

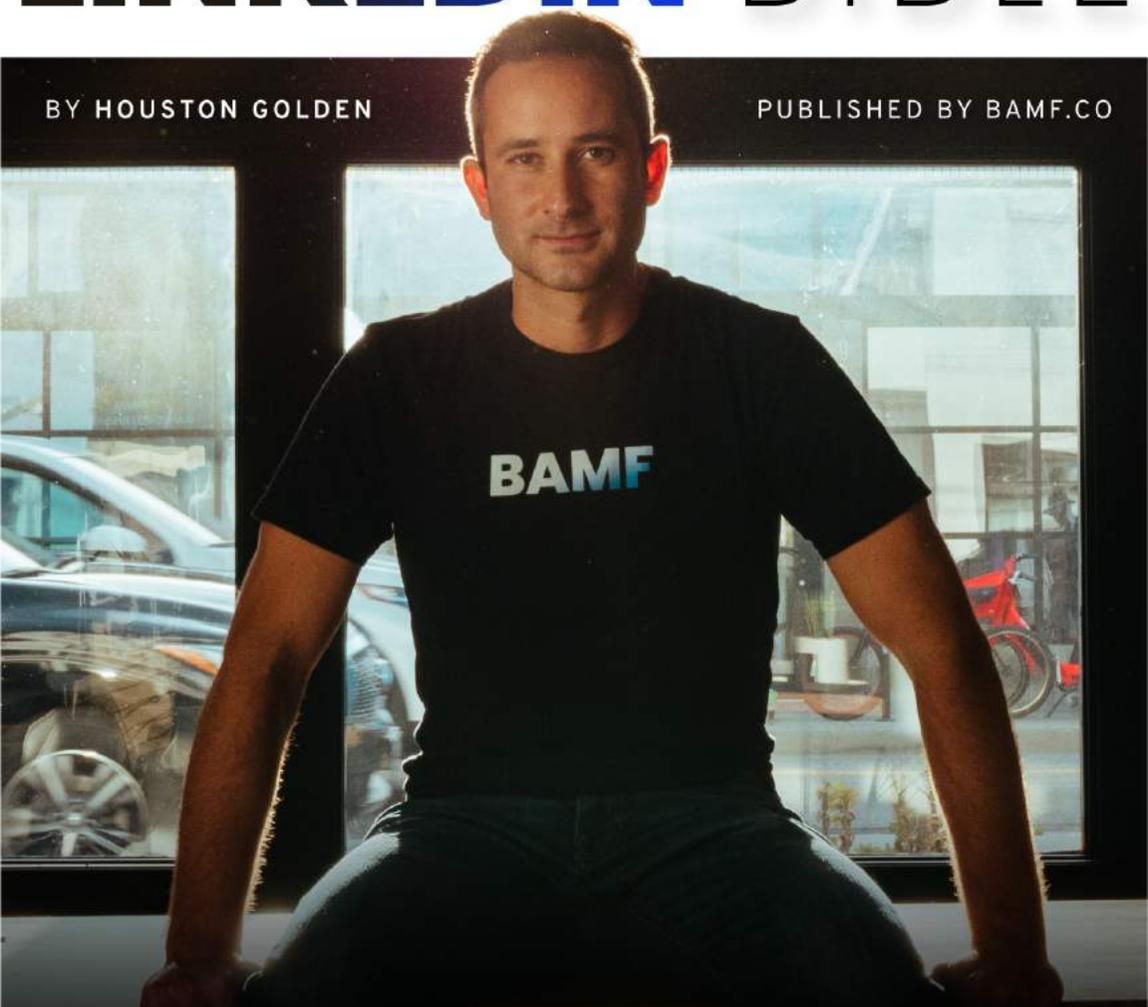
"LINKEDIN'S THE SINGLE MOST IMPORTANT PLATFORM
YOU NEED TO BE SPENDING YOUR TIME ON..."

- GARY VAYNERCHUCK

LINKEDIN BIBLE

BY HOUSTON GOLDEN

PUBLISHED BY BAMF.CO



LEARN TO MASTER OUR STEP-BY-STEP PROCESS
TO MILLIONS OF VIEWS & MILLIONS IN REVENUE

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First Edition

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INTRODUCTION

A LETTER FROM THE AUTHOR

Houston Golden

Los Angeles, California

Hey, glad to see you got the book.

I have to tell you, every time someone gets it, I know it's the start of something big.

MAJOR.

I can't stress it enough, really.

Because what seems like just another book to read is actually the start of substantial change.

As a business owner, you might have had this thought:

“Social media is overrated. There's no way I can generate leads on there — it's a joke and a total waste of time.”

Honestly, I had those same thoughts, same doubts, but LinkedIn isn't like other social media platforms.

Far from it.

LinkedIn is above the rest, offering the potential for high quality leads.

See, you probably got this book because you're going through some challenges with LinkedIn, and you're wondering if you're doing things wrong...

Or if it really is just a waste of a time.

Maybe you heard the success stories and thought "That sounds easy, I'm going to do it myself," and then realized...

It's a lot harder than it looks to achieve the results you see others touting...

Google isn't much help, but luckily...

You were somehow able to figure a few things out on your own.

Maybe you even saw promising results for a short period of time, but...

Your momentum stalled out because you lack a proven process.

You don't have a framework to drive results consistently.

And so you gave up.

You went right back to referrals and word of mouth for lead generation, continuing the struggle cycle.

That is...

Until you came across BAMF.

You saw our content, and you thought "Hey, THIS is what I needed all along."

And so you looked for our offer.

Now, you're hellbent on seeing things through.

You want the truth, you want to know if doing things RIGHT is going to yield results...

Or if I'm *just full of it*.

But as someone who grew several large companies...

And actively uses LinkedIn to grow other businesses on a daily basis, believe me when I say this:

The problems you're facing can likely all be attributed to one thing and one thing only...

Not knowing what you don't know about LinkedIn.

For over half a decade, LinkedIn has generated millions of dollars in revenue for my companies, and millions more for my clients.

And if you'll give me a few minutes (or longer, unless you read at *Rain Man* speeds)...

I'll show you how you can do it as well.

I'll give you the tools to generate more leads than you can handle.

All you need to have is a business that's ready to grow.

But first, a little about me...



The name's Houston Golden.

And aside from being the CEO & Founder of BAMF, I'm also the author of *The LinkedIn Bible* (the book you're reading now), as well as 3 other books on LinkedIn, and the creator of *The LinkedIn Influencer Academy*.

Safe to say, I know a thing or two about LinkedIn.

You see, after founding BAMF (one of the largest digital agencies in Silicon Beach) years ago, and running millions of dollars in Facebook ads for clients...

I realized that LinkedIn was our ticket to success.

Let me take you back.

It all started simply enough.

All these B2B companies were making the same mistake:

Burning through massive amounts of monthly revenue on Facebook and Google Ads.

And while no one questioned it because it was just the accepted norm...

I couldn't help but wonder.

"That's an expensive way to grow."

The only other option people had was to rely on word-of-mouth referrals.

And that's just not scalable enough.

Which begs the question:

What is scalable, but also doesn't cost you an arm and a leg every month?

Simple — cold outreach and content.

That's what we did.

And I'm not talking about SEO blog content.

That's a good long-term option, but you need something that delivers results NOW.

So, we took to LinkedIn.

We'd write a couple of short posts on there every week, and BOOM.

They'd go viral. Millions of views.

And it would generate thousands of FREE visitors to our website.

Hundreds of leads, including high-quality clients.

And this happened all the time.

Consistently, with every post.

All for free.

Once we found what worked, we doubled down.

And as time went on, we built our audience...

We grew our network by reaching out to potential customers on LinkedIn — just by inviting them to connect and join our community.

And wouldn't you know, they would see our viral content and jump at the thought of working with us.

It was surprising, seeing the level of popularity we got so easily.

We were so surprised, actually, that we couldn't help but share our knowledge.

Seeing all those other agency owners losing their shirts on overpriced and unqualified leads from Facebook and Google Ads was unbelievable.

After what we'd uncovered?

I mean, we were doubling our revenue every month through LinkedIn alone.

Sure, we got word-of-mouth referrals, but it wasn't our only source of new business.

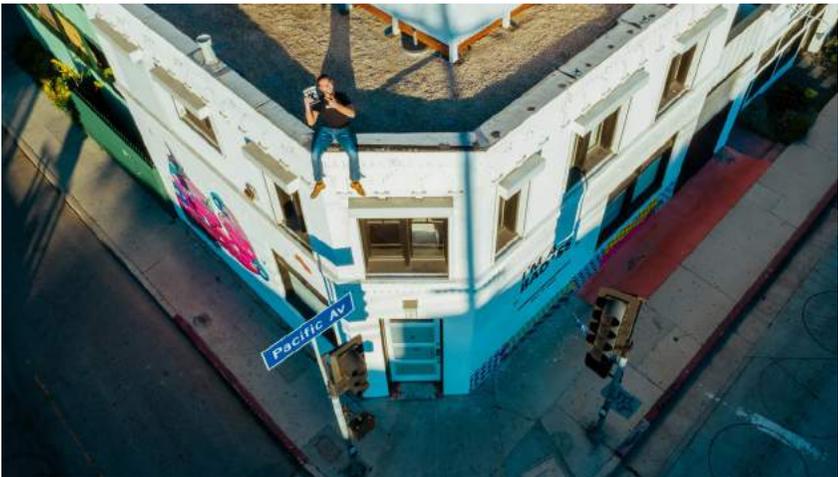
We had an actual formula for growth:

Input content → Output new deal-flow.

Like clockwork.

So, in an unsurprising turn of events, people started asking us to do it for them.

The rest is history.



To date, we've had over 100+ LinkedIn Influencer clients pay us \$5k/mo to handle it ALL for them...

And with the BAMF growth magic behind the scenes...

We consistently catapult our clients to industry influencer status — without fail.

Thanks to the lessons we've learned along the way, we've worked with some of the biggest brands in the world — from recently-funded startups, to Fortune 500 companies, including notable companies like Pioneer, Coldwell Banker, Mindvalley, Loft, Compass, and TED among many others.



And now we're taking these same proven strategies and sharing them with YOU.

We've generated tens of thousands of leads for these companies.

Tens of millions in revenue.

So... collecting everything into a proven one-stop program just made sense.

And not only did it make sense...

It's been something I've been working on secretly for YEARS.

In fact, I've been waiting to release this book until it was PERFECT.

Until I was 100% sure it would work for anyone who followed it.

And really, it's always killed me (pained my heart for real) that so many of the people who applied to work with us simply couldn't afford our services.

I've wanted to help them, but didn't have something scalable to offer at a price point below \$5k/mo before now.

I hated turning away founders who wanted our help...

So I've been formulating with our team, advisors, and clients to come up with the ULTIMATE training program...

One that'll help us scale our impact to empower millions of founders through our knowledge and tactics...

One that'll create more jobs for thousands of people all over the world.

But most importantly,

A program that will blow your mind with how much it'll grow your business.

There, now you know the lifetime mission.

We want you to be a part of this growth movement.

Because we want to make sure YOU take your best shot on LinkedIn.

We want everyone to see that you don't need to spend thousands of dollars on Facebook Ads just to generate jaw-dropping sales numbers.

It sounds ridiculous, but... you can't argue with our success.

And frankly, seeing these kinds of results consistently got me thinking...

“What if I shared EVERYTHING I KNEW about how to get high-quality leads on autopilot using LinkedIn?”

A tried and true formula that would drive qualified B2B leads with little to no effort.

Over and over and over... again.

Seems too crazy, right?

Well, that's exactly what I'm doing.

And that's what we're teaching you how to do now.

Because let me tell you...

Once we figured this all out, I couldn't stop sharing our story.

I couldn't stop helping people by sharing what we'd learned.

Something most people wouldn't have done so freely.

Most people would have the mentality of “I have the upper hand, I’m going to use it to get rich and retire at 40.”

But, if we’re being honest, that’s just not my style.

Where’s the fun in being knowledgeable and skilled, and then not helping others learn?

What’s the entire point in learning these hard-earned lessons...

If you don’t even apply them beyond your own business?

Seeing different businesses thrive because of us, seeing entrepreneurs skyrocket to success thanks to something WE did for them...

That’s what thriving looks like.

That’s how you build an empire, and make connections in the process.

It’s the whole reason I wake up in the morning — to help people reach the level of success that they’ve always wanted to achieve, but haven’t been able to on their own.

Call it my fuel.

So, no, rather than keep these secrets for myself, I figured if they could help me build BAMF...

Then they could help me help businesses large and small.

They could help me help YOU.

So in that light, let me ask you this:

What if I told you that the keys to the LinkedIn kingdom are in your hands right now?

A strategy that works across the board...

No matter what your business is...

What your niche or field is...

Or who your customers are.

The only thing that matters?

You have a business that's ready to grow.

Yep, that's it.

Business owners in every market you can dream of.



- B2B
- SaaS
- Agencies
- Coaches
- Freelancers
- Consultants
- Real Estate
- Personal Brands
- Bloggers
- Marketers

If that sounds good to you, then that means you probably want to build up your company.

You want to make waves and get the results you deserve.

Well, that's what BAMF is all about.

I'm stoked to share everything you NEED to know right now... in this book.

Written around 4 CORE PILLARS that have helped me generate millions over the years, this book is guaranteed to explain everything you need to focus on if you want to drive quality leads and become a thought leader on LinkedIn.

1. You MUST have a hyper-optimized profile that proves your credibility.

This means knowing what makes up a good profile image and banner, figuring out what goes where in each section of your profile, and understanding how to write your bio in a way that not only captivates and piques the curiosity of your audience... but elevates desire for your offer as well.

2. You MUST have the right outbound prospecting strategy.

As it turns out, knowing WHO you're targeting is only half the battle. You need to know HOW to communicate clearly and persuasively enough to hook them (key decision-makers) — without being pushy or annoying.

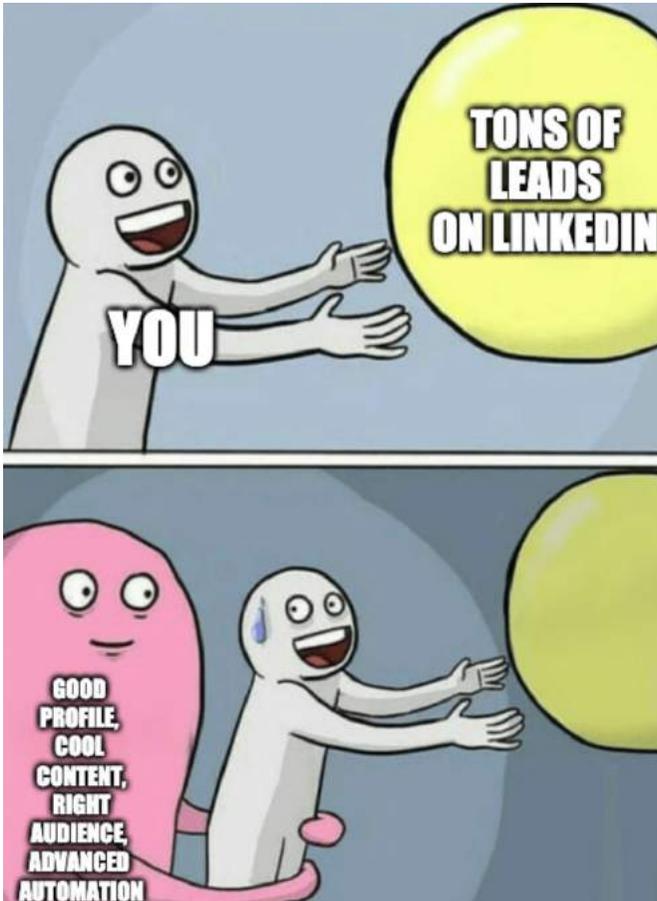
3. You MUST have the right viral content strategy.

This includes understanding what type of content does well on LinkedIn, knowing what to repurpose and how, AND how to best optimize everything for MAXIMUM viral potential (so your posts don't flop and embarrass you).

4. You MUST have a dialed in sales process to make money

Sales... This is what makes all your effort worthwhile in the end. Otherwise, you'll be in it just for the vanity metrics and that's not going to sustain you long-term. This includes understanding your offer — your price point — your customer personas and what their major pain-points, objections, and hurdles you'll need to overcome to get them to bite at your offer.

Once we dialed this in (and it took a super long time!), we managed to build a proven process that easily turns our clients into LinkedIn Influencers.



But let's go back for a second.

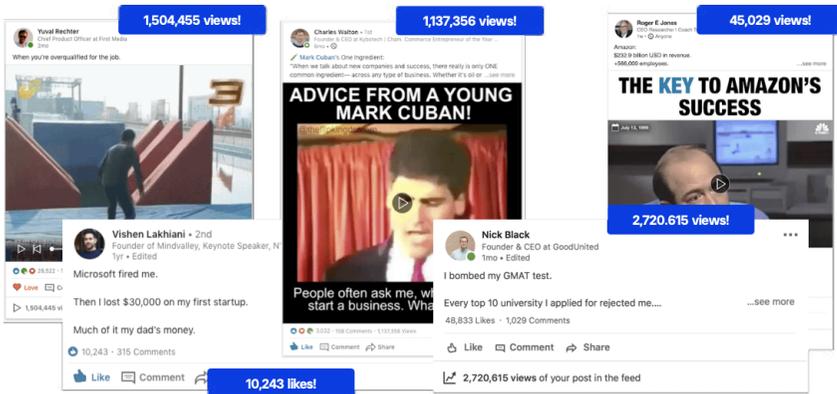
Let's talk about how you get noticed in the FIRST place...

And how we stuck our flag in the ground and landed the BAMF name on the global map.

This is the biggest defining factor of all...

Meticulously planned viral content.

The kind that has generated over 350M+ organic views so far.



And that's really only the tip of the iceberg.

If you take a look at these screenshots, we've driven crazy results for growing companies using these cutting-edge LinkedIn techniques.

See, the strategies you'll be learning... These aren't just any ordinary tactics that you can search for on Google.

Far from it.

You won't find insider tips like these anywhere, really.

We developed all of these techniques in-house at BAMF...

And use them to help hundreds of businesses...

I'll start by teaching you how to optimize your LinkedIn profile for more leads.

This goes far beyond selecting profile images.

We're talking... the tools, steps, and copy strategies that compel people to convert. Deep psychological triggers that make prospects act.

Then, I'm going deep into the key steps business owners need to take when building a highly-targeted audience for LinkedIn prospecting.

Because let's face it, you're never dealing with a single decision-maker. This is B2B we're talking about — there's a lot of stakeholders involved.

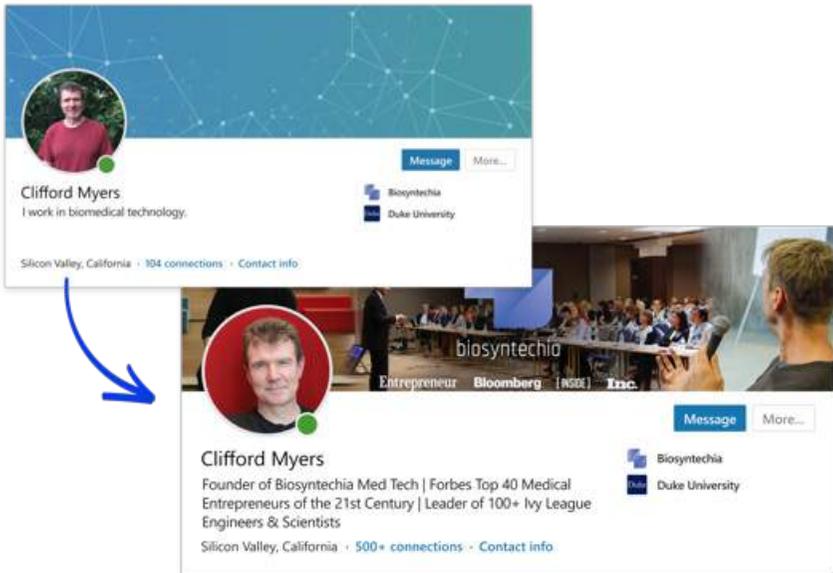
But most importantly, I'm going to show you exactly what makes LinkedIn content go viral, and why it matters.

Sounds pretty great, right?

Now imagine if your profile was transformed into influencer status overnight.

It's possible.

Here's what that looked like for Clifford (he's one of our clients).



And that's just one example (we'll even give you the Photoshop templates).

Have you ever wondered what would happen if your business had dozens highly-targeted qualified leads coming every single month?

I bet your sales team would buy a new Lambo from all the commission checks they're getting (depending on their comp plan).



But all jokes aside...

I always wondered what would happen if more people got to experience the same results that our clients do.

So I spent a long time compiling all of our research...

And I mean, a loooong time.

I literally went into the basement and didn't come out for months.

Poured tens of thousands of dollars... and hundreds of hours on this research.

Heck, finishing this project (and the stress that came along with it) had me fully ready to admit defeat.

But, seriously...

This project almost took everything I have.

And now? I'm giving it all to you.

One book to rule them all.

Right in your hands.

The LinkedIn Bible.



Revealing all (yes, ALL) of our LinkedIn lead generation secrets, process steps, and tips that are sure to fill up your pipeline with more leads than you can handle.

I guarantee if you use these tactics, you'll get the kind of life-changing business results that we've had through LinkedIn...

But only if you really apply them.

Which means if you've been struggling to get leads from LinkedIn on autopilot...

You're right where you need to be.

You just need to commit and follow a proven system.

Because if you do, you'll learn:

What you need to change, and how to do it, step-by-step...

Smart ways that save you time (like repurposing highly-engaging content without annoying people)...

And how to use proven templates that actually streamline your messaging, boost your emotional appeal, and get you converting more than ever.

So, I really want you to be one of the hundreds (if not thousands) of people who benefit from this valuable information.

I want LinkedIn to be a lead generating platform that'll drive you sales, period.

You might be asking...

"Houston, have you lost your mind?"

"Why are you giving away so much valuable information for free?"

"What if your competitors take all of this and run with it on their own?"

And if I'm being 100% transparent with you, would be "*competitors*" the least of my worries...

I'm just glad YOU are reading this book.

What a year, right?

We've all been working from home, in our most comfortable sweatpants, and honestly...

Going out for groceries feels like a REAL outing (who would have thought?).

But all jokes aside...

I really hope you're staying super safe out there.

I hope you're doing well, despite the craziness of 2020.

I know it's hard to stay optimistic sometimes — every business and entrepreneur we know are going through it right now....

So you're definitely NOT alone in this....

But that being said, I wanted to explain that despite the circumstances, we're still here for YOU.

Our mission has always been to EMPOWER entrepreneurs to achieve their goals...

