedIn.

1) LinkedIn Pulse is the most powerful business content platform on the Internet.

I have no shame about this statement. I mean every word of it. Facebook and Twitter are great, but they’re mainly used for referral traffic, not business content.

LinkedIn is no longer simply a platform for accepting relationships and then leaving the site. It is very much focused on the creation of original content.

LinkedIn has 45 Million unique visitors every month for desktop alone.



To give you an example of LinkedIn’s power, a recent article of mine, “How to Win at Office Politics Every. Damn. Time,” received 400,000 article views within 24 hours.

No gimmicky quizzes or click bait headlines needed to get these types of eyeballs either.

Also -- Did you know that LinkedIn has an executive editor? Daniel Roth is the executive editor and was formerly the executive editor of Fortune and a senior writer for Forbes.

The future of LinkedIn lies in quality content creation. It is already a respected publication, and its value will only increase.

2) 40% of LinkedIn visitors earn more than \$100,000 per year.

More than 40 percent of LinkedIn visitors earn more than \$100,000 per year. This is higher than 31 percent average for the entire Web according to comScore. LinkedIn also outranked all the major social networks — Facebook, Twitter, Pinterest and Tumblr — on comScore's buying power index, which divides the buying power of a website's audience by the Web average.

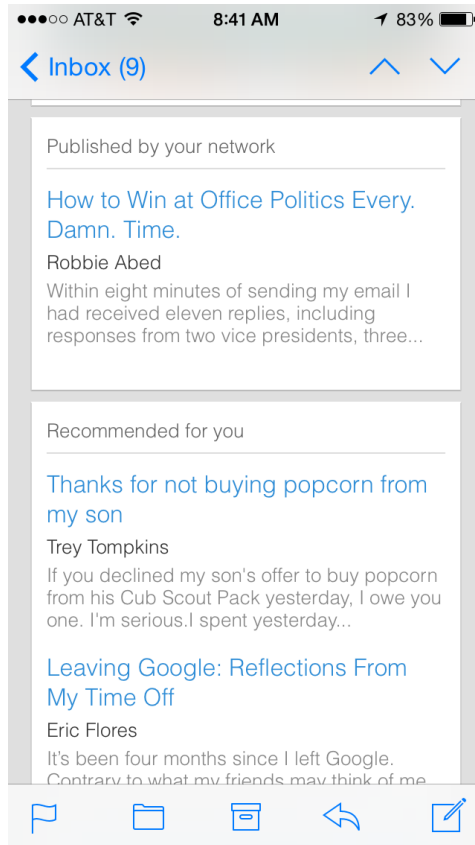
3) Accept All Random Connections

You should start accepting random connection requests.

I know, I know. You must think I'm crazy. LinkedIn was previously for your close connections and you could be proud that you knew all of your LinkedIn connections. Now, it is all about distribution of content. The more connections you have, the more your content will get distributed.

Once someone is connected with you on LinkedIn, here's what happens every time you publish a post on the publishing platform.

- 1) A push notification goes to their LinkedIn App, alerting them of your post (notifications are on by default)
- 2) It shows up in their newsfeed
- 3) It is sent to them via email along with other aggregate content. Your content is on the top of the email.



The above picture is an example of a newsletter that my followers will get.

THE PERSONAL CONNECTIONS EMAIL NEWSLETTER

The high value email list I referred to in the beginning of this guide is the Personal Connections Newsletter.

The Personal Connections Newsletter is a text-only email sent to high value connections once a month.

My Personal Connections Newsletter contained the following content:

- Who is looking for jobs (anonymously and openly)
- Who is hiring
- Who has done something newsworthy (launched a new company, gotten a new job, etc.)
- Who needs help / resources
- The latest in Robbie's life

By using the newsletter I have matched many employers with members that were looking for new jobs. I don't charge members to be on the newsletter, nor do I charge a finder's fee if an employer hires someone from a connections newsletter.

It takes less than 3 minutes to read. The list now has 500 members. Since I started it two years ago I've only had 3 people unsubscribe. It also reminds 500 people about my existence.

When I help others they like me more, and the more likely it will be for me to have their help when I need it the most.

I never actually sell anything because my goal is to build a contracting client base for future consulting work. In consulting, relationships sell work.

My unsubscribe rate is less than .6%. Yes .6%.

FROM LINKEDIN TO YOUR EMAIL LIST: A FOUR-STEP FUNNEL

I'm hoping you're not using this strategy to sell T-shirts online or \$40 / month beef jerky, because if you are then this isn't the right strategy for you.



- 1) Post LinkedIn article on Publishing Platform
- 2) Once a user who matches your desired profile engages in your content, you actively engage in a cordial conversation with them
 - a. Engaging could mean commenting, sharing on LinkedIn or Twitter, or viewing your profile.
- 3) Add them on LinkedIn
- 4) Ask them if they would like to be added to your Personal Connections Newsletter
 - a. Add to newsletter.

My acceptance rate using this approach has been 100% . You are essentially giving them a platform with which to connect with other like-minded individuals while extending their network.

HOW TO GET MORE VIEWS ON LINKEDIN PULSE

1) Three Articles You Should Read Immediately

[How I Used LinkedIn Pulse to Land 5 Jobs in 40 Days](#)

Over the next 40 days I posted 6 more articles, leading to 63,000 page views and more than 7,000 social shares.