So we want to help you skill up and build your business, now more than ever.

And honestly...

We can't think of a better way than by giving you access to all the best tactics we have.

You have everything to gain, and nothing to lose.

Inside this book, you'll be getting a peek behind the curtain.

A play-by-play of what you need to do and how...

Something we normally do for clients and charge AT LEAST \$5k a month.

It's chock full of insider tips we normally don't share publicly...

So we're talking over \$5k worth of value... for FREE.

That's crazy.

Here are just SOME of the secrets you'll discover in this book...

How to Build A Truly Highly-Targeted Audience That'll Buy Your Stuff On Autopilot...

A step-by-step guide to identifying exactly who your ideal customers are on LinkedIn (And how to crack open discussions by tapping into whatever is already on their minds.)

An in-depth look at how to get your ideal customers to STOP when they hit your profile. (Hint: It has everything to do with the first 300 characters they'll read.)

A string of easy tricks that help you tap into your dream customers' pockets. (And discover the patterns that get them to convert without fail).

How to Create Authentic Viral Content to Build Trust And Generate Dozens Of Leads Every Time Your Post...

A guide to creating viral content that tells a strong narrative and builds you up as a thought leader. (And how to take the attention this content generates and lead prospects STRAIGHT into your sales funnel.)

A simple content guide that's guaranteed to get you a reliable funnel flow of interested prospects. (This is hands-down the best process for building a steady stream of content that you'll have no trouble going viral with.)

A step by step process to learning exactly how to write content that makes readers engage. (So you can respond and welcome them into your funnel FASTER.)

How To Transition Your Audience From Readers Of Posts To Qualified Prospects In Your Sales Pipeline...

Including the THREE strategies you should employ every time you're trying to translate those juicy sales off LinkedIn. (That's right, only 3 major steps to finally converting more leads than ever — guaranteed).

An entire list of proven LinkedIn outreach templates for every B2B prospecting scenario imaginable. (So you're never wondering what to say, when, or how, ever again — I spell out EVERYTHING for you).

The best way to use content to gauge who might be interested in your offering. (And an inside look at the tools you can use to make the entire process even easier so you can quit wasting time fishing for unqualified leads).

But let me put things into perspective even further anyway.

Have you ever found yourself saying, or thinking these words?

“I don't know how to turn qualified leads into sales.”

If the answer's a yes, then you definitely have your hands on the right book.

It'll teach you all of this, and so much more.

Remember, by the time you're done with this book, you'll...

Learn how to **hyper-optimize your LinkedIn profile** for more leads.

Discover the main steps you need to take when **building a highly-targeted audience** for LinkedIn prospecting.

Fully understand what makes LinkedIn posts go viral, why it matters, and **how to write predictably viral posts**.

And you'll have plenty of time to soak up the knowledge, follow the steps, and scale up your LinkedIn into a qualified lead generation machine.

Too good to be true?

“Alright, so what’s the catch?”

There is NO CATCH.

None. Zilch. Zero.

And here’s why:

I really am appreciative of the support that BAMF has gotten over the years.

Because honestly, we would be nothing without the support of our amazing community, Facebook group, and LinkedIn family.

We love having clients that genuinely think and speak volumes about us.

We love knowing we’re the growth engine behind some of the largest companies in the world.

It makes us feel like what we do is worthwhile...

And so it doesn’t hurt me to share some of our top-notch secrets for free.

I know that if I get them in your hands, then you’ll be excited to work with us in the future.

It’s kind of a double-edged sword, I won’t lie.

On one hand, I'm losing money by offering you this, but on the other, I'm gaining a high chance that you'll become a loyal client, raving fan, or engaged community member later.

I can guarantee that you'll love this book...

And if for some reason you really just don't, I'll return your \$9.95 shipping and handling fee, and let you keep the book anyway.

Yeah, you read that right, I'll let you keep it. You don't need to send it back. It would be way more cost-effective for me if you just kept it.

All you have to do is email me and I'll give you your money back without asking you a single question.

Here's my personal email just so you have it handy: houston@bamf.co

Does that sound fair to you?

Well, before we go on, there's something you need to understand right here and now.

And I'm dead serious about it.

Because not understanding this first could make or break your business.

So if you take away anything from this book, let it be this:

The lessons are only half the battle.

Knowing how to write a solid headline, or optimize your header image — that's a start.

But the trick lies in being able to apply that knowledge in practice.

Being able to understand, fundamentally, what people want to see from you and your content.

Because if you can do that...

You have the keys to the kingdom...

All you have to do is unlock the gate.

No one can touch you if you learn and apply the knowledge.

No one can get in your way once you really understand your audience and what they need and want from you.

So if you're ready...

And can't wait to dig into all of it...

Then let's get to it.

Don't let me take up more of your time.

Stay Golden,

Houston

CHAPTER 01

ADVANCED PROFILE OPTIMIZATION

LAYING THE FOUNDATION

Without a doubt, laying a solid foundation for all your future LinkedIn efforts leads to success.

And our goal is to turn you into a badass.

More specifically, turning your profile into a high-converting, lead generating, personal landing page for your business.

Something that really builds your brand and gets you leads on autopilot.

To kick things off, we'll ensure your profile is engaging from the start, so as unsuspecting potential prospects scroll through their feeds...

You're primed to capture their attention and pique their curiosity enough that they'll click through to view your profile ...

Later on, we're going to teach you how to create engaging content that will get you noticed in the newsfeed, and earn you the love and respect of your audience by delivering a crap-ton of value...

But before we do that, let's start with the basics.

We're going to ensure your photo, headline, and entire profile is fully-optimized so that traffic and engagement on your content doesn't go to waste.

We want to make sure that when your content gets noticed... YOU get noticed.

This way, your face becomes recognizable, your headline memorable, and that'll frame your content with authority and a clear call to action on how you can help them further.

That's how you prove you're worth being on their network.

That's how you turn connections into sales.

The benefits don't stop there, either — your outbound efforts will benefit tremendously as well.

As a result, your connection acceptance rates will spike up, giving you the sales opportunities you've been struggling to get by yourself.

Let's get right to the specifics on how we can pull this off.

GETTING READY TO CRAFT A BADASS LINKEDIN PROFILE

Ever wonder what makes a rock-solid LinkedIn profile that makes people want to add you to their network, engage with you, and work with you?

Well, there's a lot that goes into it, mainly because LinkedIn is always adding new profile features.

Go figure.

The good news is that there are some elements that never change. As long as you pay close attention to them, you're kind of set.

Here are the elements you should be keeping track of at all times:

- Your profile photo
- Your headline
- Your header image
- Your about summary
- Your experiences

So the idea is that you optimize all of this, and then find a way to feature your recommendations, publications, and honors or awards — you know, so you're always putting your best face forward.

Let's walk through each one of these just so you know how to optimize everything in the best way possible.

By the end of this lesson, you'll know all the best practices — the same ones we use here at BAMF to create powerful LinkedIn profiles for clients all over the world.

ELEVATE YOUR PROFILE PHOTO

First thing's first — profiles that have photos generally receive 21 times the views and 36 times the messages as those who don't select any image.

So, if you have something up there, even something grainy and old, you're still doing better off.

That being said, it's important to get your photo right, since this IS a SOCIAL network, designed to potentially land you new deals.

Here are some quick tips:

Capturing A Great Profile Photo

Profiles with photos receive 21x the views and 36x the messages of those lacking an image.

- Make It Professional
- Make Sure It's Well-Lit
- This Picture Is About You
- No Full-Body Shots
- Make Sure It's Crisp & Clear

And just because I like you, here's some more.

- Make sure your photo is professional. If it features you at a bar, or wearing a wetsuit fresh off your surfboard, then it's probably not a good idea (what a shame).
- Definitely make sure it's not blurry. Low quality picture-taking in this day and age makes you seem incompetent, and no one likes that.
- Use some good lighting, like all those stylish Instagram people do. This ensures there's no harsh shadows on your face, making you seem angrier than you really are.
- Make sure the picture is about you. That means no group photos, avatars, or cartoon versions of yourself. It needs to be the real, professional YOU.
- Smile more, even if you're the serious type (no problem with that). When you don't smile in photos, you kind of come off stiff, or uptight, which alienates people. That's the opposite of our goal here. (☹️-> 😊)

Now that we've covered that, here are some of the most common mistakes that I see that... well, just really need to stop.

- Full body shots. We get it, the gym has paid off, and you love your physique. But when people see you on LinkedIn, what they really want to see is the head and shoulders. It allows them to see your face clearer, making you seem approachable.
- Uploading anything other than a moderate closeup. That's right, these LinkedIn profile images are only going to be blown up larger when someone is snooping on your profile. Otherwise, you're a tiny circle on a screen, especially on mobile. Unless your photo is taken decently close, you'll be blurry and off in the distance somewhere.
- Using a super grainy photo. With high quality cameras being so readily accessible these days, there's no excuse for this. All it does is distract from you — the complete opposite of what you want.

HOW TO TELL IF YOUR PHOTO'S GOOD

Research has shown that we're very bad at perceiving how other people judge photos of us.

Like, pretty bad.

Translation: whatever you *think* people perceive from your photo is probably completely wrong.

And it's not just you — it's everyone.

Ask anyone out and about what they think people are perceiving about them, and you'll likely nod, let them finish, and then clue them in.

Which all leads to the point here...

Whatever image of yourself that you consider the *best*, is not the same one others would pick of you.

In other words, we need to get around our own biases about ourselves.

Enter **Photofeeler**.

Photofeeler - Software Walkthrough #1

This tool allows us to quickly survey others to figure out what they think about our photos.

You know, because we can't be trusted to do it for ourselves...

So think of this tool as a window to the other side. It clues you in, so you can put your best face forward.

Literally.

To get started, go to [Photofeeler.com](https://www.photofeeler.com), and click the "Get Started" button in the upper right-hand corner.



What are your photos saying about you?

Stop guessing, start testing. Choose your **business**, **social**, and **dating** photos using the world's #1 photo testing tool.

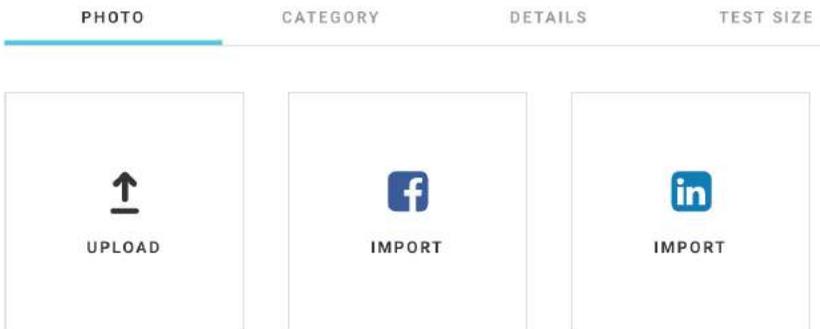


Already using Photofeeler? [Login](#)

Then sign up for an account. If you sign in with LinkedIn, you can skip all the tedious parts — up to you.

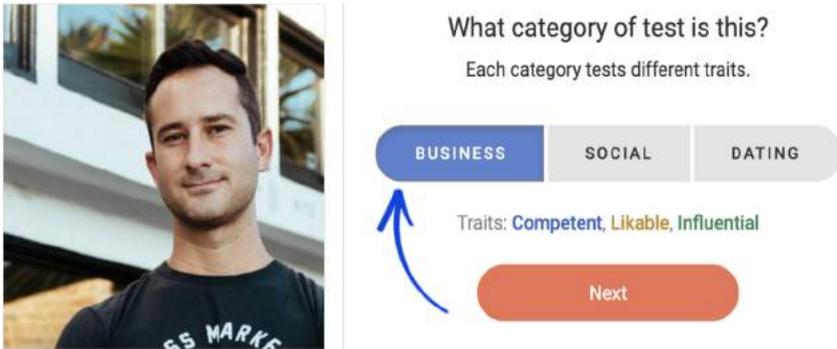
Once you're logged in, you'll see a few options to upload photos:

From your computer, Facebook, or LinkedIn.



Once that's done, you'll pick a category to be evaluated against. Either Business, Social, or Dating.

So for now, let's pick Business. We'll be evaluated on Competence, Likability, and Influence.



At this point you'll be prompted to specify your job title — it gives voters more context. Then you'll select the test level you want from a variety of options.

I recommend the Standard Test, or anything higher. You get more objective results.

Which test size?

	Karma Test Free Earn votes by voting on other users' photos.	
	Rough Test 10 Credits / 10 votes Quick-and-dirty; just get a few opinions.	
	Standard Test 20 Credits / 20 votes More statistically-relevant results.	
	Precise Test 40 Credits / 40 votes Get very statistically-accurate results.	
	Very Precise Test 80 Credits / 80 votes Get near-certain results.	

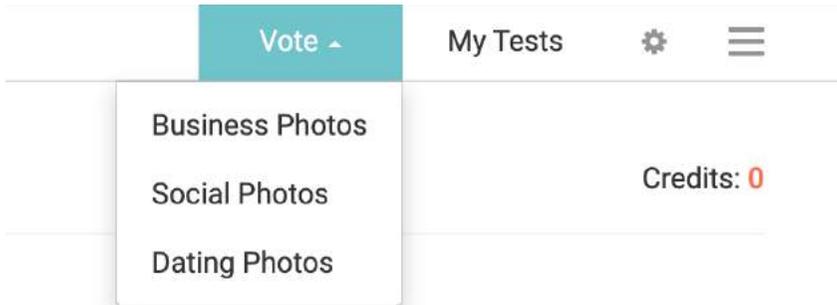
[Get Credits](#)

To take your test live, you're going to need some credits. That means you have two options:

1. Just buy some credits. They're \$19 for 100. That's all you need to run a live Standard Test.

<p>40 Credits</p> <p>\$9</p> <p>Buy</p> <p><small>SSL-Encrypted Secure Checkout Powered by Stripe</small></p>	<p>100 Credits</p> <p>\$19</p> <p>Buy</p> <p><small>SSL-Encrypted Secure Checkout Powered by Stripe</small></p>	<p>250 Credits</p> <p>\$39</p> <p>Buy</p> <p><small>SSL-Encrypted Secure Checkout Powered by Stripe</small></p>	<p>650 Credits</p> <p>\$79</p> <p>Buy</p> <p><small>SSL-Encrypted Secure Checkout Powered by Stripe</small></p>
--	--	--	--

2. If you're looking to save some cash, earn credits by voting on other people's photos. Click the "Vote" dropdown in the top navigation, select a category (any), and vote.



Once you rack up enough credits, run your own live test for any photos you're considering using.

Then, just leave it alone for a while. The results take time, but Photofeeler sends you an email when the tests are complete to keep you in the loop.

A fair word of warning though — the results might be a little unexpected.

Here's what happened when I ran these four different photos (all of which I've used as my LinkedIn profile photo in the past) through Photofeeler and had them rated in the business category.



Surprisingly, strangers feel my photo appears more competent, likable, and influential with the natural light and real background standing in front of our building compared to the exact same photo with a simple gradient blue background.

And my most “likable” photo had me smiling the biggest while also holding my dog, Veni...

Go figure!

But instead, his ratings in competence, likeability and influence spiked with the informal photo.

It’s not exactly something we ever would have recommended ourselves, but it goes to show that surprises do happen. Be prepared to be proven wrong.

Once you’re done with this step, and pick out your photo, it’s time to upload it onto your LinkedIn profile.

Boom, done.

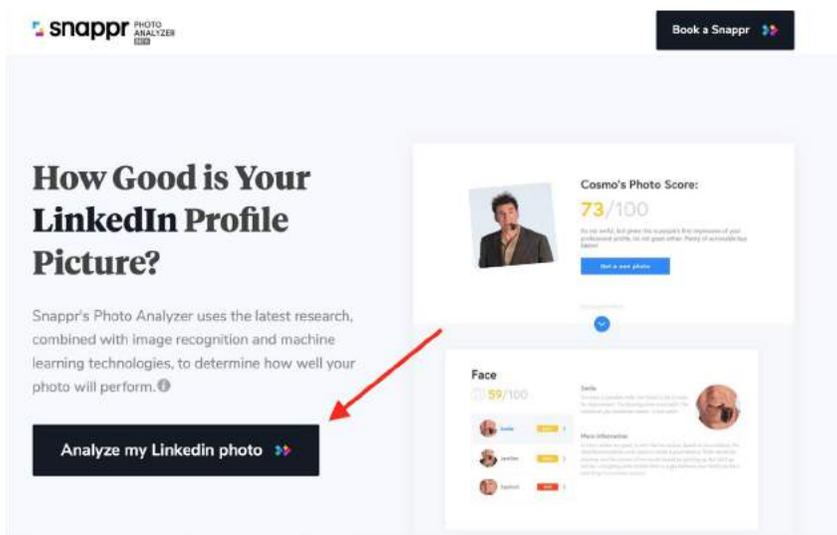
But we wouldn’t be BAMF if we didn’t teach you how to use Artificial Intelligence to take things up a notch...

Snappr Photo Analyzer – Software Walkthrough #2

Alright, let's dig into **Snappr Photo Analyzer**.

There's a reason we use this tool all the time — it's honest. If you can do better, it'll tell you, straight up.

To start, go to <https://x.bamf.co/snappr> and click “Analyze my LinkedIn Photo” button. Then log in with your LinkedIn account.



It'll scan your photo using A.I., then spit out a report with an aggregate score and some detailed feedback on your face, composition, and editing.

Note, when it criticises your face, it'll do it based on the photo itself, not your normal, daily facial expressions. So, pick something where you're not squinting up at the sun, or something.

Face  58/100

- 
Smile
BAD
>
- 
Jawline
PERFECT
>
- 
Squinch
OKAY
>

Smile

You're not really smiling at all. A smile can do wonders for people's perception of your photo, so give it a try! Your smile is a laughing smile with a gap between your top and bottom row of teeth. This is not good for people's perceptions of your competence and influence. Your smile is pretty much flat - raise the corners of your mouth.



More information

In short, smiles are good, so don't be too serious. Based on the evidence, the ideal business photo smile needs to strike a good balance. Teeth should be showing, and the corners of the mouth should be pointing up. But don't go too far - a laughing smile (where there is a gap between your teeth) can be a bad thing in a business context.

Otherwise, buckle in. This tool isn't for people who don't do well with harsh feedback.

We recently hosted a LinkedIn-focused event for the Santa Monica Bar Association, and I did a live audit of a profile for the audience...

It got some laughs for sure.

So, try not to take it too personally — it's not like another human is badmouthing you or anything.

It's just an A.I. roasting your face.

Plus, all negativity aside, the feedback is insightful, offering on-point recommendations, so you always walk away knowing what was wrong, and what you can do better next time.



Houston's Photo Score:

72/100

Its not awful, but given this is people's first impression of your professional profile, its not great either. Plenty of actionable tips below!

Share your score

[or upload another photo to analyze](#)

So, because I figured this would be a prime example, let's see what it had to say about an old profile photo of mine.

With an aggregate score of 72 out of 100, it's rated a low average, which isn't exactly great, but also not as poorly rated as I've seen.

The first nitpick? That I should smile more in the photo.

Face  58/100



Smile BAD >

Jawline PERFECT >

Squinch OKAY >

Smile
You're not really smiling at all. A smile can do wonders for people's perception of your photo, so give it a try! Your smile is a laughing smile with a gap between your top and bottom row of teeth. This is not good for people's perceptions of your competence and influence. Your smile is pretty much flat - raise the corners of your mouth.

More information
In short, smiles are good, so don't be too serious. Based on the evidence, the ideal business photo smile needs to strike a good balance. Teeth should be showing, and the corners of the mouth should be pointing up. But don't go too far - a laughing smile (where there is a gap between your teeth) can be a bad thing in a business context.

Fair enough, I see the point.

It also mentioned something about a “squinch”:

“What is a squinch? It's a slight squint, or narrowing of the eye height. It's that balancing point between fully open eyes, which can convey uncertainty, and a full-on squint, which looks like you're staring into the sun. Research on profile photos suggests that a squinch does wonders for people's perceptions of you in a professional context.”

I agree, smiles convey trust. And squinches make you seem confident, and sure of yourself.

Let's see what it says about **composition**.

The background is too busy and distracting...

But it's blurred, so I'm on the fence about that one.

Composition 68/100

-  Zoom PERFECT >
-  Rule Of Thirds OKAY >
-  Background BAD >

Background

We've detected that your background is far from ideal. You need to work on it to create a more open impression and to not distract from that beautiful face! The brightness could be increased a little. The background is way too busy for our liking - we'd suggest something more uniform.



More information

Not every professional profile photo needs to have the same backdrop. However, we have come up with some general rules for ensuring that your background conveys a positive perception and doesn't distract too much from your face. The first is to ensure that it is relatively bright. A bright colour is great, although light grey is also not a bad option. We recommend avoiding pure white, as it can look a little unnatural. Secondly, you should try to keep the background relatively uniform - if there's too much going on, it can be distracting. It's fine for there to be detail behind you, as long as your photographer uses shallow depth of field to give it an 'out of focus' blur.

It also says that the rule of thirds would help here. It's good to move the eye level to slightly off-center so viewers naturally gravitate to that part of the image.

Then, it gives us some **editing tips**.

And I nailed everything except sharpness, so I'll keep that in mind in my next photo.

Editing 89/100

-  Brightness PERFECT >
-  Contrast PERFECT >
-  Sharpness OKAY >
-  Saturation PERFECT >
-  Color Temp PERFECT >

Sharpness

You're not the sharpest tool in the shed, but you're not the bluntest either. This is definitely something worth working on next time.



More information

Sharpness refers to the quality of details captured in a photograph, or to be more scientific, the contrast along edges. The opposite of a sharp face in a professional portrait photo is a soft or blurry one. So to generalise, sharpness is a good thing. And while there are sharpness settings that can be adjusted in photo editing software packages, if a photograph is fundamentally not sharp due to certain photographic choices (e.g. lens, aperture), then there's little that can be done - you can't create detail where there is none.

Here's a Pro Tip: If you want to test a photo that isn't currently up on your LinkedIn profile, scroll to the top of your results page, and select "Or upload another photo to analyze."



Houston's Photo Score:

72/100

Its not awful, but given this is people's first impression of your professional profile, its not great either. Plenty of actionable tips below!

Share your score

[or upload another photo to analyze](#)

So, that's what I did...

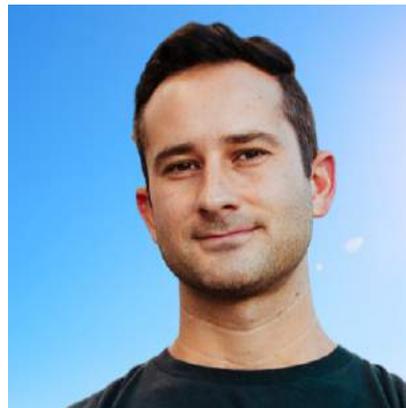
I optimized my profile even further... taking advantage of the “rule of thirds”.