In the middle of this spree, business leaders started reaching out. They wanted to talk to me, meet in person, and find a way to work together. All of a sudden, I had an audience that cared about what I was saying.

In those 40 day, I ended up booking five different gigs, which, in my line of work consisted of speaking and writing opportunities and marketing consulting work. I'm telling you this not to brag, but to encourage you that when you publish on LinkedIn the right way, good things can happen.

[We Analyzed the 3,000 Most Successful LinkedIn Publishing Posts](#)

Posts written in language reflecting a positive sentiment tend to get the most LinkedIn shares and likes.

[How Dan Roth became the most powerful editor in business publishing](#)

LinkedIn decided upon a multi-tiered editing system. The first line of defense would be an algorithm that filtered out spam posts. Any post that passed that test would be shared to the author's network. If the post elicited a certain number of comments or shares, it would be flagged as popular and posted in Pulse. LinkedIn's human editors would also scan for stories they wanted featured in Pulse as well.

2) How I do it

The above links are extremely helpful in creating articles that spread like wildfire.

I created my own non-scientific system which has actually worked out fairly well for me, and am more than happy to share with you.

| | |
|--|----|
| Makes reader feel inspired / motivated | +4 |
| Agreeable tone / content | +3 |
| Authentic first person story | +3 |
| Recent events in technology / business | +3 |
| Topic: Career advancement / Leadership | +2 |
| Actionable tips / lessons learned | +1 |
| Industry specific / technical* | -2 |
| Click bait headline | -3 |

I've found that if my article adds up to 7 or more I usually have a winner on my hands. The higher the number, the better it usually performs.

At the end of each post I write this:

Sign up for the free [Summer of Quitting email course](#) to learn how to advance your career by leaving your day job. Registration is ending soon.

I am also the author of the book [Fire Me I Beg You](#) and an experienced independent IT consultant. Use code [linkedin50](#) for 50% off of the book.

That signature alone has generated over 400 book sales and 7,500 email subscribers.

My most viewed posts:

- [How a Broke Trip to Aldi Changed My Life](#) (261,000 views)
- [How to Go From Working 60 Hours a Week to 40 By Sending 2 Emails a Week](#) (341,000 views)
- [How to Win at Office Politics Every. Damn. Time.](#) (460,000 views)

Results in the last 120 days of content marketing on LinkedIn

- 1.6 Million Article Views
- 50 new high quality relationships added to “Robbie’s Connection Newsletter”
- 7,500 email subscribers to Summer of Quitting
- 10,447 new followers (Yes, LinkedIn has followers which are separate from connections)
- 1,100 new connections

I created a private event for Robbie’s Connection Newsletter for my book launch and this was the result:

In the process I connected with hotel owners, Harvard professors, editors for large publications, and many senior executives for various companies.



The result of this party was several new business opportunities and partnerships.

3) A quick comment about commenters

Even though the platform is tied to your real name and real profession, it doesn’t deter commenters from saying the most outrageous things.

Here’s a great example of a comment responding to my office politics article.



Brian Coffey 5m
Executive Director of Marketing at Unive...

Robbie, You are but a child. Your post was a waste of time. Don't represent yourself as an expert in in an area where you plainly have no expertise. Your email mistake has no bearing or value toward your point of office politics. Ex-Accenture and ex-Deloitte-NO DOUBT! You probably embarrassed them with clients as you've just embarrassed yourself in this post. You should start a blog site detailing your critical business mistakes instead of trying to coach others. Take a seat, kid. You are in time out.



Bruce Gardner, MBA/Mktg 4m
Software Marketing Solutions Architect

This is great. I'm a "tell it like it is" guy and have stepped on that landmine before.

Some people are just miserable human beings and want to see the world burn. He obviously won't be on my connections newsletter any time soon. I will say it did make me laugh quite a bit.

SUMMER OF QUITTING

I created a two-level marketing approach for LinkedIn.

- 1) Funnel high quality relationships to my connections newsletter
- 2) Funnel fans (potential customers for future paid content) to my Summer of Quitting course

Learn new career tricks, interview tips by joining my FREE newsletter [SUBSCRIBE NOW](#)

FIRE ME I BEG YOU [Summer of Quitting](#) [Fire Me I Beg You – The Book](#) [Articles](#) [Career Coaching](#) [Me](#)

FIRE ME I BEG YOU

SUMMER OF QUITTING

LEARN HOW TO LEAVE YOUR DAY JOB
12 WEEK FREE EMAIL COURSE

12 Weeks to Career Freedom*

[Add Me!](#)

*Registration ends on Friday, October 9th at 11:45pm CST!
**Sign up now, and I will also send you the first chapter of my book Fire Me I Beg You for free.

This is my landing page for [Summer of Quitting](#), which is also the main page of my website (As of October 8th, 2014).

Once a user signs up they receive the first chapter of my book for free, along with Summer of Quitting emails over the course of 12 weeks.

I automated the course so followers think of me at least once a week until the course is over. Then I move them over into my normal email-marketing bucket.

IN SUMMARY

In conclusion, LinkedIn is a powerful platform to generate new relationships and, if combined with the personal email newsletter, is one of the most powerful ways to build strong relationships and new opportunities.

Also, [please add me on LinkedIn](#). Let me know that you found me via Email1K and I'll add you to my personal email newsletter.