It had been 2 years since my last profile photo update, so this was a huge change. I wondered if people would even recognize me — my last photo received over 25 million impressions, probably thanks to my dog, Veni. ♡

BEFORE



AFTER



I had been holding on to this photo for too long. And I didn't want to let go.

But I figured that's just fear talking — just one more limiting belief designed to hold people back anyway.

If something has been working for you, great! But it doesn't mean you won't ever evolve or improve your personal brand image.

Notice how I made my new photo a bit off-center, with my eye level at the intersection of the top-right quadrant (shown below).



75/100 ain't easy. If I smiled more broadly and displayed my teeth, I'd easily break the 80/100, but this is fine for now.

Plus, after the change, I got a lot more compliments.

So, all in all, a useful tool.

Between both of them, Photofeeler and Snappr Photo Analyzer, you can get some valuable feedback.

So, try it out. Test things until you get a satisfying result.

And don't forget to send your results to support@bamf.co for a shot at being featured in our next profile optimization case study.

ClippingMagic - Software Walkthrough #3

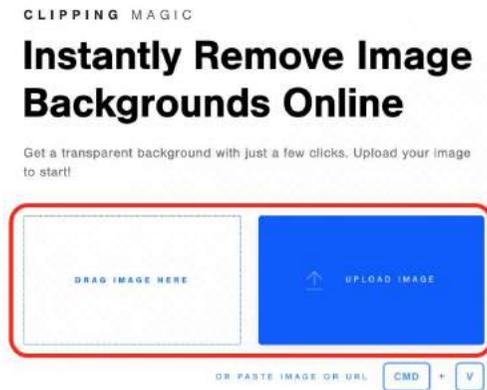
ClippingMagic (<https://x.bamf.co/clippingmagic>) — the software tool I use (almost) everyday.

Let's say you have a busy background on a great photo, and zero Photoshop skills...

Kind of like the opposite of Brian Lovelace (<https://x.bamf.co/brian>), our Creative Director (a photoshop wizard who vows to NEVER use ClippingMagic — we'll be using him as an example just to annoy him!)

ClippingMagic solves that problem.

Just head over to clippingmagic.com, and drag or upload a photo into the tool.



It'll ask you to “mark-up” or “paint” your photo to help the A.I. refine its results.

At this point, you're able to draw a red line on sections that you want to remove, and a green one on items you want to keep.

And then, in real time, it'll remove the background.

Simple.

There's other tools here too, like the specialized marker for hair, which you can use by pressing “V” on your keyboard. Here's a full

tutorial on it if you need more help with that one: <https://x.bamf.co/clippingmagic-tutorial>

When you're done, you'll end up with a photo that you can download as a transparent PNG.



Layer it on another background of your choice, use a solid color, or just leave it as is. Your choice.

Alright, I'm spent. That's enough about profile photos.

It's time to talk about your headline.

HOW TO OPTIMIZE YOUR LINKEDIN HEADLINE

Most people are well aware that their headline appears on LinkedIn profiles, say when someone visits it.

But the truth is headlines are front and center all the time.

They're right alongside your image and name, wherever you appear on the platform.

So, if you're posting in the feed, people will see your name, picture, and your headline.

When you comment on people's posts, they see it right below your name.

Which means headlines really matter. It's how you get people's attention. Without it, they won't click into the rest of your profile.

That's why it's the second most important thing, after your profile image. 🙌

We're going to cover a few of my best formulas that help with crafting attention-grabbing headlines.

The first?

A job title.

The Job Title Tagline

This one is for power moves only.

This one is perhaps the most straightforward headline formula out there, as it's simply your title + your company. This works well when you hold a prestigious position at a well-known company.



Here's an example. The CMO at G.M.

It's straight forward, short and simple — only used by those with a prestigious position at a really well-known company.

And it's combinable with several *other* formulas, so you can build on it, if that's your thing.

Another formula is to focus on one major achievement.

The Major Achievement Tagline

Be known for your main thing.

This tagline focuses on an accomplishment, and is typically used when you're best known for one thing. For instance, Stephen King might have the tagline "Author of 20+ NYT Best Selling Novels", while Michael Phelps might have the tagline "U.S. Olympic Swimmer with 28 Medals".



Take a look at Tony Robbins’s profile. He starts it off with “#1 New York Times bestselling author.”

A big achievement. It’s going to interest a lot of people.

This is a good tactic to you when you’re really well-known for one thing.

For instance, Stephen King is known for being a prolific author, so his headline could be “Author of 20+ New York Times bestselling novels.”

Michael Phelps could use “U.S. Olympic swimmer with 28 metals.”

Another headline formula is what I call **the tangible benefits formula.**

The Tangible Benefits Tagline

Tell people what you can do for them.

The tangible benefits headline is focused on who you serve, and what you can do for them, trying to make it as concrete as possible.

Daniel Doan · 1st
Conversion Copywriter — I write high-converting web copy for B2B, SaaS, and eCom brands (10+ Years Experience)
Greater Los Angeles Area · 500+ connections · Contact info

This is when you focus on who you serve and what you do for them. It’s super concrete and specific, but also short.

The shortest elevator pitch of all time.

The objective is to focus on the high level. For instance, Jake Jorgovan says “I turn consultants into thought leaders through content marketing.”

This approach is gaining traction on LinkedIn because it gets right to it. It tells people your target audience and offers right away, so no time gets wasted.

Another headline formula is **the problem-solution question formula**.

The Question Helper Tagline

Ask your audience if they need something. Then offer to help.

Question taglines invite people to learn more by asking if they need help with a particular problem.

These may start with:

- “Looking for ...?”
- “Want to ...?”
- “Tired of ...?” or
- “Do you need to ...?”



This is James, and he starts things off by asking “Do you need to buy or sell a subdivision?”

Very niche.

Then he injects himself as the solution, simply stating “I can help,” — a solid way of leading the right people to click on his profile.

This is how these question headlines work, they just invite people to learn more.

So you might want to start things out with:

- “Looking for fill in the blank?”
- “Want to accomplish X?”
- “Are you tired of this pain point?”
- “Do you need to get this thing done?”

The final headline formula is called **the contact formula**, which invites someone to contact you.

Kind of similar to the last formula.

The Contact Me Tagline

Just put your contact info right in the tagline.

Contact taglines invite people to reach out to you if they're facing a particular issue.

For instance, you might say:

"Contact me if you need help growing your home services business - name@website.com".



This includes your email address or website in the headline itself. For example, let's say you write "Contact me if you need help growing your home services business." You could add a dash and your email address at the end.

But the ultimate headline formula that we tend to use for clients is **the combined power formula**.

It includes several elements from the formulas described above, and combines them in a way that positions you as an influencer.

The Combined Power Formula

For when you're ready to achieve influencer status.

It includes several elements from the formulas described above, and combines them in a way that positions you as an influencer.

- **What you do** (*your job title*)
- **What personal mission statement and/or powerful solution** (*why you do what you do*)
- **Noteworthy personal achievement(s)**
- **Personal touch** (*trust factor builder*)



You'll see some examples of this in the before/after cover images coming up, but for the time being, here's a breakdown of a few:

Houston Golden (<https://x.bamf.co/houston>)

“10x Your Personal Brand & Business Growth 🏠 bamf.co/linkedin | Forbes Top 12 Innovative Founders | CEO at BAMF | Dad 🧑🏻”

Ricky Panzer (<https://x.bamf.co/ricky>)

“Founder & CEO @ Future Foundry | Creating Products That Challenge People To Rethink The Way They Live | Teacher at Heart”

Lisa Carmen Wang (<https://x.bamf.co/lisa>)

“CEO, The GLOW | Founder, SheWorx (Acquired)| USA Hall of Fame Gymnast | Forbes 30U30 | Keynote Speaker | Podcast Host”

Towers Wilen (<https://x.bamf.co/towers>)

“Co-Founder of Sable | Empowering financial equality | Y-Combinator S'19 | Columbia MBA | Family Man”

You'll see the examples above follow our “combined power formula”, so if you want to do the same you'll want to formulate it as follows:

- **What you do** (*your job title*)
 - ◆ CEO at BAMF
 - ◆ Founder & CEO @ Future Foundry
 - ◆ CEO, The GLOW
 - ◆ Co-Founder of Sable

- **What personal mission statement and/or powerful solution** (*why you do what you do*)
 - ◆ 10x Your Personal Brand & Business Growth
 - ◆ Creating Products That Challenge People To Rethink The Way They Live
 - ◆ Empowering financial equality

- **Noteworthy personal achievement(s)**
 - ◆ Forbes Top 12 Innovative Founders
 - ◆ Founder, SheWorx (Acquired) | USA Hall of Fame Gymnast | Forbes 30U30 | Keynote Speaker
 - ◆ Y-Combinator S'19 | Columbia MBA

- **Personal touch** (*trust factor builder*)
 - ◆ Dad
 - ◆ Teacher at Heart
 - ◆ Podcast Host
 - ◆ Family Man

KNOWING THE ELEMENTS OF A PROFILE



Above The Fold

- Profile Image
- Cover Image
- Headline
- Services Provided

Directly Below The Fold

- About Summary
- Featured Links & Media

About

ABOUT SUMMARY

Want to grow your business or become a LinkedIn Influencer? Get in touch  houston@bamf.co 

The name's Houston Golden.

I'm the Founder & CEO of BAMF — a company I've grown from \$0 (yes, really) to well over \$4M in revenue over a span of 3 years.

How did I do it? Well, it's quite simple, really.

I've helped hundreds of business owners and executives get major traction on LinkedIn (because when they win, we win).

Our proven process has turned hundreds of unknown founders into LinkedIn Influencers, capable of churning out viral content and generating over 350M+ organic views. 

Using my growth hacking mindset and drive to win has proven beyond essential to our business here at BAMF...

These days, we're driving ROI for growing companies using cutting-edge content and growth marketing tactics. We basically turned being a "growth hacker" into a career.

No wonder we're best known as the masterminds behind some of LinkedIn's top influencers.

To me, LinkedIn is more than just a social media platform.

LinkedIn is unlimited potential.

Learn more here  www.bamf.co

Featured

FEATURED IMAGE LINKS

See all  



Join The Community of Badass Marketers & Founders (BAMF)
BAMF Media
Excited to see you inside!
Hey BAMFs! Houston, founder of BAMF her...



Our Ultimate Written LinkedIn Training System - 100% Free
bamf.co
Looking to grow your business on LinkedIn? Start here. The LinkedIn Bible has everything...



Join The Linkedr BAMF Academy | bamf.co
Get all of our Link easy-to-understa

Experience



**EXPERIENCES
& JOB ROLES**

BAMF

Founder & CEO

BAMF.co · Full-time
Jan 2017 – Present · 3 yrs 6 mos
Venice, California

Surprisingly effective growth marketing for badass business owners.
10X your brand with the world's finest LinkedIn influencer marketing services.

A few of the companies we've helped...

Pioneer, Compass, NERD, Mindvalley, Tenzo Tea, Loft, O-Live & Co, Unicorn Snot, FCTRY, Deputy, Wine Access, BEAR Powerfoods, Newchip, Pininfarina, Foursixty, KlientBoost, Data Science Dream Job, and many many more... [...see more](#)



BAMF



BAMF Covid-19 Care Package



Book Author

Houston Golden · Full-time
Jan 2019 – Present · 1 yr 6 mos
Venice, California

Our Ultimate Written LinkedIn Training System - 100% Free
Looking to grow your business on LinkedIn? Start here. The LinkedIn Bible has everything you need to start mastering your influence on LinkedIn.



Our Ultimate Written LinkedIn Training System...

**EXPERIENCE
LINKS**



Below The Fold

- Experiences & Job Roles
- Experience Links

PROFILE IMAGE DIMENSIONS

LinkedIn Profile Picture: Size - 400 x 400

LinkedIn background photo: Size - 1584 x 396

LinkedIn post image: Size: 1200 x 1200 (desktop) & 1200 x 628 (mobile)

Optimized Profile Link Image Dimensions: 638px x 426px

How To Optimize Your Profile Header Image

Alright, the next thing to tackle is the header image.

That's the big horizontal image that goes above your profile, but behind your photo.

It's valuable real estate, the first thing people see when they click into your profile. Think of it as a chance to stand out.

How To Use The Header

The most visually stunning part of your LinkedIn profile is the large header image at the top - 1584px x 396px to be exact. There are several good options for how to use this space:

- Event Photos (Particularly of you speaking)
- Group photos of your team
- Custom graphics with a call to action
- Social proof (awards, testimonials, etc.)

There's no scrolling involved, it's right above the fold. Visitors don't need to click expand, or read anything unless you add text in it, so...

It's really about conveying something visually.

And at **1584 pixels wide by 396 pixels tall** (recommended), it's going to take up a nice chunk of your page.

So, let's go over a few examples of how to get your LinkedIn banner rockin'.

Firstly... **event photos.**

If you're speaking, or if it's a company event, you should be showing off that photo.

Any photo of you speaking in front of a crowd instantly visually conveys that you are a thought leader. Someone that people trust and listen to. This is the ideal type of photo to use in your header image if you can.

If you haven't spoken in front of a crowd yet, here's a simple hack:

Invite some friends and family over for a barbecue in your backyard... set up a podium... and hire a photographer to snap some photos.

BOOM.

Instant credibility.

(just kidding — do this at your own risk!)



Another option is to use **group photos of your team**.

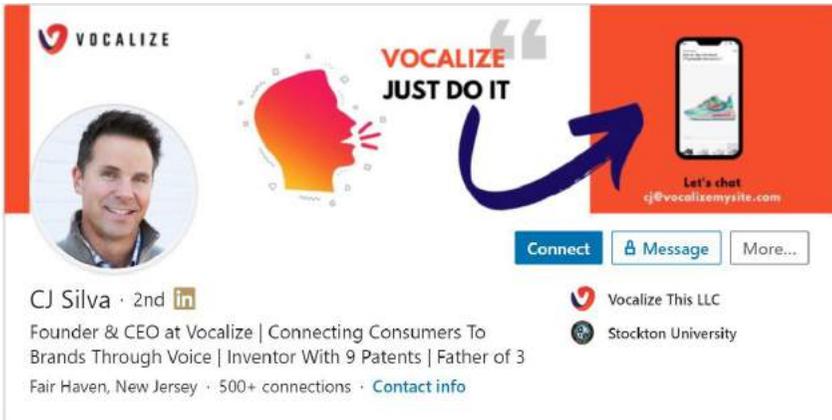
If they're impressive, feature everyone there, so people can see you're growing a big company.

Photos of you leading a team meeting or working with your team also do well because they instantly convey that you're a leader.



Another example you can use is **custom graphics with a call to action.**

These are great if you don't have any good photos of yourself speaking or with your team.



Graphics help, especially if it encapsulates your service or product.

That way, you can include a link to your website, inviting them to learn more.



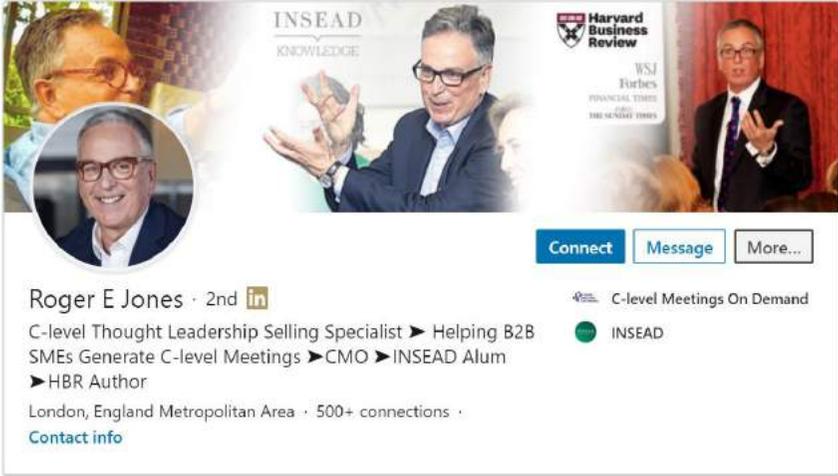
And this last client, Towers Wilen, also didn't have any speaking or team photos... But they had some impressive press mentions and other accolades that we were able to feature to make it stand out as an all-star profile.

Not too bad, right?

You can also use your header as **social proof**.

We did this in the profile above example with a custom branded graphic, but also for Roger Jones below and combined with other images of him speaking at events and with his clients.

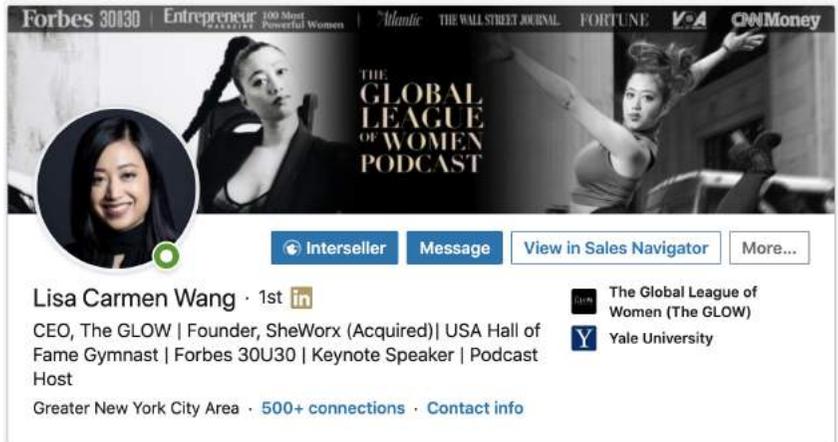
For Roger Jones, we featured his press publications (Harvard Business Review, WSJ, Forbes, Financial Times, The Sunday Times).



The profile for Roger E Jones features a top banner with three images: a circular portrait on the left, a central image of him speaking with 'INSEAD KNOWLEDGE' text, and a right-side image with 'Harvard Business Review' and 'WSJ' logos. The profile text includes his name, title 'C-level Thought Leadership Selling Specialist', and a list of roles: 'Helping B2B SMEs Generate C-level Meetings', 'CMO', and 'INSEAD Alum'. It also lists 'HBR Author' and 'London, England Metropolitan Area' with '500+ connections'. Action buttons for 'Connect', 'Message', and 'More...' are visible, along with a 'C-level Meetings On Demand' badge and an 'INSEAD' affiliation.

Another all-star client, Lisa Wang, had tons of social proof in the form of Press mentions.

We highlighted them all across the top banner of her profile — looks pretty badass to me!



The profile for Lisa Carmen Wang features a top banner with a circular portrait on the left and a large image on the right titled 'THE GLOBAL LEAGUE OF WOMEN PODCAST'. The banner also includes logos for 'Forbes 30U30', 'Entrepreneur 100 Most Powerful Women', 'Atlantic', 'THE WALL STREET JOURNAL', 'FORTUNE', 'V.A.', and 'CNMoney'. The profile text includes her name, title 'CEO, The GLOW | Founder, SheWorx (Acquired)| USA Hall of Fame Gymnast | Forbes 30U30 | Keynote Speaker | Podcast Host', and 'Greater New York City Area' with '500+ connections'. Action buttons for 'Interseller', 'Message', 'View in Sales Navigator', and 'More...' are visible, along with 'The Global League of Women (The GLOW)' and 'Yale University' affiliations.

That's all for Cover Images for now.

If you're feeling a bit lost, no worries. You'll definitely see the full picture at the end of the chapter when we reveal the before and afters of our full profile optimizations.

Let's keep cruisin' along and catch the next wave.

Next stop — your About summary.

HOW TO OPTIMIZE YOUR ABOUT SUMMARY

Time to talk about your **About Summary**.

That's the big block of text right below your profile image and headline.

It gets read often enough — at least the parts above the fold that readers don't have to hit expand or read more to see.

So, it's an important section, especially if you're looking to score more clients or network.

Ideally, what you want to do is share a personal story that highlights how you can help your clients or customers achieve something meaningful and then invite them to contact you.

This section is super important, and perhaps the hardest to get right.

Ideally you'll want to share a personal story that highlights how you help customers get closer to their goals.

Also, right below that, it's great to mention exactly why you're on LinkedIn.

- Are you focusing on networking, speaking, finding a job, or finding new customers?
- How can they contact you?
- What's your call to action?
- Who should be reaching out to you?

Again, we'll be providing examples of how we've done this for clients later on in the “**before and after**” section.

For now, let's talk about what goes at the end of the summary.

It's links.

People tend to...

(BREAK TIME: Okay, before you read on... I know I've been getting a little rambly at this point, but don't worry... we're just getting to the good part! You're almost done with the first chapter, and there's a looooot of things you won't want to miss. Grab a cup of coffee and a surfboard, and let's goooooooooooooooooooooooooooooo.)

Okay, so to continue... Links.

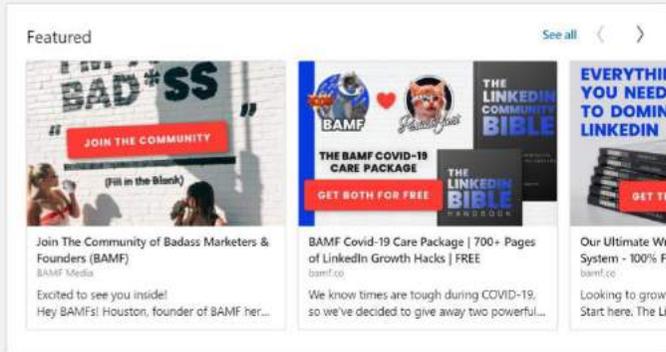
People tend to mess this up. Either they don't include them at all, or they don't optimize their profile links. More often than not, it's both.

Take a look at my profile. You can see the links stand out because I've added images and descriptions.

The one on the left has an image that says get **Join The Community of Badass Marketers & Founders (BAMF)** (<https://x.bamf.co/group>) and then invite them to visit our Facebook group.

I also have a **BAMF Covid-19 Care Package | 700+ Pages of LinkedIn Growth Hacks | FREE** (<https://x.bamf.co/cares>) call to action, which is a link that takes them directly to the landing page to download our free LinkedIn Bible Handbook and join our community to get The LinkedIn Community Bible...

Optimizing LinkedIn's New Featured Links



... if you scroll through my Featured links directly below my about section, you will realize that I've transformed this section into a super optimized click funnel for all of BAMF's most popular products and services.



	<p>Join The Community of Badass Marketers & Founders (BAMF) BAMF Media</p> <p>Excited to see you inside! Hey BAMFs! Houston, founder of BAMF here and I want to personally welcome you to our awesome BAMF community. Our group is one of the largest communities online of...</p>
	<p>Our Ultimate Written LinkedIn Training System - 100% Free bamf.co</p> <p>Looking to grow your business on LinkedIn? Start here. The LinkedIn Bible has everything you need to start mastering your influence on LinkedIn.</p>
	<p>Join The LinkedIn Influencer Academy by BAMF Academy Learn The LinkedIn Secret Sauce! bamf.co</p> <p>Get all of our LinkedIn Growth Secrets in a easy-to-understand video seminar package. Learn LinkedIn from the masters and become a LinkedIn Influencer yourself.</p>
	<p>BAMF Covid-19 Care Package 700+ Pages of LinkedIn Growth Hacks FREE bamf.co</p> <p>We know times are tough during COVID-19, so we've decided to give away two powerful resources for free. The LinkedIn Bible Handbook & LinkedIn Community Bible will</p>
	<p>LinkedIn Influencer Program by BAMF.co Generate Leads & Get Millions of Views On Autopilot bamf.co</p> <p>Ready to take your business influence and savvy to another level? Become a LinkedIn Influencer with BAMF Media to bring in massive views on your profile that translate to massive sales in real life.</p>

These images help me stand out in a huge way compared to 99.99% of other LinkedIn profiles, so I highly recommend adding images to your profile links.

Most importantly, they help me convert profile visitors into community members, book sales, academy members, leads, and ultimately new clients... which is the goal if you're on LinkedIn after all.... to grow your business.

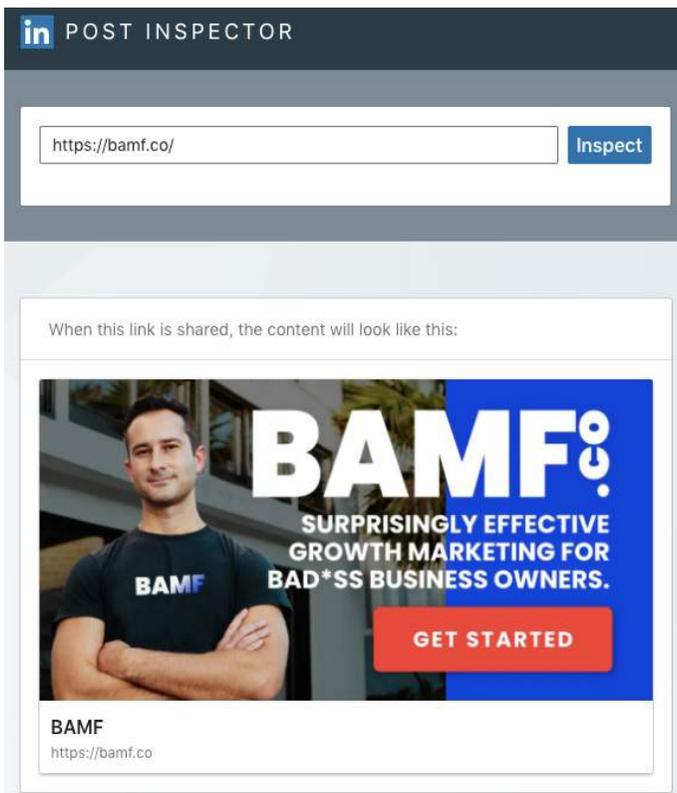
If you don't have a call-to-action or conversion goal in mind, then why are you really driving people to your profile other than for the vanity metrics?

LINKEDIN POST INSPECTOR – CUSTOM PROFILE LINK IMAGES – SOFTWARE WALKTHROUGH

Here's a quick tip to optimize the featured images on your links.

LinkedIn developed a tool called the Post Inspector that lets you see how links will appear in the preview before posting.

For instance, here's what it looks like when I send someone a link to our website within a message on LinkedIn:



Go to <https://x.bamf.co/post-inspector>, and keep testing your custom image and refreshing via the Post Inspector to preview the updated links before finalizing and saving your new image links.  -> 

Depending on the landing page or website builder you use, you'll need to update the "featured image" of the page along with the meta title and description tags to land at the optimal preview for your link. This will show up wherever you post it on LinkedIn (posts, messages, and comments).

At BAMF, we've determined that the following dimensions work well for designing optimizing profile images for your profile.

Optimized Profile Link Image Dimensions: **638px x 426px**

Before you get all crazy though, I always suggest sending a few test messages to a nearby friend or coworker just to make sure it shows up how you want on their end and to get their feedback.

Outside sets of eyes are always good when you're crafting and refining your marketing strategy.

Alright, don't get ahead of yourself...

You gotta finish reading this chapter before you start bugging your friends and coworkers.

Stay focused, we're about to dive into the tail end of your masterclass on advanced LinkedIn profile optimization.

HOW TO OPTIMIZE YOUR WORK EXPERIENCE

Now it's time to optimize **YOUR EXPERIENCES**.

When most people think of LinkedIn, they think of it as their “online resume.” But this sets them up for failure. They miss out on the massive value potential the platform has to offer.

But it's easy to see why there's confusion. The “Experience” section is on everyone's resume, and it's used to highlight work experience. Beneath every job description, you probably summarize the responsibilities and takeaways.

So, it's not so different from this section on LinkedIn.

Showcase Your Experiences

For this section, be sure to fill out:

- Your work experience
- Volunteer experience, and
- Education

Beneath each job include a document (preferably an example of your work, if possible), a summary of your responsibilities and what you took away from the experience.



Similar to my Featured section, you can see how I've hacked my "Experiences" section to be a bonafide click funnel for our most popular products and services.

Now, this section will drive valuable traffic directly to our website. Something most people's experience section doesn't do at all.

To do this properly, you have to create a new company page for each experience that you add, otherwise, it will show multiple jobs nested under your main company, which doesn't have the same effect of drawing the reader down your profile like a conversion optimized landing page.

Frankly, this is a brand new update for me (to prep for this book's launch!) — so I'll be tracking the increase in "***LinkedIn Profile Views to Website Visitors from LinkedIn ratio***" in our Google Analytics over the next months. I'm definitely expecting to see a major increase in website traffic with these recent optimizations.

But before you go all crazy (like me) and turn your LinkedIn profile into a full blown traffic funnel... you should focus on creating a rock solid foundation first...

Here's what you *should* do:

Start off with the obvious — your work experience for the past several years.

Stick to your previous five companies, anything older isn't worth it.

Plus this usually comes across as fluff, which looks like you're just *padding your resume*.

So, just don't get all nostalgic and start diving into that club you started in high school, heh.

Volunteering experience also counts, especially if it's relevant to your day job.

Next, you'll want to **showcase experiences**.

For this section, be sure to fill out:

- Your work experience
- Volunteer experience, and
- Education

Beneath each job include a document (preferably an example of your work, if possible), a summary of your responsibilities and what you took away from the experience.

If you've won awards, or if you have a few badass testimonials, show 'em off.

If you've been featured in publications, link to those too!

Stack up your publications not only in terms of articles you wrote, but articles that you're featured in.

(note: if you're quoted or featured in an article, make sure to tag the author of the article under the section "co-author")

Lastly, make sure that your top job or experience is the one that you want to be known for. So for example, if you started a new position somewhere, it's probably going to show up first. You'd want to rearrange that so your most important role is at the very top instead, for greater impact.

This arranged order is going to change how people find you through LinkedIn SEO, how automation pulls your information, etc.

So if you want to be reached out for a specific role, you know what to do now.

A side note here, if you're listed as a recent "Advisor" to a bunch of new companies, make sure that doesn't push your real job below the fold. It'll also impact your searches.

Let's cap it off there. These are all great options for this space.

HOW TO OPTIMIZE THE BELOW THE FOLD EXPERIENCE SECTIONS

HOW TO OPTIMIZE YOUR EDUCATION

Here's another thing that goes into Your Experiences — EDUCATION.

Bonus points if you went to a large university, or a prestigious one.

But assuming you didn't, people who went to the same institution might be interested in connecting.

Also, include a document beneath each of these, if you can. Work samples, paired with a summary of your responsibilities, and your takeaways.

It's all in the details, trying to elevate all the information you put out there.

HOW TO OPTIMIZE YOUR RECOMMENDATIONS

Next up is RECOMMENDATIONS.

Recommendations are super important — more important than you might think.

Here's why they matter:

- They Increase your LinkedIn Search Appearances
- They Increase your profile's authority and trust
- They prove to prospects you actually know what you're talking about!

“You Come Highly Recommended”

This actually makes a difference to your profile as it helps you appear for more searches.

Try to get people you've worked with in the past, current coworkers, or even clients to give you a short recommendation.

Even better if they focus on a particular experience or project, rather than giving a general account of your skills and character.

They're a big deal. They help your profile appear in more searches.

So, your goal is to get people to leave you glowing recommendations.

The best way to do that is to reconnect with people you've worked with in the past. See if they'd be willing to leave you a recommendation.

Actually, the best way is to just go and do the “Reco-Swap Tactic”...

Basically, just leave other people you've worked with glowing recommendations.

After that, just say:

“hey, hope you liked the recommendation I left on your profile :) would love if you could drop one on my profile too (no pressure), but would mean the world to me.”

BOOOM. 📣

Not too hard, right?

Once you're done tapping that funnel, try your current coworkers, or boss (as long as they don't hate you, you should be good!)

Getting recommendations from peers goes a long way. They interact with you most days of the week. They know what you're doing, what you're capable of, and what it's like to work with you.

If you work in a service-based business, that's even better. It adds a social proof element that you can use as a testimonial anywhere, including on your own website.

Whatever you do, make sure it's still on LinkedIn, since that will get you the most targeted traction. Plus, you can always repurpose your LinkedIn recommendations elsewhere. Throw 'em on your website in the testimonials section, or in your emails for some extra social proof.

Also, when someone agrees to give you a recommendation, ask them to focus on a particular experience or project rather than giving a generic account of your skills and character.

The more concrete the feedback is, the more real it comes across. You want it to feel specific and believable.

HOW TO OPTIMIZE YOUR PUBLICATIONS

Next on the list is PUBLICATIONS.

Publications are super important as well. Here's why publications matter:

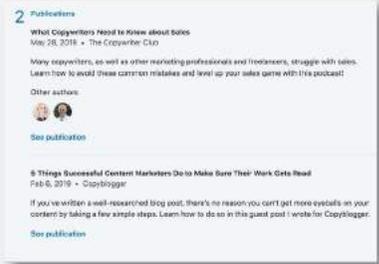
- They serve as powerful social proof
- They help generate added trust for powerful authority building

- They're straightforward and simple to add (so why not?)

Featured in Numerous Publications

Stack up your publications not only in terms of articles you wrote but articles that you are featured in.

If you are quoted or featured in an article, add it under publications and make sure to tag the author of the article under the section "co-author".



If there's any publications you've been featured in (maybe you did a guest post, or got interviewed), it's worth making a note of it on LinkedIn.

It doesn't even need to mention you, as long as it's a noteworthy article that mentions your company.

It's all about that social proof.

So it doesn't matter if someone else wrote it, or if you collaborated on it.

Take the above screenshot as an example. It was a podcast interview done with two people, so he added both of them as coauthors.

This helps you get more reach and add credibility to the publication listed.

Okay, who knew there was so much that went into building badass LinkedIn profiles?

Alright, so... we're almost done with the nitty-gritty, then on to some fun before and after images of our incredible client profile optimizations.

Basically where we go "Queer-eye" on your profile... except without the dressing up part.

I'm betting when we reveal some of these personal transformations, you'll feel a little tug on your heart strings. Maybe give you a few of those happy tears welling up in your eyes... "Who knew they had so much potential all along... now they'll go out and crush it!"

Okay, so probably not... but we did have a client call us the Fab Five of LinkedIn recently, and that alone almost made me cry tears of overwhelming joy.

So what, I'm a sensitive sap. Deal with it.

Now that I've revealed to you that I'm a sensitive sap, gonna share with you the last thing you gotta touch up: your profile URL.

I promise it's a quick thingy.

HOW TO CUSTOMIZE YOUR PROFILE URL

For the final step, we'll CUSTOMIZE YOUR PROFILE URL.

Here's why it's super important to make your profile URL unique:

- Branded urls are easier to remember
- They don't look messy when you share them with people
- They reinforce your name in people's memory
- They make you look more legit

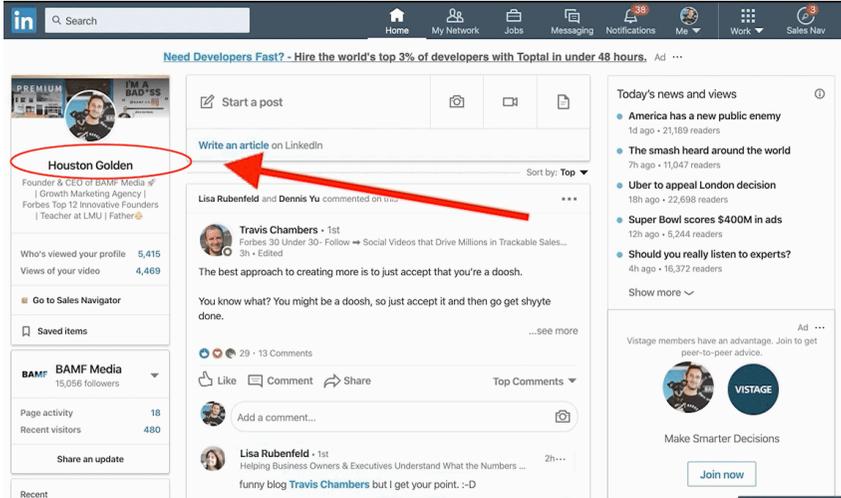
Customize Your URL

As a final finishing touch, it's important to customize your profile URL.

If you can't have just your name, try adding a hyphen or your company name, but keep it simple.



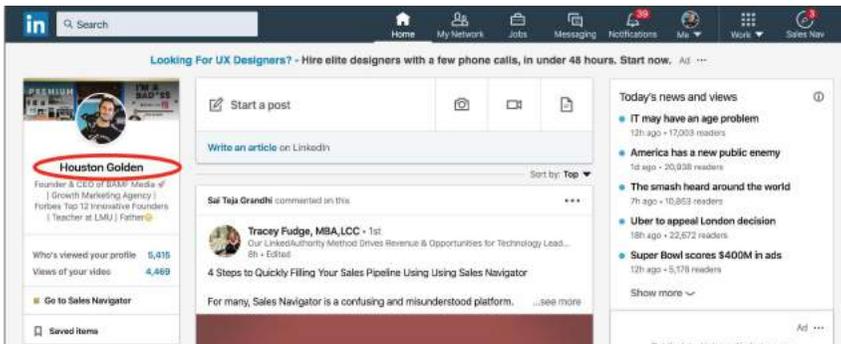
The screenshot shows a dialog box titled "Edit your custom URL" with a lock icon. It contains the following text: "Personalize the URL for your profile.", a text input field containing "www.linkedin.com/in/cjsilva", a red error message "That URL is not available. Try a different URL.", and a note: "Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters." At the bottom right, there are "Cancel" and "Save" buttons.



The thing about this step, and the reason so many people miss it, is that it's harder to find than it should be.

So here's what to do.

Load linkedin.com and navigate to your profile (click your name in the profile box, upper left-hand side).



Then click the link that reads "Edit public profile & URL" in the upper right side of your profile page.



When the page loads, hit the blue pencil icon next to your current URL in the “Edit your custom URL” panel (upper right side), and type in your desired URL.

This is one of those situations where keeping it simple is the better way to go. My suggestion? Use your name.

For instance, my LinkedIn profile URL is www.linkedin.com/in/houstongolden. It’s done really well for me.

If for some reason you can’t get this to work, because, say you have a popular name, try adding a hyphen. We had to do this for a client, CJ Silva.



You could also add your name alongside your company name. For instance, I have Houston Golden, but if I couldn’t get it, or Houston-Golden, I’d opt for HoustonBAMF.

Alright, moving on...

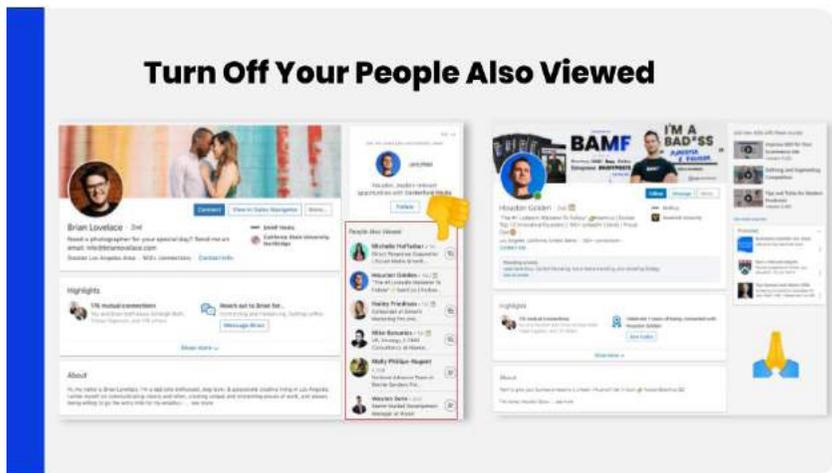
Ready for the Bonus section before some awe-inspiring “Before & After” Transformations?

Let’s go!

TURN OFF YOUR “PEOPLE ALSO VIEWED” SECTION

Turn off your “People Also Viewed” Section.

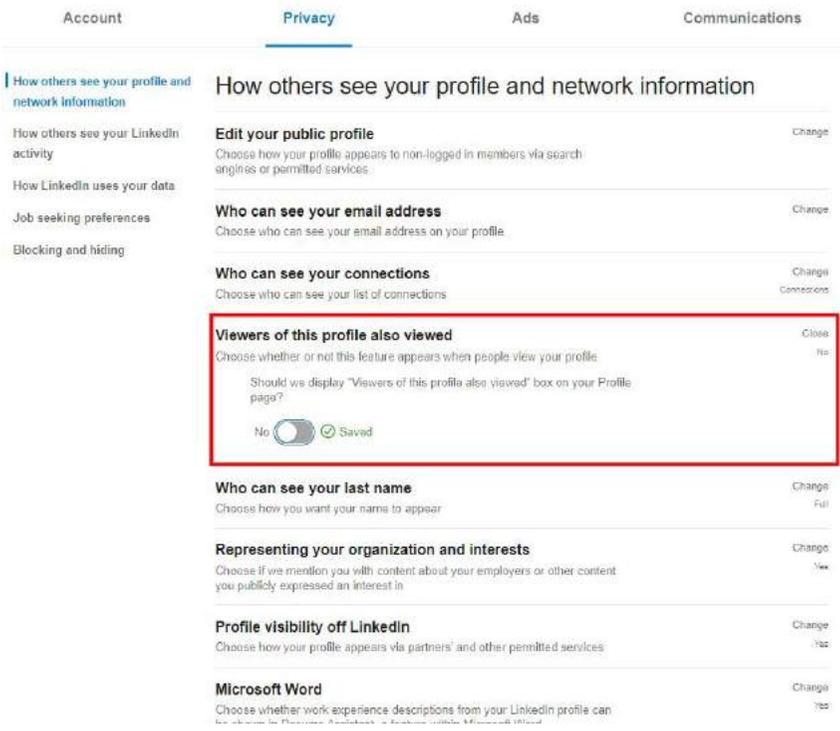
Most profiles have this turned on... probably because most people don't realize you can turn it off.



This little trick is simple and only takes a second to do. Just go to Settings & Privacy -> Privacy. Here it will say “How others see your profile & network information.” Just scroll down and you'll see the setting “Viewers of this profile also viewed.” Click here and a toggle switch will appear, allowing you to turn off the feature.

The “People Also Viewed” section is most likely filled with your competitors or the previous companies that you’ve worked at, which could easily make you lose potential leads.

Having this feature turned off will prevent people from clicking away from your profile, and help prevent leads from being stolen away from you!



MAKE “FOLLOW” YOUR DEFAULT ACTION

Are you coming up to your 30,000 LinkedIn connections limit? Or just looking to up your profile to *influencer status*, WELL...

One quick and easy change you can make is to change your default action button on your profile from Connect to “Follow.”



This is also great if you are posting a lot of content and looking to grow your follower base without clogging up your inbox quite as bad.

To make the change, just go to this link: <https://x.bamf.co/allow-follow>

Click the toggle button to “Yes” below where it says “Make follow primary.”

Blocking and hiding

Followers

Close

Choose who can follow you and see your public updates

Everyone

Choosing "Everyone" lets people outside your network follow your public updates. If you switch from "Everyone" to "Your connections," you'll lose any out-of-network followers you have now. Any changes you make will take effect in about 24 hours.

Everyone on LinkedIn ▼

Make follow primary

If enabled, "Follow" will be the primary action when members view your profile

Yes

If enabled, "Follow" will be the primary action when members view your profile.

BOOM. You're done.

LINKEDIN PROFILE SEO OPTIMIZATION

Do you want people to easily find you on LinkedIn and contact you about business?

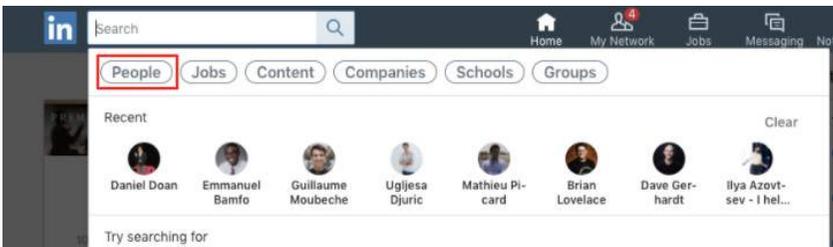
I bet - you do!

And as usual SEO on Google, you need to optimize your LinkedIn Profile with keywords that people usually use to find something.

But, Google keywords and LinkedIn keywords might be different, so there is no need to open Semrush or Ahrefs to find the list of words and their search difficulty and volume.

A) FIND KEYWORDS ON LINKEDIN

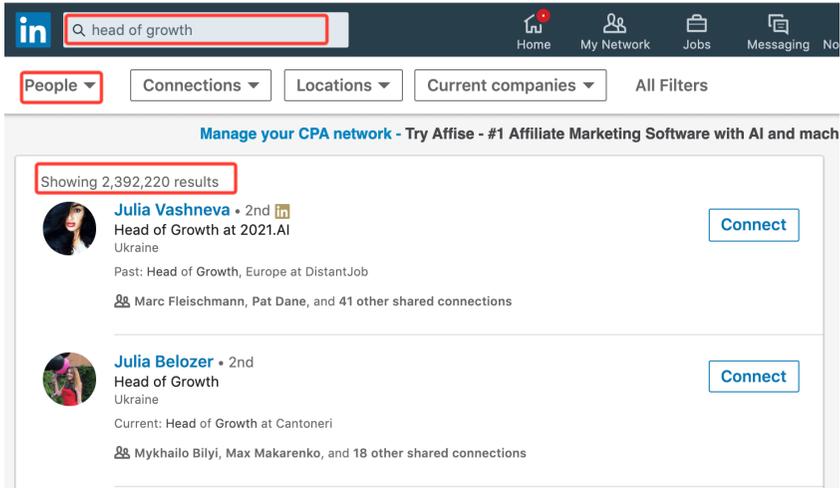
There is no tool for LinkedIn SEO, so we'll need to go to basic LinkedIn search and find keywords with search volume



LinkedIn Search

Now we type keywords in a search bar -> choose “People” -> click on “see all results”

Now we can see the total number of results.



When you test 5-6 different keywords you will have a clear understanding of SEO situation.

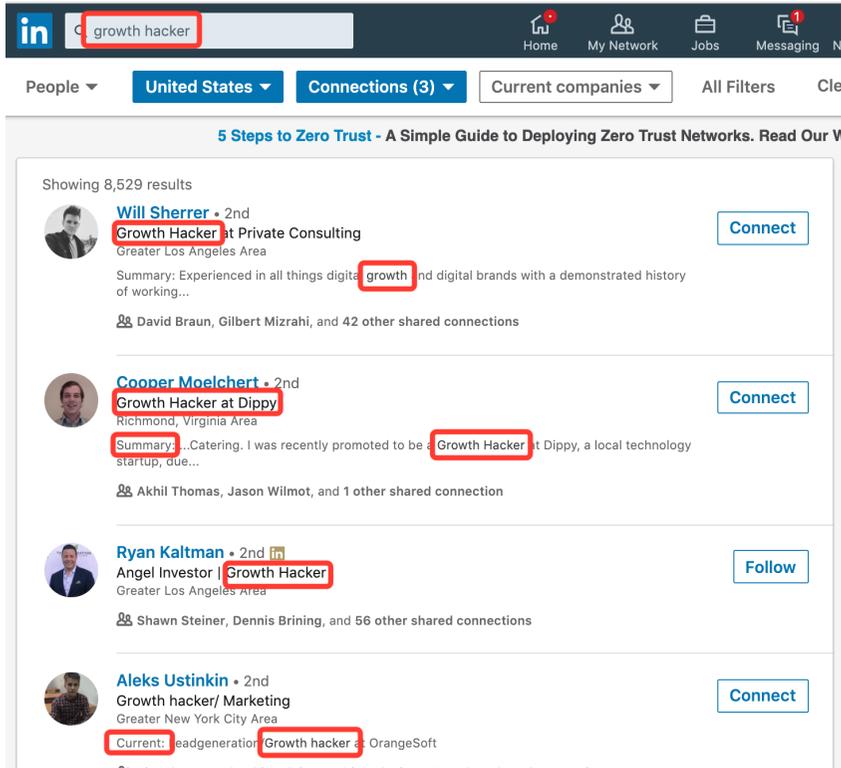
Now you can choose 1-2 keywords you’ll focus on. Notice that the bigger search volume keywords have, the harder it’ll be for you to rank there.

B) ADD SEO KEYWORDS TO YOUR LINKEDIN PROFILE

Now when you understand what is the better keyword for your LinkedIn profile you can add them to:

- a) Headline,
- b) Summary,

- c) Experience,
- d) Skills.



I highlighted the focused keyword on people's profiles.

And as you can see, Title, Summary and your Headline make the biggest impact on your SEO.

LINKEDIN PROFILE EXTRANEIOUS BONUS SECTIONS

Everything Else

There are several other sections, such as Honors & Awards, Organizations, Projects, Languages, Certifications, and Courses.

The vast majority of the time, these aren't going to do much for you.

That being said, feel free to fill them out to get the LinkedIn "All-Star" badge, or just to provide additional social proof.

We've covered a lot already, but there are many other sections that are a little less important...

- Honors and awards
- Organizations
- Projects
- Languages
- Certifications
- Courses

Even still, there's a reason they're in the bonus section — they're simply not going to do much for you.

They won't help you show up in more searches. They're so far down the profile that they won't do much for profile visitors either.

But that being said, if you just want to fill them out for whatever reason (like getting the LinkedIn All-Star Badge), feel free to do it.

LINKEDIN PROFILE OPTIMIZATION: BEFORE & AFTER WALK-THROUGHS

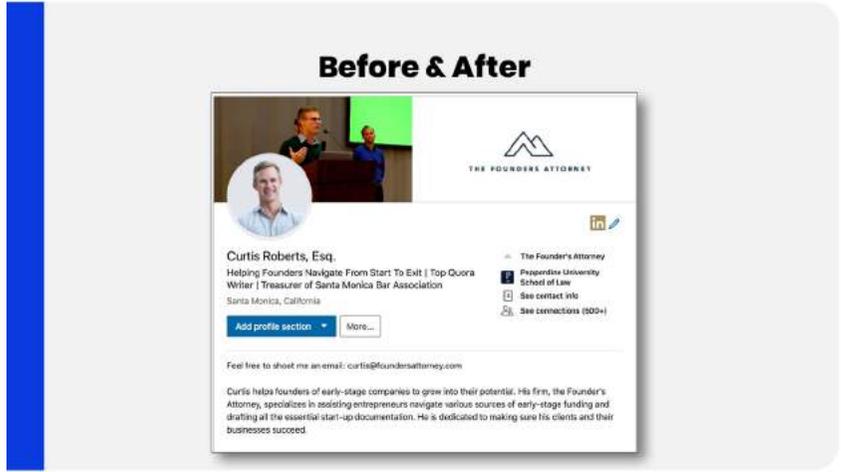
Now it's time... for the moment you've been waiting for... (sorry if I over hyped it, but you made it this far, right?)

Let's walk through a few before and after pictures.

These are the profiles we've optimized for our LinkedIn Influencer clients, as well as BAMF staff.

EXAMPLE #1: CURTIS ROBERTS, THE FOUNDERS ATTORNEY

Meet Curtis Roberts, he's our legal counsel. He hosts regular events here at BAMF, so we did a quick audit for him.



You can see he runs a business, The Founders Attorney.

His old profile worked well, it was solid, but we were still able to improve it.

First off we switched up the header graphic a bit. Instead of having the name of his company on there, we made it the full logo, and added a shot of him speaking to create a sense of branding and social proof (2-in-1).

This old headline was just “Attorney at The Founder’s Attorney,” so we immediately changed that.

In case you don’t remember, for headlines we like to use the **“tangible benefits” formula** by adding “Helping founders navigate from start to exit.”

We also used the **“accomplishments formula”** by adding in two accomplishments to his headline: “*Top Quora Writer*” and “*Treasurer of Santa Monica Bar Association*” — both statements that build his credibility as a young, rising lawyer in the local scene.

We also added in a **Call-To-Action (CTA) at the very top of his About Summary.**

“Feel free to shoot me an email: *and then his email address.*”

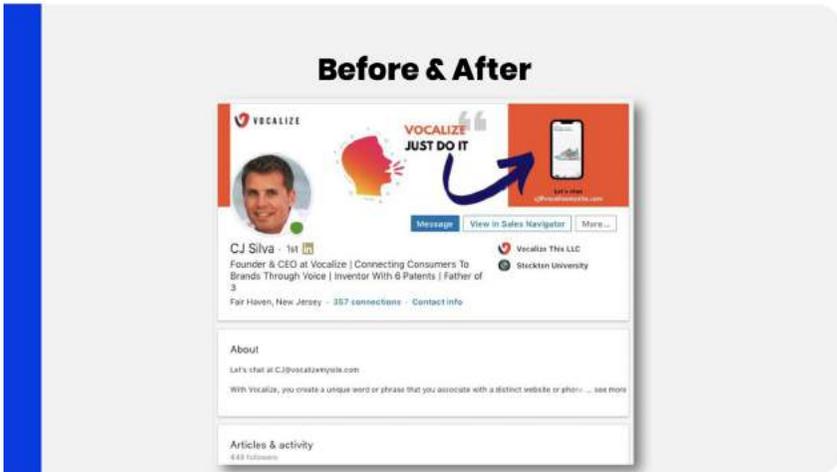
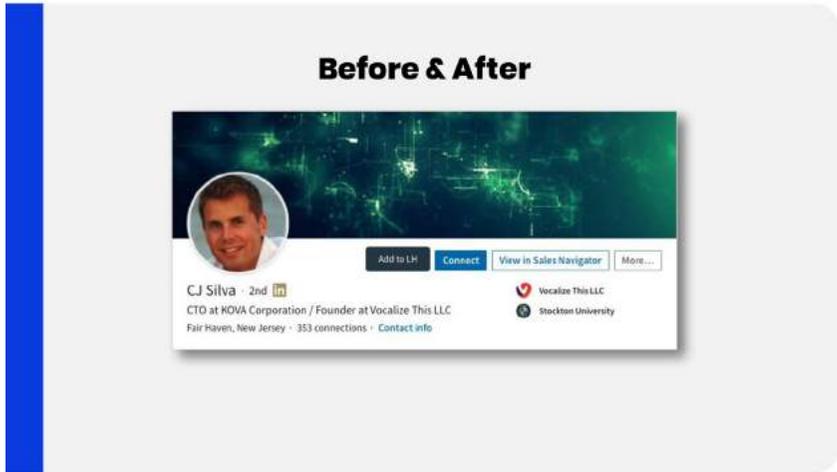
We’ve been doing this a lot lately. If someone likes one of your LinkedIn posts and visits your profile, then they should be easily able to find your contact info and get in touch.

It’s already on the upper right if you’re connected, but we can make it easier than that by making it available for people you’re not even connected to.

For Curtis specifically, it helps if prospects have urgent or time-sensitive legal matters to discuss.

EXAMPLE #2: CJ SILVA, VOCALIZE

Here's another client, [CJ Silva](#)



He runs a company called **VOCALIZE** and this was his profile when he came to us.

It had a generic header that didn't mean anything, listed two roles so he wasn't focused on just one job, and featured a photo that needed improvement.

Now take a look at the AFTER. A few changes were made.

For starters, we focused his headline so it completely focused on the business he wanted to grow. Following the **Job title + Tangible Benefit formulas**, it now says “Founder and CEO at Vocalize | Connecting customers to brands through voice.”

Then we added an **accomplishment** — “Inventor with six patents”

After that, it was time to add in a **personal humanizing element** at the end to make people like him as a person after reading all the other impressive details, so we added in that he's a **“father of three.”**

We also added some custom graphics into the header. If you look at his company logo, there's a quotation that says “VOCALIZE ‘Just do it’” before the call to action “Let's chat.”

It's now displaying elements that reveal the purpose of his company. You're going to say something, the app is going to respond, and then open a custom link or webpage.

In this case, it's an example for Nike, where you say JUST DO IT and their latest pair of sneakers pop up to purchase. Pretty cool if you ask me.

And judging by the fact that his LinkedIn is blowing up with leads, I'd say it was a success.

To make things easy to find, we added his contact information first, then dove into a story about his company. What it does for people, how they can benefit — the essentials.

Take a look at the finalized product below. It starts out strong with a revised CTA, “Let’s chat at CJ@vocalizemysite.com,” and quickly shares contact information.

Before & After

Let's chat at CJ@vocalizemysite.com

With Vocalize, you create a unique word or phrase that you associate with a distinct website or phone number of your choice in our service. Simply put - your branding messaging can now be a call to action.

When your customer says the word or phrase into our app, they are delivered right to that site - eliminating the chance of competitors SEO stealing your traffic.

So much time and effort put into SEO and advertising to get your customers to simply engage. We have created the easy way to leverage that by your users bypass the search. All the users have to do is remember the catchy phrase you created, and speak it into their phone.

Then it transitions into the company background, highlights the benefits, and explains how it all works, so all the relevant information is highlighted. All in three paragraphs, plus his contact information.

EXAMPLE #3: JEFF HOUKAL, INVINCIBOWL

Here’s the final example.

Meet Jeff Houkal, one of our clients, and owner of Xymetric and Invincibowl.

Before & After



His profile was basic, still using the “blue polygon” default header image. But he still had a solid profile photo, which we didn’t change.

Notice how the background isn’t busy, and he’s smiling? It’s well-lit. All the makings of a highly-rated profile photo.

But then it all crumbled when you got to the headline. It didn’t say anything about the company, and the “LLC” isn’t necessary.

Before & After



So here's how we improved it.

For a little context, Jeff is a fun guy. He was an actor for several years, before becoming a mechanical engineer, and as we said, the owner of Xymetric. But the interesting part is that his main product is called Invincibowl — a steel bowl for smoking marijuana.

So we decided to have fun with this one. It called for unorthodox thinking.

Here's what we came up with:

We took photos from his acting career (action shots and headshots), and paired them with a scene of him sitting in a car with a serious expression on his face.

Then we animated it, added in a thought bubble that details how he started his company.

We also added the logos and branding of the various companies in the lower right hand corner.

And then turned our attention to the headline.

We combined several strategies here. We used his **job title** — CEO at Invincibowl — added a **tangible benefits** headline, “Saving stoners from broken bowls”..

And filled in the **background** blanks (actor, producer and mechanical engineer).

Then we added in an **accomplishment**: “Inventor with seven patents.”

To wrap it all up, we added in the company logo.

So if you compare, this profile went from having no logo, to fully fleshed out details and images. We added in a logo to make him look more legitimate, celebrated his background, and reflected his personality into the branding.

Before & After

Please contact me at jeff@invincibowl.com

Jeff is a Hollywood based entrepreneur that has made his presence felt across many different platforms. With a background in mechanical engineering, he founded Xymetric LLC: a company on a mission to create meaningful and innovative products for a changing world.

Jeff's entertainment career has grown exponentially in Hollywood with a steady track record of writing, producing and acting.

Though his entrepreneurial approach spans wide, Jeff's purpose is simple. Enrich the world around him with meaningful and purpose-driven creation.

Here's Jeff's summary once we rewrote it.

Once again, contact information first, and three paragraphs to tell his story.

It says:

“Jeff is a Hollywood based entrepreneur that has made his presence felt across many different platforms with a background in mechanical engineering. He founded Xymetric, a company on a mission to create meaningful and innovative products for a changing world.”

This is important because he wasn't using LinkedIn to reach his end customers. He was mainly reaching distributors. By playing up mechanical engineering, he comes across more credible and trustworthy. Without it, the fun header would come across too unconventional.

It goes on to say:

“Jeff's entertainment career has grown exponentially in Hollywood with a steady track record of writing, producing, and acting.”

Suddenly, those action shots make more sense.

Then we have:

“Though his entrepreneurial approach spans wide, Jeff’s purpose is simple. Enrich the world around him with meaningful and purpose-driven creation.”

High level.

While we normally focus on the concrete, Jeff has a mixed background, so we had to use a high level tactic to tie the narrative together.

This is where **self-awareness** comes in.

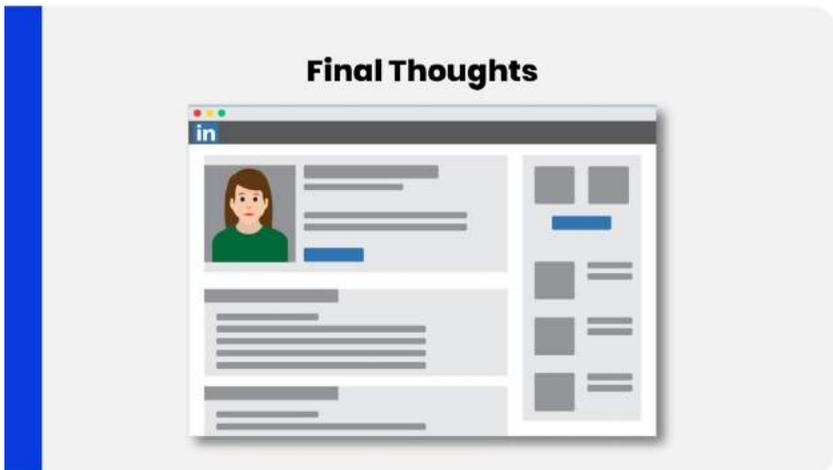
If you’ve always been focused on one industry, you can get laser focused and concrete. But if that’s not the case, you might need to find the common variable and let that lead the story.

But yeah, that is Jeff’s profile. We’ve also helped him build his brand from scratch, he’s our first LinkedIn Influencer client in the Cannabis space, so it’s been a boost being able to prove to people that **LINKEDIN WORKS FOR EVERY INDUSTRY.**

Whenever I can prove people wrong, I’m a happy guy.

FINAL THOUGHTS ON LINKEDIN PROFILE OPTIMIZATION

Alright, wrapping up this lesson, here are some final thoughts.



Think of your LinkedIn profile as your own personal landing page. This is where you want people to end up.

When people see your activity, see the content you'll be producing for the platform, the messages and connection requests you're sending out...

They'll get interested.

The next place they'll go is your profile.

If they like what they see, you'll get brand new connections, more engagements, prospects and customers.

So, it's important to get your profile right.

If you run into any trouble, reach out in the **BAMF Facebook Group**:

<https://x.bamf.co/group>

We're on there everyday, so we'll help you out.

Of course, if you haven't become a member of the **LinkedIn Influencer Academy**, go ahead and sign up if you haven't already at the link below:

<https://x.bamf.co/academy>

CHAPTER 02

HOW TO BUILD A TARGETED AUDIENCE

Alright, you made it to the second part of our Becoming a LinkedIn Influencer training!

Pat yourself on the back. Get yourself a snack and let's dive right into **How to Build a Targeted Audience**.

WHAT IT REALLY MEANS TO BE AN INFLUENCER

First off, what's an influencer?

We see them everywhere, we hear about them, but *what do influencers on any platform share?*

What Is An Influencer?

"Influencers" on any platform share a few characteristics:

- Large audience of followers
- Enough trust with their audience to influence behavior
- Understand how to leverage their influence to drive purchasing behavior

A few things:

- An engaged audience
- An audience who trusts them enough to be influenced, and
- An understanding of how to use their influence to drive sales

This “influence” is what we’re after. 🙌

And we’re going to start by building the audience.

HOW TO IDENTIFY YOUR IDEAL CUSTOMERS

LinkedIn marketing efforts only produce results when a **deliberate** plan is laid out.

You want to connect with potential customers, not peers.

Identify Your Ideal Customers

For our overall marketing efforts on LinkedIn to be effective, it's important that we're intentional about what sort of audience we build.

That means developing ideal **customer profiles** to narrow our focus to only the people most likely to do business with you.

The trick is to design a plan that keeps customers in mind, so you're connecting with them at scale.

Where To Start To Identify Ideal Customers

If you've had your role for a while, you probably know a lot about the business.

One look at your client roster and you can probably spot the best ones. You know, the clients who use your offerings frequently, sign the big contracts, and actively get value from what you do.

The same goes with your CRM. If you've been using it a while, you can pull data to spot trends around your best customers — even before they become customers! This way, you'll be able to spend more time on the prospects who have the highest chance of actually converting.

Identify Your Ideal Customers

One of the best places to look for these ideal customers is with the ones you already have.

Looking at your current roster of customers, particularly the best ones, search for commonalities:

- Who was the decision-maker you sold to?
- What was their title?
- What industry are they in?

When you take a look, ask yourself a few questions:

- Who was the **decision-maker** you sold to?
- Who was your **first point of contact** with the organization?
- What **titles** do these people hold? Am I selling to startup founders, or directors at 1,000+ person companies?
- What **department** are you typically selling into?

Also, think about what **industry** they're in.

This is important if you happen to serve multiple industries. Some industries will always benefit more than others, making them the ideal prospects.

If you can't figure it out for whatever reason (e.g. haven't been in business long enough), start with the companies you'd want as customers and work backward.

Make a list of your top 10 (or top 100 if you're feeling ambitious) dream companies that you'd want as your clients.

See any commonalities? Similar industries or stages?

Use this as your framework for identifying a company profile that could make good potential targets.

Once you figure it out, reach out to them. Ask them about the solution you're looking to bring to the market...

- Is this a real problem for their business?
- What solutions are they already aware of?
- What do they consider when deciding between potential solutions?

HOW TO CREATE AN IDEAL CUSTOMER PROFILE

Think of an ideal customer profile as a representation of the *type* of person who might become a customer.

That's what we do on a daily basis. We think about who these people are, and how they make their buying decisions.

BASIC DEMOGRAPHIC TARGETING

My recommendation is to first nail down the basics.

Demographics like...

- Name
- Title
- Industry/Business
- Background

Then think of those companies, the ones they work for. Are they VC-funded, bootstrapped, or established?

What about their personalities? How do they communicate?

The answer will determine if you should be casual, or formal when speaking to them.

For instance, if you're offering a software product, having native integrations with those technologies is optimal.

If you provide IT services, familiarity with the technologies they already use would be the way to go.

Find those commonalities— *between you and your customer.*

Think about things like location to narrow down your search, as well as revenue, company size, or the number of years they've been in business.

DIVING DEEPER INTO DEMOGRAPHIC TARGETING

But let's go beyond demographics:

- Who do they report to?
- What do they want to accomplish?
- What are their key goals?
- What KPIs are they being measured against?

- What are their primary pain points? What kind of issues are likely to be top-of-mind for them?
- Where do they go for information?
- Which social media networks are they active on?
- Who do they trust?
- What publications do they read regularly?

Another important question, which will lead to some very specific side branching ones is:

“What obstacles does this customer have to face before purchasing our solution to their problem?”

This will reveal a few things:

- It might be that they need to get their boss to sign off on it...
- Or that they don't fully understand the problem...
- Or that they're not the right person for you to be talking to.

And that's just 3 of the many possibilities. It doesn't even begin to cover marketing preferences, which brings up a good point...

What expectations might they have from a buying experience? How do they like to be marketed to?

So yeah, there's a lot that goes into this, but the good news is that you can determine most of it on your own, without talking to anyone. Going based on your own knowledge, metrics, and any surveys or polls you've conducted in the past, you can probably piece most of this together.

But you'll gain a deeper understanding if you get your target customers to answer some questions instead.

Sending out emails where you ask them for a few minutes of their time, give them a high-value offer, and then ask some of these questions, is just plain smart.

USING LINKEDIN PROFILES TO INFORM YOUR IDEAL CUSTOMER PROFILE

Now we're going to use people's LinkedIn profiles to enhance our ideal customer profiles...

And this involves collecting different information.

Anatomy of an Ideal Customer Profile

Once we've nailed down one or more examples of people who could be our ideal customer, we want to start to craft our ideal customer profile by filling in the following information:

- Name
- Title
- Business
- Background
- Personality
- Tech Stack
- Location
- Estimated Income
- Gender
- Who do they report to?
- What do they want to accomplish?
- What are their primary pain points?
- Where do they go for information?
- What influencers do they trust?
- Obstacles to purchasing a solution?
- Expectations from a buying experience?
- How do they like to be marketed to?

So for example, take Richard Tseng (<https://x.bamf.co/richard>). He's the vice president of marketing, eCommerce and technology at Monoprice...

Impressive. 😊

He went to Cal Poly, and judging from the fact that he graduated in 2002, he's probably around 39 years old.

That's one down, let's do another one.

There's Clarence Chia (<https://x.bamf.co/clarence>), the SVP of marketing, eCommerce, and direct-to-consumer at Fiji Water.

He went to UCLA Berkeley, and based the year listed on his first position, probably around 40 years old.

ANALYZING THE DATA

Alright let's move onto the trends.

Notice how both of these people are in marketing and eCommerce. Lofty titles, roughly the same age.

And they're both male.

If we'd taken more details from more people, we probably could have spotted more diversity, gender equality, or a variation of expertise.

But for the sake of argument, let's build an ideal customer profile off of this.

We know...

- Roughly what age they should be.
- Their job titles.
- And their gender.

A SAMPLE IDEAL CUSTOMER PROFILE PERSONA

Let's look at a sample ideal customer profile — Brian, a VP of Marketing at an enterprise software company.

Anatomy of an Ideal Customer Profile

Ideal Customer Profile - VP of Marketing, Enterprise Software



Brian Vance
VP of Marketing
at EnterpriseCorp Solutions
Age: 46 years old
Location: Philadelphia, PA

Alma Mater: Virginia Tech
Annual Income: \$190,000
Reports to: CEO, Jared Fischer
Primary Goal: Drive quarter-over-quarter increase in quality leads for sales team
Pain Point: Making new, scalable channels work well for their business
Reads: Business Insider, SaaStr, Inc, MIT Tech Review
Obstacle to purchasing a solution: Needs to see potential for scale, be able to prove ROI quickly
Likes to be marketed to: Via personal introductions, targeted content

We're going to use this as a quick reference guide when crafting messaging. It'll inform other areas of marketing strategy, like the publications we find the most relevant.

Naming & Defining Your Persona

First we start by giving our persona a picture and name to make it easier. It helps us imagine they're a real person.

We also give him the title of VP of marketing at EnterpriseCorp Solutions, a fake enterprise software company.

He's 46, and likes larger city living, so we went with Philadelphia.

He went to Virginia Tech, makes around \$190,000 a year, and directly reports to the CEO.

His main goal is to increase sales quarter-over-quarter, which means his biggest pain points are having to continuously find new scalable channels that drive results for business.

As advertising and media environments shift, they need to keep the pace and learn how to drive quality leads using channels he might not be comfortable with.

So, he probably reads a lot of Business Insider, SaaStr, and MIT Tech Review articles.

There it is, fully fleshed out, the ideal profile persona...

Now how can we convince him to work with us?

Potential Sales Objections Or Obstacles

To answer that question, we first have to consider obstacles. What stands in the way of the prospect, in this case Brian, from seeing the benefits of your offer?

Some likely obstacles to his purchasing a solution would be the competing priorities of needing to see the potential for scale, and needing to prove ROI for any new channel quickly.

So something we want to tackle in our copy is the balance of those two concerns.

How To Approach, Or Market, To Your Persona

Then we handle the approach.

When it comes to marketing to people, we've found that personal introductions are huge. So is highly-relevant, targeted content, but that's a no-brainer.

This means account-based marketing is in order.

Content tailored to a very small subset of the market — sometimes even the individual company — and delivered in a way that's:

- Respectful of their time.
- Clearly sets up the value they'll receive by consuming the content.
- And serves as a lead-in to a sales conversation.

When You're Done, Analyze What You Have

At this point, your ideal customer profile should be pretty rich.

You can imagine what their lifestyle is like and what type of work environment they might be in.

So the time spent developing this profile should feel like an investment. Your findings will pay for themselves many times over when crafting your messaging.

TURNING YOUR IDEAL CUSTOMER PROFILE INTO SEARCH QUERIES TO BUILD LISTS OF PROSPECTS

Next up is turning that ideal customer profile into search queries so we can begin building a list of prospects.

Let's take a look at how that happens in Sales Navigator.

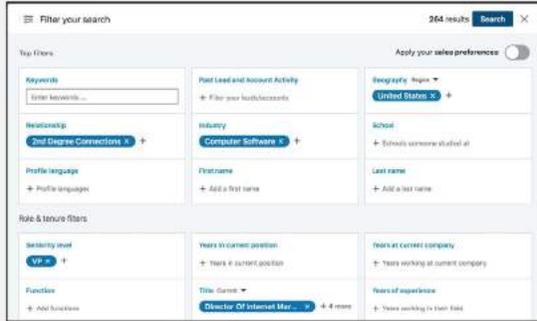
LinkedIn has a specific limit before it blocks you from checking out too many profiles.

That's why we recommend subscribing to LinkedIn Sales Navigator. We tell all our clients to use it.

It has no limit to the number of profiles you can visit.

Plus it has lots of prospecting features and advanced search options.

Translating Ideal Customers Into Search Queries



So if you want to make ripples on the professional social platform, you have to invest in the LinkedIn Sales Navigator application.

This is how we use it:

Focus on geography/location, we limit it to America to keep things as local to our clients as possible.



One advanced tactic most people don't know is that you can actually target geos based on zip codes.

Just click on the down arrow where it says "Region," and a hidden feature to target by postal code appears. Click that. You're welcome.

Focus your searches by job titles, we target entrepreneurs or CEOs — people who are in charge of making important decisions in a company.

We also add people related to these executive positions, so that the posts and content we share are also seen by the entire company.

It helps in selling a pitch — when they go back and discuss with other stakeholders who have heard of you before.

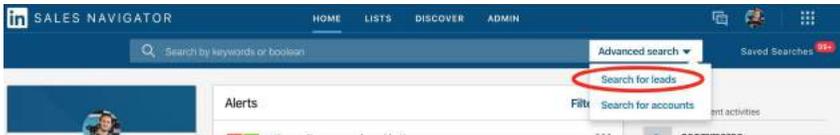
For a degree of relationship, we will often keep it to the second or third degree. It's easier to reach out to someone that you have mutual connections with — even if by a little bit.

NARROWING DOWN OUR SEARCH CRITERIA IN SALES NAVIGATOR

This is straightforward now that all the heavy lifting is out of the way.

Just open up Sales Navigator...

And hover on the “Advanced” button until the options appear. Then select “Search for Leads.”



In the leads search panel you can apply filters.

Here's what we're going to apply:

- People matching the keyword “ecommerce”
- Geography - Los Angeles Metropolitan Area
- 1st or 2nd Degree connections
- Director or VP level seniority

- Company Headcount of 201-500, 501-1000, or 1001-5000
- Function is Marketing

The screenshot shows the LinkedIn Sales Navigator search interface. At the top, it says "Filter your search" with a search bar containing "ecommerce" and a "Search" button. To the right, it indicates "230 results". Below the search bar, there are several filter categories:

- Keywords:** A text input field containing "ecommerce".
- Relationship:** A dropdown menu showing "1st Degree Connections" with "+ 1 more" next to it.
- Profile language:** A dropdown menu showing "Profile languages".
- Custom Lists:** A dropdown menu showing "Accounts" and "Select custom list".
- Past Lead and Account Activity:** A dropdown menu showing "Filter your leads/accounts".
- Industry:** A dropdown menu showing "Add Industries".
- First name:** A dropdown menu showing "Add a first name".
- Geography:** A dropdown menu showing "Region" and "Los Angeles Metropolitan Area" with "+".
- School:** A dropdown menu showing "Schools someone studied at".
- Last name:** A dropdown menu showing "Add a last name".

At the bottom of the filter panel, there is a section for "Role & tenure filters".

Notice, I narrowed it down to people I'm closely connected to, so we only have 230 results. You can play around with options until you get something that works for you.

Though, it's worth mentioning that less than 1,000 prospects is optimal. Sales Navigator prevents access to more profiles past the first 1,000 results for any given search.

TARGETING BASED ON TECHNOLOGIES USED

Targeting people with LinkedIn can get pretty technical...

Literally, you can target people based on technologies their company uses. This too often gets overlooked especially when using LinkedIn Sales Navigator.

It's insanely powerful for B2B SaaS companies.

So focus your searches on people who use a particular software. Target prospects who are using a service that compliments or substitutes your product or service.

Take Salesforce, for instance. There are lots of occasions where you want to deal with people who use the software. It's an expensive platform. So, this instantly validates they have a budget and spend money on software and are investing in growth.

Want to know how to do it?

Here's how.

Step 1: Go to LinkedIn Sales Navigator search, and use the "Account" option.

<https://x.bamf.co/sales-nav-search>

Leads search is for people.

Accounts search is for companies.

To target people at companies based on technologies used, you need to start with finding the companies first.

Step 2: Select the “Technologies Used” that you are targeting.

For this example, we are going to search for companies using “Shopify” with 11-200 employees in the United States.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there's a search bar with the text "Search for leads and accounts" and a filter icon. Below the search bar, there are tabs for "Lead results" and "Account results", with "Account results" selected. A "Save search" button is visible in the top right corner.

On the left side, there are several filter sections:

- Keywords:** A text input field with the placeholder "Enter keywords ...".
- Filters:** A section with a "Clear (3)" button. It includes:
 - Geography:** A dropdown menu set to "Region". Under "Included:", there is a blue pill with "United States". Below it, "Add locations" is listed with various regions and their counts: North America (3.5K+), California (814), EMEA (790), Europe (692), APJ (542), APAC (538), Asia (384), and Greater Los Angeles Area (372).
 - Industry:** A section with a "+" sign.
 - Department headcount:** A section with a "+" sign.
 - Department headcount growth:** A section with a "+" sign.
 - Annual revenue:** A section with a "+" sign.
 - Company headcount:** A section with a "+" sign.
 - Annual revenue:** A section with a "+" sign.
 - Company headcount:** A section with two blue pills: "11-50" and "51-200", and a "+" sign.
 - Company headcount growth:** A section with a "+" sign.
 - Technologies used:** A section with a blue pill for "Shopify" and a "+" sign.

On the right side, there are summary statistics and a list of results:

- Summary:**
 - 3K+ Total results**
 - 104** With senior leadership changes in last 3 months
 - 16** Accounts with funding events in past 12 months
- Select all** (with icons for "Save as list", "Tag", and "View current employees")
- ThirdLove:** Starting from humble beginnings in our founders' living room, ThirdLove® has grown to become one of the fastest growing br...see all. Apparel & Fashion - 51-200 employees - US. Technology used: Shopify. View All Employees | 1 connection | 3 senior management hires.
- 4ocean PBC:** 4ocean is a mission-driven for-profit business, dedicated to removing trash from our oceans and coastlines while inspiring individuals ...see all. Renewables & Environment - 51-200 employees - US. Technology used: Shopify. View All Employees | 1 senior management hire.
- FRAME:** FRAME is a brand that bridges the heritage and quality of manufacturing in Los Angeles with a distinctly European aesthetic. Its collectio...see all. Apparel & Fashion - 51-200 employees - US. Technology used: Shopify. in Los Angeles with a distinctly European aesthetic. Its collectio...see all. Apparel & Fashion - 51-200 employees - US. Technology used: Shopify. View All Employees | 1 senior management hire.
- Morphe:** Morphe was born in 2008 among the artists and influencers in Los Angeles. Finally. A beauty brand created for the creators. For th...see all. Cosmetics - 51-200 employees - US. Technology used: Morphe.

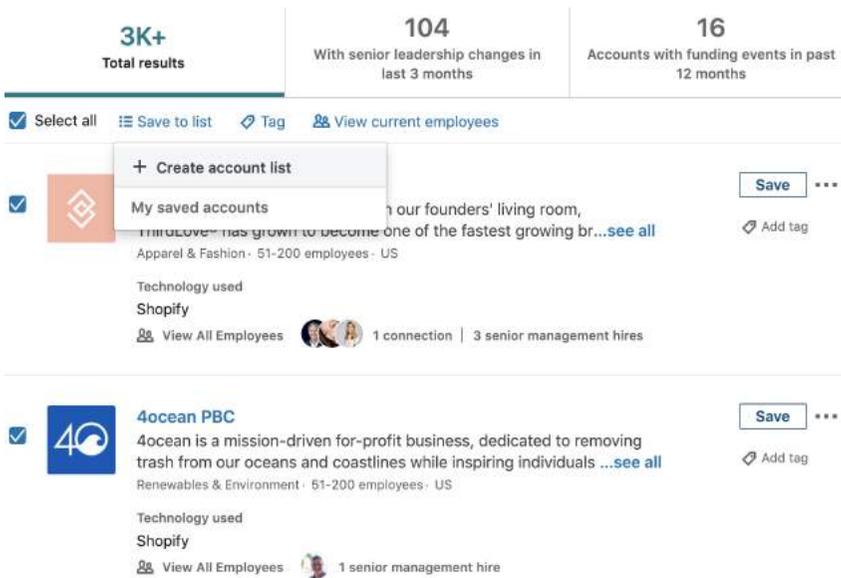
This gives us about 3,000 companies.

Step 3: Save all companies to a Custom List.

Click on the check box at the top of the search results to “Select All” and then click the button directly to the right of it to “Save to list.”

Then, go to the next page, and repeat this process until you reach the end of the companies, or “accounts,” results.

The goal is to add all of the companies to your custom list.



Step 4: Switch over to “Leads” search and Filter by Custom List

So, I saved all of the accounts to a custom list called “Shopify - US - 11-200 Employees.”

As you can see, I try to ensure that I give my custom lists descriptive names so they are easy to navigate and pull from in the future.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there are tabs for "Lead results" and "Account results", and a "Save search" button. Below the tabs, there are statistics: "1K+ Total results", "85 Changed jobs in past 90 days", "152 Posted on LinkedIn in past 30 days", "51 Share experiences with you", and "Leads that company".

On the left, there is a "Filters" sidebar with a "Clear (2)" button. Under "Custom Lists", there is a dropdown menu with "Accounts" selected. Under "Included:", there is a filter for "Shopify - US - 11-200 Emplo...". Under "Function", there is a filter for "Marketing".

The main content area shows a list of search results. Each result includes a profile picture, name, title, company, and location. The results are:

- Tim Gaughan** (2nd): Head of Growth & Acquisition at Thrive Causemetics Inc. (Los Angeles Metropolitan Area, 71 shared connections)
- Aaron Chambers** (2nd): Manager, Lifecycle Marketing & CRM at The Flex Company (Los Angeles Metropolitan Area, 8 shared connections)
- Slava Rybalka** (2nd): Director of SEO at Arteza (Miami Metropolitan Area, 38 shared connections)
- Joseph Rauch** (2nd): Official Member at Forbes Communications Council (18 months in role and company)

Each result has a "Save" button and an "Add tag" button. There are also "Select all", "Save to list", and "Tag" options at the top of the results list.

Now, you can see that I just select “Custom Lists,” under the Filters dropdown list — it’s the first option.

And it gives me the people that work at the target companies that I’m trying to reach.

I added the filter for people within the “Marketing” department, which I find by filtering by “Function.”

BOOM. And there ya go!

Now, you can target people at companies using specific technologies directly within LinkedIn Sales Navigator.

HOW TO CONNECT WITH YOUR IDEAL PROFILES TO BUILD YOUR TARGET AUDIENCE

First thing's first, we're not into automation tools that could get you in trouble with LinkedIn.

They're not necessary, so why take a chance?

WHY YOU SHOULDN'T SPAM, EVER

First thing's first, we're not into automation tools that could get you in trouble with LinkedIn. They're not necessary, so why take a chance?

But we will teach you how to write outreach messages that get you the most positive replies, leads, and opportunities.

Because there's nothing I find more exciting than getting positive replies from people who loved my outreach message.

It keeps me going even when other things get dicey...

Because writing this book? Not easy. I sometimes struggle for hours just to write one email. Truth. Other times, I waste hours researching prospects that end up ghosting me.

So, you bet when I can handle outreach efficiently, it all feels worth it again.

One of the things I've learned along this outreach journey? Spamming is easy. Copywriting and personalizing is hard...

Do the hard thing enough times, and all of a sudden your life will get easier. Leads will start to flock like birds from the sky... and even if they don't (they won't), please for your own and everyone's sake, DO NOT SPAM.

LinkedIn is already inundated with spammers sending mass messages to people. This spray and pray approach— to be frank, it sucks.

Here's why:

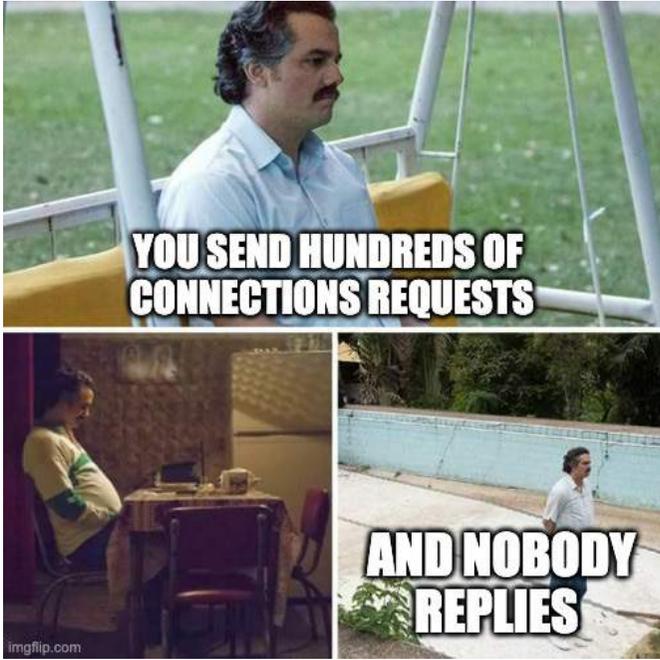
- It takes value away from the platform by triggering negative feelings
- It puts people on the defense, which is bad for our genuine outreach
- It clogs up the LinkedIn inbox (which is already hard enough to manage)
- It takes away from the personal nature of the social network
- And it makes you look lazy

By this point you're probably wondering what you're supposed to do, if not spam. Well, when it comes to LinkedIn outreach, we've tried it all.

To be honest, we've been there— we've been in a rush, or had clients that are in a rush to “get quick results to show the ROI,” and we've succumbed to the temptation to spam on LinkedIn in the past.

But it's 2020. Things have changed.

It's a new era — spamming is no longer socially acceptable. ☹️



So, I want to show you the light, I want to show you a better way.

But before I give you my process, let me tell you a story (or skip it, I don't care, your loss...)

Always Remember Your ABC's (NOT Always Be Closing)

While you craft your outreach strategy, always remember your ABC's...

No.... that does NOT stand for Always Be Closing...

I'm talking about a deeper, more human ABC to remember—

Always Be Cool. 😎

That's something I learned on my first surf lesson at the age of 12—before I even got in the water.

I was so eager to get out there to catch some rad waves. I jumped up and lassoed my leash, slapped on my ankle strap, and ran down the sandy beach to the water.

My instructor — Epic big wave surfer, Michael Willis, wasn't like that though.

Unlike me, he calmly walked down to the water's edge, where I was waiting for him to give me my next move... Then, he bent down and put on his ankle strap.

He said, "First, no biggie, but don't ever let your leash drag through the sand, put it on by the water like this."

"Secondly, before we go out, NEVER forget the ABC's of surfing."

(Watch this video from Michael Willis himself <https://x.bamf.co/abcs>)

"What's that?" I naively asked.

"Always be cool... things get heavy, people get upset, you get pummeled by a wave, no worries, you just stay cool and point your board safe to shore, and you've got nothing to fear."

BOOOOOOM. Life changed forever.

Surfing and business have a ton in common.

Remember, before you think about sending a message — "Am I being cool?"

Everyone is paddling out there, chasing the same waves, the same prospects. It's gnarly and competitive...

But if you waste all your energy chasing every wave that comes, trying to cut people off, or jumping in on overcrowded "party" waves, well... You're gonna miss out on the wave of your life, man.

And if you aren't being cool, you're just being a shark. While you may catch a few fish along the way, here and there... You won't have anyone singing your praises, and you won't grow into anything huge.

Don't be a shark. Learn to chill with the whales.



**always
be closing**

**always
be cool**

Woah... that was a lot.

Moral of the story is not to be over-eager, be patient.

Don't always be closing, always be cool, and you'll go far in life and business.

The best sales people don't even have to sell — they just authentically connect and offer so much value that the sale comes to them.

And that's precisely what we're covering next.

TRIANGULATING CONVERSATIONS VIA “THE WATER COOLER EFFECT”

A note though, you can't always reach the chief decision-maker like the CEO.

So... you've got to come up with a creative workaround.

Here's an idea...

Connect with the executive assistant and the company's marketing manager. It's a good way to get to the decision maker indirectly.

Also worth connecting to more people who may be connected to your target decision because it increases the odds they'll see your content.

Here's how that works with the LinkedIn algorithm:

When you post content, it gets promoted to people that you're connected with.

If your connections include key members of a company that you've been targeting, your exposure's maximized.

This is what I call “**triangulating the conversation.**” It works by hitting your decision maker indirectly from different angles.

I also like to refer to this as “**the water cooler effect.**”

You can imagine the two indirect contacts talking about you, your content, your latest message, and your offer.



When you get them talking about you, and they decide to bring you up to their boss...

Well, that's when you have the strongest chance to win, even more than if you went straight to the decision maker yourself.

THE “FLY IN THE MIRROR” MARKETING STRATEGY



Sounds pretty strange... I know.

So, let me break this down for you...

This is a new marketing concept that I like to refer to as the “Fly In The Mirror” marketing strategy.

Phase 1: The Flashlight 🔦

You build your target audience using targeted outbound connecting on LinkedIn (or really whichever platform you want to build your audience on).

Phase 2: The Mirror 🪞

You post engaging, valuable, viral content. Then... your targeted audience, who you just connected with, begins to engage with the content.

Phase 3: The Reflection

The platform algorithm, in this case LinkedIn's newsfeed, begins to promote your organic content to a broader audience of people you are not connected with, but they promote it to an even broader audience that shares relevant similarities to your target audience that you've been defining by your outreach in Phase 1.

For LinkedIn, they'll promote your content to a broader audience of people with similar job titles, industries, work experience, seniority, companies, universities and by location.

Phase 4: Flies Flock To The Light

The LinkedIn algorithm does its job promoting your content to an audience that reflects your target audience — these new viewers see your content like a light in the dark... like... “Flies In the Night.”

Pardon the metaphor here, heh.

But, hopefully you don't zap them to death like a bug zapper... let's hope you just gain new followers, inbound connections, and leads that match your ideal target audience that you are looking to grow on LinkedIn!

That my friends... is what I call “**Fly In The Mirror**” marketing.

I also often describe this same effect as “**Inception.**”

I'll talk a bit more about this next.

Pretty interesting framework, right?



What is “Sales Inception?”

The goal of our LinkedIn Influencer framework is to create Sales Inception.

If you’re not familiar, Inception is a trippy movie in which Leonardo DiCaprio goes into people’s dreams to plant ideas deep into their brains so when they wake up, they think they came up with the idea on their own.

With our LinkedIn Influencer program, this is what we do at scale for our clients on LinkedIn — we authentically connect with their ideal prospects, whether it be B2B leads, press, investors, or potential recruits.

Then, we nurture those connections with valuable, insightful, engaging content to build up their Know, Like, and Trust factor.

This results in our ideal customers reaching out to us to work together (because we’re cool). Seeing our content, loving what we put out in the world, it entices them.

Little do they realize, we pulled a Leo and tactfully connected with them all that time ago with the exact intention of planting this idea in their brains...

That they want to work with us, i.e. Sales Inception.

With this strategy, we just connect with an authentic message, then we nurture indefinitely with valuable content until they reach out.

No follow ups or spammy messages required. It's truly a dream scenario and sales strategy.

To frame "**Inception**," around our 4 most common use cases for LinkedIn outreach for our clients:

"**Sales Inception**" or "**PR Inception**" to position you in front of business prospects or targeted authorities in the press in a way that generates inbound opportunities with similar looking people on LinkedIn.

It can even be used as a form of "**Investor Inception**" to position you as a compelling founder to potential investors and give investors who aren't connected with you yet a major case of FOMO.

OR, even "**Recruiting Inception**" — to position yourself as someone that job seekers would like to work for... to generate badass candidates in your hiring pipeline on autopilot.

The "You-Value-Me" Outreach Framework

My whole philosophy to approaching prospects cold and WITHOUT SPAMMING is surprisingly simple.

What's my outreach framework? Here it is:

YOU - VALUE - ME

The first message = YOU.

You should always lead with a message about them. Flatter them. People love compliments. They love to hear about themselves. Why

they matter or are awesome. Tell them why you think they are badass. Tell them something personal.

Show you did your research before you reached out. Don't talk about yourself or your offer or what you do, just them.

The follow up messages = VALUE.

You need to provide value at least 3 times. So, it's really...

YOU - VALUE - VALUE -VALUE - ME

This is one of the reasons why we post content for our LinkedIn Influencer clients 3x times per week (also because this works best for the algorithm.)

But it sets us up to not be spammy. It's an all-round win.

It sets us up to send our first follow up message 7 days after they accept our connection request. We know without fail, they would've most likely seen our content by then. Therefore we aren't just asking and selling all the time — we are to be trusted.

This strategy might sound familiar to you if you're like me (and millions of entrepreneurs and marketers out there) following Gary Vee.

You may have heard of Gary's principle of JAB, JAB, JAB, RIGHT HOOK.

“You gotta throw some jabs before you throw your right hook.” - Gary Vaynerchuck

If you're not familiar, here's a summary in Gary's words:

“For those who may not be familiar, my entire business philosophy pretty much revolves around the jab jab jab right hook method.

Jabs are the value you provide your customers with: the content you put out, the good things you do to convey your appreciation.

And the right hook is the ask: it's when you go in for the sale, ask for a subscribe, ask for a donation.”

I admit to being somewhat inspired by Gary Vaynerchuck.

It boils down to being authentic in your initial outreach, and providing value enough times that one of two things happens:

- 1) They reach out to you to work together.
- 2) You reach out to them and they are happy to hear from you.

From my perspective, providing value is the opposite of spamming, so I can reach out to people with this framework and still sleep like an innocent baby at night.

I can't say I felt the same way when I had clients pressure me to send mass bulk emails in the past.

So, keep it personal. Keep it value-based. Keep it cool.

Connecting With Your Audience

There are a variety of tools we can use to make connecting with ideal prospects easier. For our purposes today, we'll cover two:

- **Linkedzen**
- **PhantomBuster**

Disclaimer: We do not officially endorse the use of any third-party tools to enhance or automate parts of the LinkedIn audience-building & outreach process, as this violates their terms of service. Failure to heed this warning could result in permanent suspension from the platform.

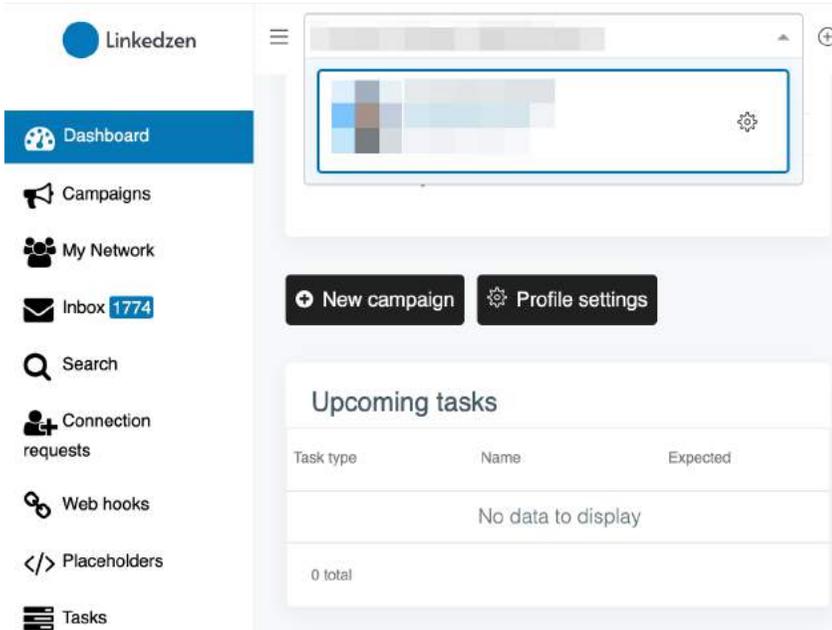
HOW TO USE LINKEDZEN TO AUTOMATE CONNECTING WITH YOUR IDEAL AUDIENCE

The first tool I like using is [Linkedzen.com](https://www.linkedzen.com). It's the best LinkedIn automation software I've found so far, because it leverages the LinkedIn API, rather than being browser-based like a plugin. That means you can be more aggressive without setting off any automation monitoring alarms.

It also has an improved inbox for LinkedIn messages, which is huge since the standard LinkedIn inbox is trash.

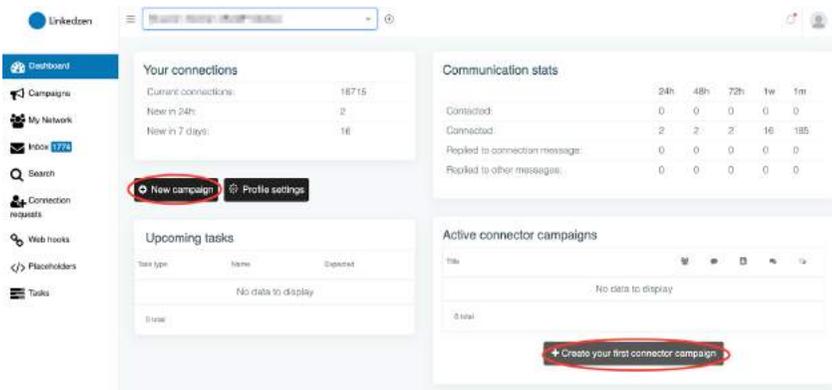
Here's how it all works: 🤖

You log into [Linkedzen.com](https://www.linkedzen.com), you see a number of options, and you add in your LinkedIn account. That's step one.



Clearly we have some accounts connected here, so I'm going to jump into how to use the software after logging in.

After clicking on the account of your choice, you'll see this screen. Think of it as home base. You can create a home base from here, or a new messenger/connector campaign.



You can also schedule campaigns to start later, see your current connections, figure out how many new connections you've gotten recently, monitor communication stats, and search through any live campaign information you might have.

Of course, this all applies if you're connecting with your ideal prospects at scale. So, we're going to create a new connector campaign.

First, click on any of the circled buttons. You'll be taken to the screen depicted below.

Let's call it "Demo Connector Campaign."

Then we choose between connector or messenger...

And finally, we decide if it's going to be a "Company Campaign," or just for us.

For reference, company campaigns work as templates.

You can set up all the steps and likes, then let everyone from the same company copy it to their own profile and run it for themselves.

But for the sake of example, we're going to set this to private, so we can use it for this current profile. This creates a new runnable campaign from scratch.

Add campaign

With the help of a campaign you can set up the flow of automated messages in terms of when, what and to whom should be sent. Once you have chosen the campaign name and type, the rest of the settings will become available as well.

Campaign name

Enter campaign name

You can choose from two campaign types:

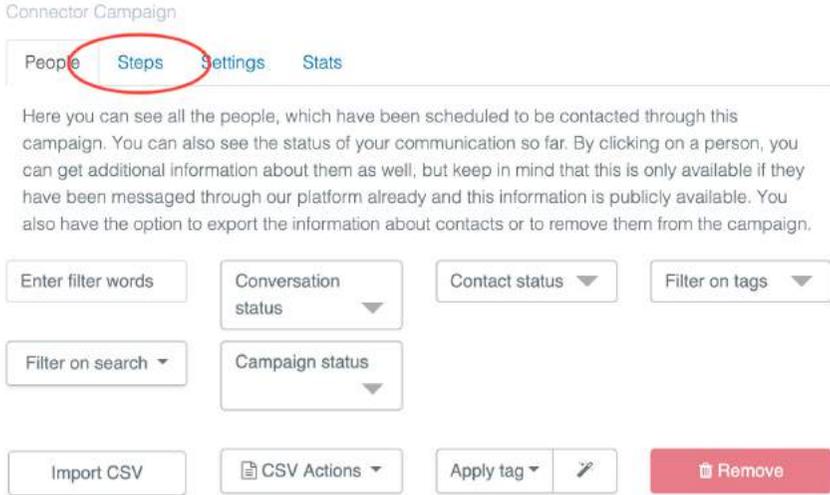
- Connector campaign** - used to extend your list of contacts and introduce you to new people
- Messenger campaign** - used to message people you have already connected with

You can also choose who is able to see this campaign:

- Template** - a template for a campaign is created, which everyone in the company can see. Coworkers can change the steps and name of the campaign and copy it for themselves. If this option is selected, the campaign is going to be created for the current company - **BAME Media**
- Just you** - an instance of the campaign exists just for you. No one in your company is able to copy your steps or anything else.

Create Campaign

One press of the button and you'll see the settings screen. Head over to the "Steps" tab and put together the messaging.



On the right-hand side, near the bottom, you'll see several tags.

These are used to customize messaging by inserting a piece of information, like a company name.

You can also use dynamic placeholders. They're still configurable for every person individually.

 The following placeholders can be used in order to personalize a message

- {first_name}
- {last_name}
- {job_title}
- {company_name}
- Dynamic Placeholder

Here's an example:

Connector message

Body

Hello, {first_name}! Really impressed with what you're doing over at {company_name}, would love to connect and see the content you share!

Remaining characters: 138/275

So, when they receive the message instead of the {first_name} tag, the recipients will see their name in its place...

And instead of the {company_name} tag, they'll see the name of their company.

That's the message they would receive when we wanted to connect with them.

We can also put together a welcome message — sent if they accept our connection request, but don't reply to the initial message.

Another option is to stagger that delivery, so we can send it immediately if there's no reply.

Message 1



Time delta

1 day

Immediately

15 min after

30 min after

45 min after

1 hour after

4 hours after

8 hours after

12 hours after

24 hours after

48 hours after

72 hours after

5 days after

1 day

2 days

3 days

4 days

5 days

6 days

7 days

8 days

For this case, I'm setting it for 45 minutes later. It'll read:

“Hey, {first_name}, thanks for connecting. I'm interested to hear more about what you're doing at {company_name}. Any major goals for 2020?”

Message 1



Time delta

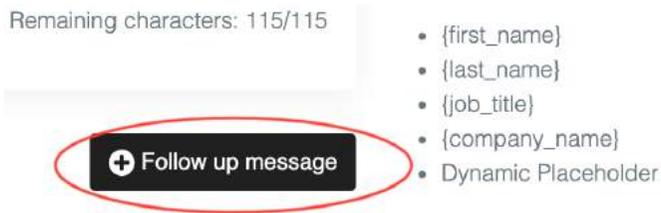
45 min after

Body

Hey, {first_name}, thanks for connecting. I'd love to learn more about what you're doing at {company_name}. Do you have any major goals for 2020?

This way, if a connection request is accepted, but hasn't replied, they'll get this message 45 minutes later.

You could also add another message (e.g. to share some content they might find useful) by hitting “Follow-up message.”



I won't do that here though.

KNOWING THE LINKEDIN SAFE LIMITS

One more really important part here - limits.

LinkedIn blocks spammers (because they don't want a toxic atmosphere on their platform), so it's really important to play by the rules. LinkedIn has “limits feature” that will send messages on your behalf like a real person would:

There are a few recommendations about limits:

1. Choose your working days and hours;
2. If you're not active on LinkedIn - start with 10 messages/day.
3. If you're doing LinkedIn outreach for 2 - 4 weeks - 20 messages/day.
4. If you're doing LinkedIn outreach for 1 month+ you can go with 30-60 messages per day

Set campaign limits

Set the number of new people to be contacted by this campaign daily:



Set the number of follow up messages to be sent from this campaign daily:



Apply

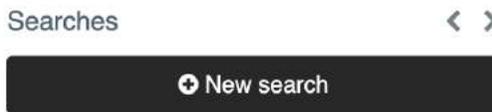
Now I'm hitting "Apply" to keep moving forward.

The screenshot shows the 'Test' interface for a 'Connector Campaign'. At the top, there are tabs for 'People', 'Steps', 'Settings', and 'Stats'. Below the tabs, there is a 'Connector message' section. On the left, there is a text area for the message body with the placeholder text: 'Hello {first_name}! Really impressed with what you're doing at {company_name}! Would love to connect and see the content you're sharing!'. Below the text area, it says 'Remaining characters: 139/275'. On the right, there is a 'Create and modify the messages sent throughout the different steps of your campaign. Upon making changes, all campaign activity will be paused.' section. Below this, there is a note: 'Note that messages left with empty bodies will simply be ignored. The only exception to that is leaving the'. A red circle highlights the 'Apply' button in the top right corner of the message configuration area.

Next step is to go through and add some people. So, navigate to the "Search" tab in the sidebar navigation.

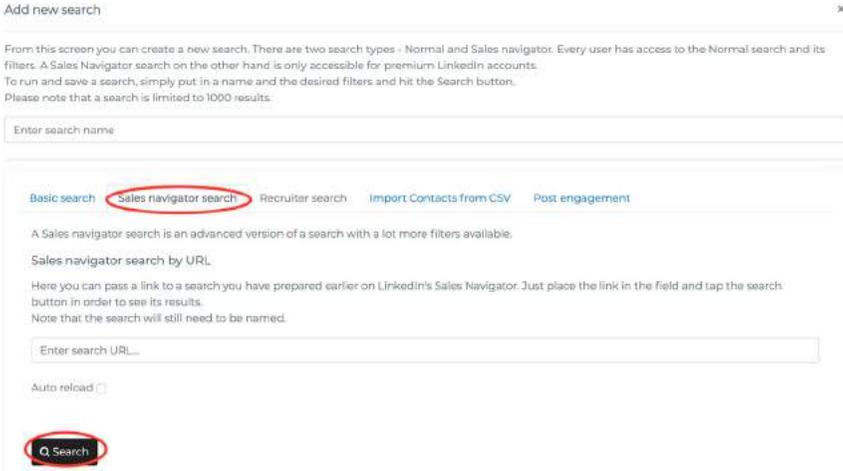


Click the blue “Start new search” button on the right side of the screen.



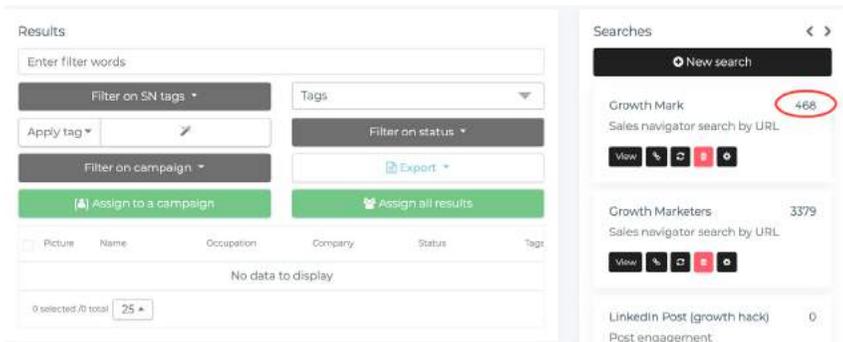
You’ll see a pop-up box titled “Add new search”. Toggle to “Sales Navigator Search”, and paste in the URL from the search earlier.

Then hit the blue “Search” button in the lower right corner to kick start everything.



Now it'll take some time to scan through the search and import those contacts into LinkedIn.com.

Once it's done, you'll see the results. In this case, it grabbed 468 profiles.



When you click on that search, people will be listed out individually below the filters. Tick the check box to the left of the "Picture" to select all the results from the search.

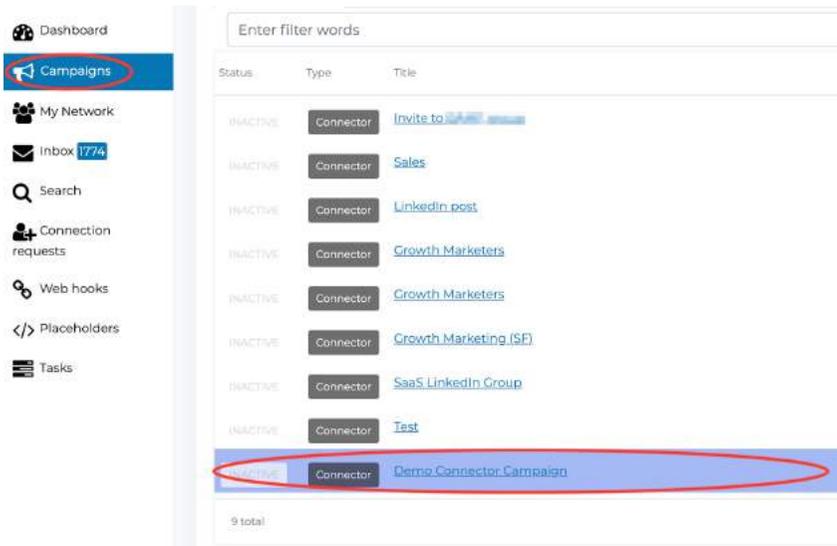
Then click "Assign to a campaign," and a pop up will show up.

Assign to a campaign

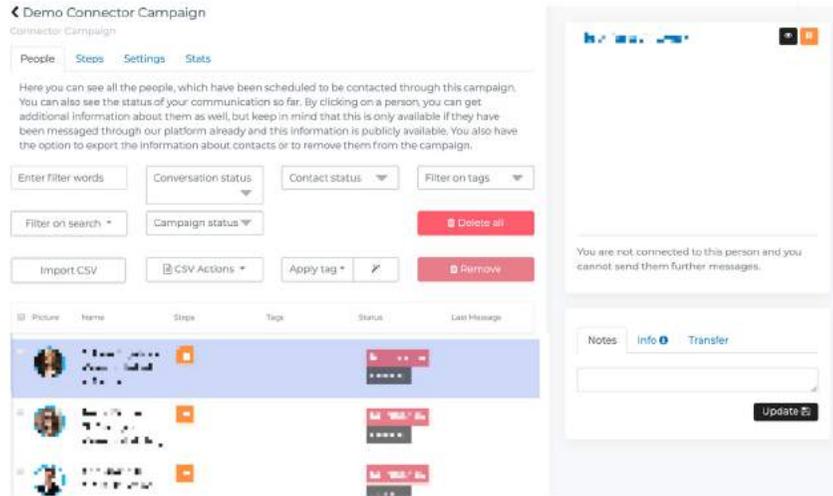


For my pop up, I'm selecting the campaign and clicking on the "Add selected contacts to campaign" button. This adds them to the campaign.

Anytime you need to navigate the campaigns screen or select the campaign, you can use the sidebar.



When I do that, I'm taken to the setup screen for "Demo Connector Campaign."



If you go to the “People” tab, you can see who’s going to get messaged, how many messages have been sent to each person, and their communication status.

HOW TO USE PHANTOMBUSTER TO AUTOMATE CONNECTING WITH YOUR IDEAL AUDIENCE

I mentioned it earlier — the other more publicly available tool that connects to your ideal prospects at scale.

Phantombuster.

To get started, go to <https://phantombuster.com> and sign up for an account. They have a free trial, so try it out if you want to follow along with the training.

Once you're logged in, click into the Store.



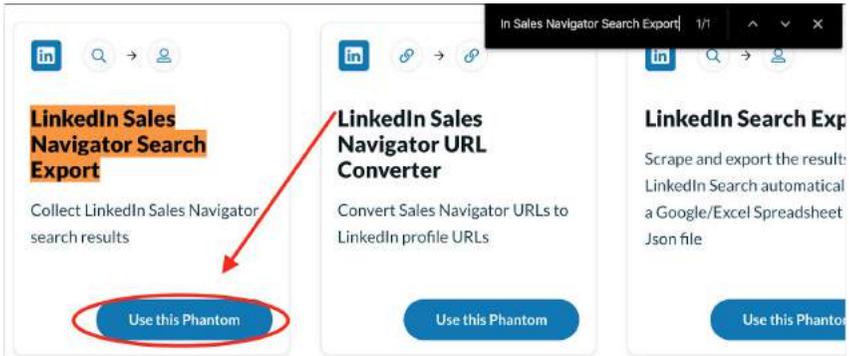
Phantombuster is an api-based software tool that automates all sorts of manual processes.

It also happens to be great at scraping data from sites, including LinkedIn.

USING PHANTOMBUSTER’S LINKEDIN SALES NAVIGATOR SEARCH EXPORT

Once you’re in the API Store, hit command or control-F, and search for LinkedIn Sales Navigator Search Export. Click on it, then select “Use this Phantom.”

You’ll be forwarded to the setup steps for the Phantom.



HOW TO GET YOUR LINKEDIN SESSION COOKIE FOR PHANTOMBUSTER

This should give you access to a new section. The first thing we’ll need is the LinkedIn session cookie.

It’s possible to find that using your browser’s developed tools, but it’s far easier to just install the Phantombuster plugin. It’ll prompt you to do so if you haven’t already.



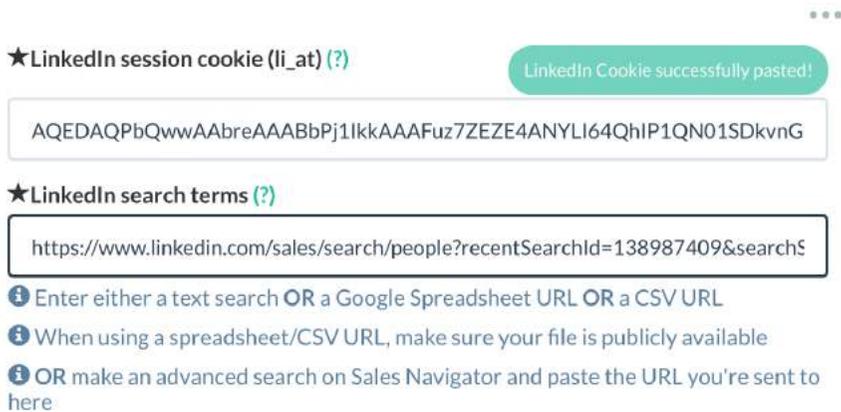
If you don't get that prompt, you can find it by searching for "Phantombuster" in the chrome or firefox web store.

Once it's installed, open LinkedIn in another tab and click "Get Cookie From LinkedIn." It'll automatically grab that string.

HOW TO COPY THE URL FROM SALES NAVIGATOR INTO PHANTOMBUSTER

Then, paste the URL from the Sales Navigator search into the "LinkedIn search terms" field.

This makes it easy to pull the data from that search into U-Linc.



The screenshot shows the U-Linc interface with two input fields. The first field is labeled "★LinkedIn session cookie (li_at) (?)" and contains the text "AQEDAQPbQwwAAbreAAABbPj1IkkAAAFuz7ZEZE4ANYLI64QhIP1QN01SDkvnG". A green notification bubble above it says "LinkedIn Cookie successfully pasted!". The second field is labeled "★LinkedIn search terms (?)" and contains the URL "https://www.linkedin.com/sales/search/people?recentSearchId=138987409&searchS". Below the search terms field are three informational icons: 1. "Enter either a text search OR a Google Spreadsheet URL OR a CSV URL", 2. "When using a spreadsheet/CSV URL, make sure your file is publicly available", and 3. "OR make an advanced search on Sales Navigator and paste the URL you're sent to here".

It'll ask how many profiles we want to scrape each time it launches. I recommend keeping it below 500 at a time.

Notice there's only 239 results here. I made the search narrow, so I'm setting it to scrape 230.



The screenshot shows a single input field labeled "Number of results to scrape per launch (?)" with the number "230" entered inside. There is a small circular icon with a minus sign in the bottom right corner of the field.

Once that's done, scroll past the rest and hit "Save."

It'll ask if you want to launch manually or repeatedly. For larger searches where you're not scraping everyone, I recommend repeatedly. But this case is small and narrow, so let's opt for manual, and click "Save."



It'll also ask if you want notifications. I'm setting mine to "None," and hitting "Save."



When you're done, you'll be taken to the status page. Set things in motion by hitting "Launch."

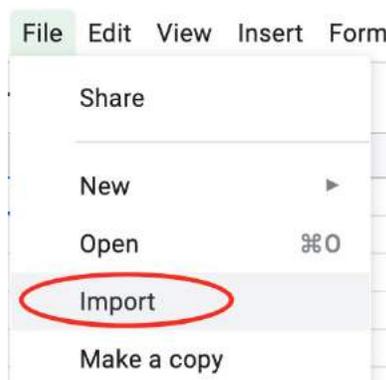


HOW TO START CONNECTING TO THE PEOPLE YOU'VE SCRAPED VIA PHANTOMBUSTER

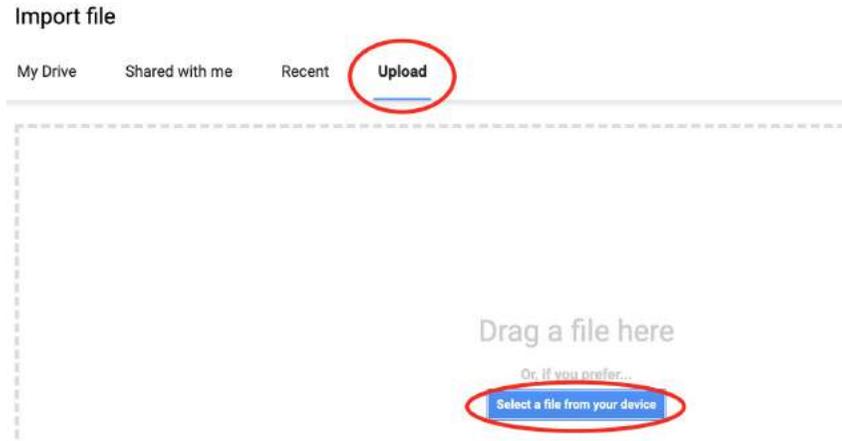
Once the Phantom is finished running, download the results by selecting the “result.csv” option under the “Files” heading.



Then pull the data into a Google Sheet for a better look. Go to <https://sheets.new> and then navigate to File > Import.

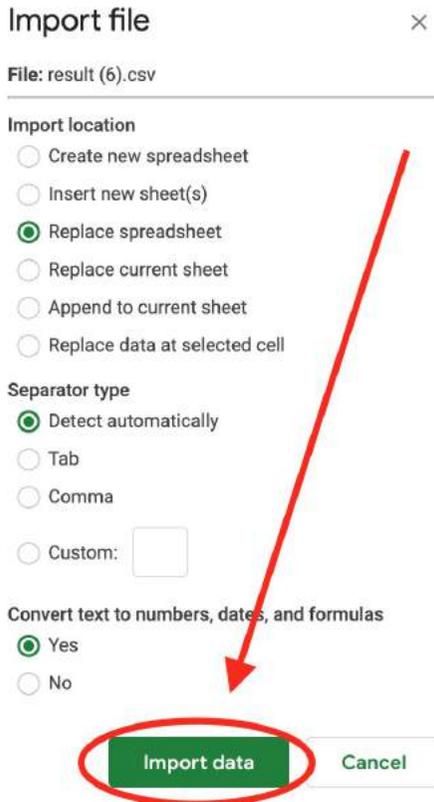


From there, you can navigate to the “Upload” tab, then find and select the CSV file.



You'll be asked what to do with this information.

The Import Location should be set “Replace Spreadsheet” by default, and the other options are good, so you can hit the green “Import Data” button.



Notice, we have their profile URL, their name split into first name and last name, their title, and their company name.

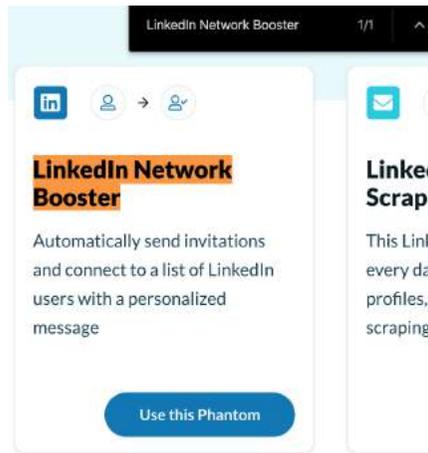
We have everything we need to reach out to them and develop compelling messaging.

profileUrl	vmid	name	firstName	lastName	title	companyName	pastRole	companyId	companyUrl	location	duration	profileImageUrl	
https://www.linkedin.com/profile/view?id=ACwAAAB5HWY		Brin	Gerolamo	Brin	VP Marketing at Igloo Products Co	Director, Markets	48954	https://www.linkedin.com/company/igloo-products-co	Irvine, California	5 months in role	https://media.licdn.com/dms/image/C4D0BAQAAACoRwI	Christy Ramroop	
https://www.linkedin.com/profile/view?id=ACwAAAB10X8		Angela	Hsu	Angela Hsu	SVP, Marketing & Leads Plus	Director, Paid Re	31960	https://www.linkedin.com/company/los-angeles-mat	Los Angeles, Calif	2 years 11 months in role	https://media.licdn.com/dms/image/C4D0BAQAAAB10X8	Graham Mcculloch	
https://www.linkedin.com/profile/view?id=ACwAAAD1b6E		Richard	Teeng	Richard Teeng	Director of ECom International E-Z	Director of Wentz	144184	https://www.linkedin.com/company/yorta	Yorta, Calif	2 months in role	https://media.licdn.com/dms/image/C4D0BAQAAAD1b6E	Christopher Cruz	
https://www.linkedin.com/profile/view?id=ACwAAAD1b6E		Richard	Teeng	Richard Teeng	Vice President of Monoprice	Vice President of	1222731	https://www.linkedin.com/company/monoprice	Los Angeles, Calif	5 years 1 month in role	https://media.licdn.com/dms/image/C4D0BAQAAAD1b6E	Christy Ramroop	
https://www.linkedin.com/profile/view?id=ACwAAAL1REB		Jason	Oshbak	Jason Oshbak	Vice President at WSS / Eurostar, Inc.	Executive of Eco Brighton Collect	VP of Ecommerce	326397	https://www.linkedin.com/company/eco-brighton-collect	Los Angeles, Calif	3 years in role as	https://media.licdn.com/dms/image/C4D0BAQAAAL1REB	Richard Teeng
https://www.linkedin.com/profile/view?id=ACwAAABuPwI		Elizabeth	Aselberg	Elizabeth Aselberg	Director of Econ FAM Brands	Sr. Trend Analyst	448639	https://www.linkedin.com/company/south-floridoma	South Pasadena, Calif	5 years 4 months in role as	https://media.licdn.com/dms/image/C4D0BAQAAABuPwI	Richard Teeng	
https://www.linkedin.com/profile/view?id=ACwAAABgKEE		Rick	Egan	Rick Egan	SVP, Marketing - US Auto Parts	SVP, Revenue M	172312	https://www.linkedin.com/company/tesco	Los Angeles, Calif	1 year in role as	https://media.licdn.com/dms/image/C4D0BAQAAABgKEE	Richard Teeng	

So it's time to go back into Phantombuster and use a new API to send out the connection requests.

USING THE “LINKEDIN NETWORK BOOSTER” API BY PHANTOMBUSTER

Navigate to the Store page within Phantombuster, but this time search for the phantom called “LinkedIn Network Booster.”



This tool sends out invitations and connects with our list of prospects.

Select “Use this Phantom”, then “Get Cookie from LinkedIn.”

From there, grab the new spreadsheet URL from the last step, and paste it in the “Spreadsheet URL of people to invite” field.

★Session cookie (li_at) (?) Get Cookie from LinkedIn

Spreadsheet URL of people to invite (?)

←

Writing Your Connection Messages

Here's where we're going to write out the connection message. You can use any number of custom fields, pulling in data from the different columns in the spreadsheet.

Just insert the exact header used for that column between two hash marks.

Here my message:

“Hello #firstName#, I'm really impressed with what you all are doing at #companyName#. Let's connect so I can stay updated with your latest news here on LinkedIn.

Cheers,

Houston”

Message (?)

Hello #firstName#, I'm really impressed with what you all are doing at #companyName# and would love to be connected to see what you post here on LinkedIn.

Cheers,



i Use #firstName# to insert the first name of the person you are adding in your message. [Many more tags are available.](#)

i You are limited by LinkedIn to 300 characters

i Leave empty to send invites without message (not recommended)

Advanced Settings ->

Save →

Under normal circumstances, you'd follow that up with in-depth messaging, but since it's a demonstration, this works.

Just keep in mind that this can't be over 300 characters.

When you're done, hit that "Save" button.

And then it's time to set the Phantom to run repeatedly. I selected "8 times per day" from the dropdown. Find the option that suits you, and hit the "Save" button again.

The screenshot shows a configuration window titled "Launch" with a three-dot menu icon in the top right. There are two radio button options: "Manually" (unselected) and "Repeatedly" (selected with a blue dot). Below the "Repeatedly" option is a dropdown menu currently displaying "8 times per day". A red arrow points from the right side of this dropdown to the text "8 times per day". At the bottom of the window, there are two buttons: "Back" and "Save". The "Save" button is highlighted with a red oval.

Note: Being cautious lowers the level of risk involved with automation. Take a look at *Phantombuster's recommendations for the LinkedIn Network Booster*.

Here's a link to their article: <https://x.bamf.co/linkedin-network-booster>

You'll see their recommendations:

- For standard LinkedIn accounts: 10 accounts per launch * 8 launches per day.
- For premium LinkedIn accounts: 10 accounts per launch * 15 launches per day.

You can set the number of accounts visited per launch by hitting the “Advanced Settings.”



When you're done, hit “Launch.”

Sit back and relax, watch it work, or just come back later.

HOW TO CONNECT WITH PEOPLE WHO ARE MEMBERS OF THE SAME LINKEDIN GROUPS AS YOU

Advanced automation using Linkedzen.com & Phantombuster

Now you know how to automate your LinkedIn with Linkedzen & Phantombuster separately.

But the real growth hacks and advanced solutions born on the mix of different tools and approaches.

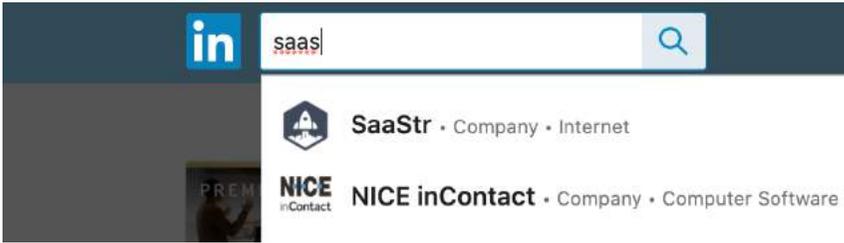
So I'll show you a good growth hack that can help you in your outbound lead generation a lot (even a LOT).

We'll connect with people who are the members of the same LinkedIn groups as you are.

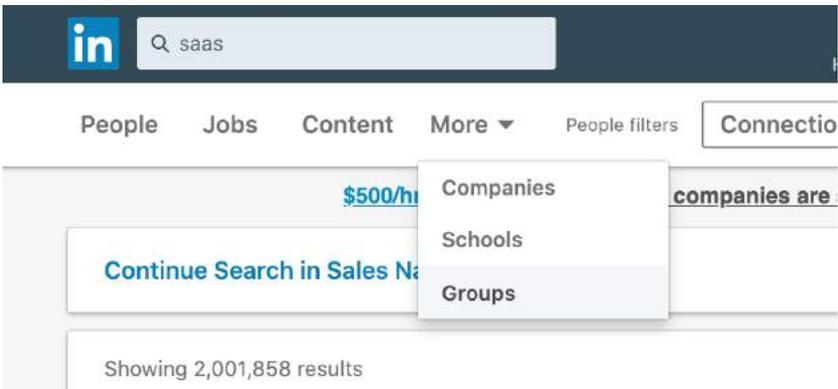
So you can:

1. Personalize your message, so they will know that you're not a "random Bob/Helen" who writes to everyone.
2. You determine the target audience by their interests.

So first of all we need to find a relevant group on LinkedIn. For example it'll be SaaS related. So just put "saas" keyword in search:



Choose "groups" in search filters.



You'll get tons of relevant communities:

The screenshot shows the LinkedIn search interface with the search bar containing 'saas'. The navigation bar includes Home, My Network (with 4 notifications), Jobs, and Messaging (with 1 notification). Below the search bar, a dropdown menu shows 'Groups'. The main content area displays search results for 'saas' groups, with a banner for '\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you...'. The results are sorted by relevance and show 1,705 results. The first five results are:

- Cloud Computing, Cybersecurity, SaaS & Virtualization** (Group • 533,678 members): A group for Cloud Computing, Cyber Security & Virtualization professionals to expand their network of contacts, share idea's and discuss industry related topics. The group covers VMware, SaaS, PaaS,...
- Software as a Service - SaaS - Group** (Group • 120,216 members): This group (hosted in English Language) is open to all professionals active in information technology - particularly the Software as a Service area (SaaS) - to discuss how SaaS can alleviate the customer's...
- IT Professionals | Agile Lean Scrum | DevOps | Security | Data | Cloud | SaaS | AI/ML | Automation** (Group • 238,237 members): CTO CIO CISO COO CDO CEO CSO CMO VP Executive Leadership Director Product Manager Information Technology Software Computing Architect Engineer Analyst Developer Programmer Cod...
- 14 Minutes of SaaS** (Group • 72,838 members): The 14 Minutes of SaaS podcast can be found on on Apple podcasts, Google podcasts, Spotify, TuneIn, Stitcher and almost everywhere you might listen to podcasts. Serious newsfeed about all...
- IT Leadership | IT Operations | AI/ML | DevOps | Security | Risk & Compliance | Cloud | Data | SaaS** (Group • 135,516 members): CTO CIO CISO COO CDO CEO CSO CMO VP Executive Leadership Director Product Manager

Join the most relevant groups. And once you're accepted, let's go to [Phantombuster](#) to scrape all LinkedIn group members. Choose "LinkedIn Group Members" API by [Phantombuster](#):



LinkedIn Group Members

Scrape LinkedIn profiles, names & position of up to 2500+ members of a LinkedIn group

Use this Phantom

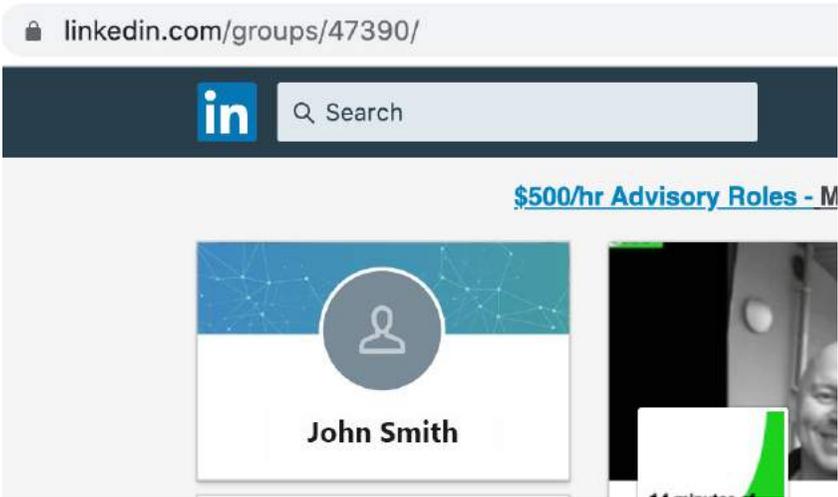
Add "cookie" field by using [Phantombuster Chrome Extension](#), as I showed you earlier:

★ Session cookie (li_at) (?)

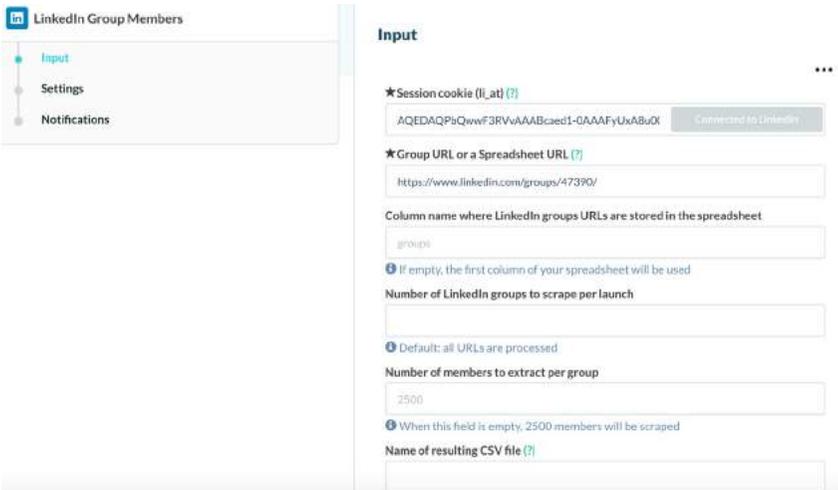
your_session_cookie

Connect to LinkedIn

Copy the link to the group and put it to Phantombuster.



As a result, you'll have settings of your Phantom like this:

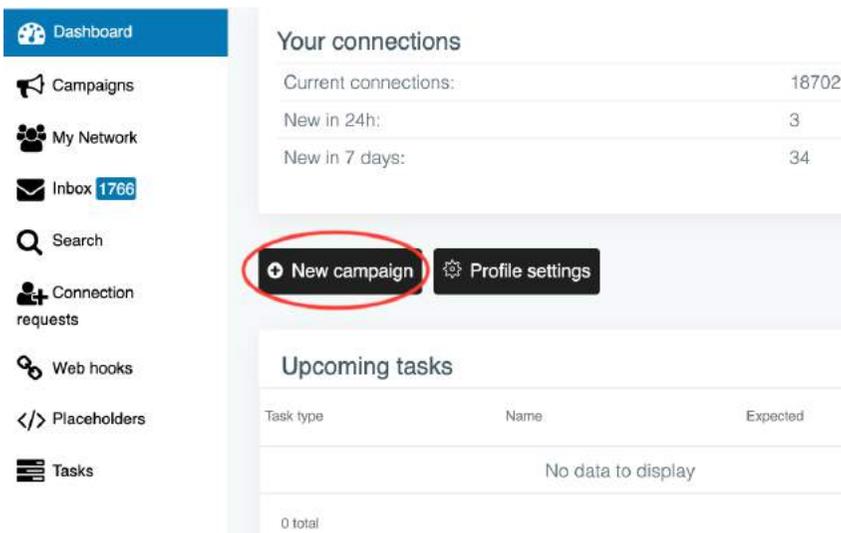


Click “Launch” and wait a bit. As a result of this step, you’ll get a CSV file with LinkedIn group members:



Now it’s time to automate the connection process with Linkedzen.com!

So, just create a new campaign:



Name it and choose the type of the campaign, it should be a “Connector campaign”:

Add campaign

With the help of a campaign you can set up the flow of automated messages in terms of when, what and to whom should be sent. Once you have chosen the campaign name and type, the rest of the settings will become available as well.

Campaign name

SaaS LinkedIn Group

You can choose from two campaign types:

- Connector campaign** - used to extend your list of contacts and introduce you to new people
- Messenger campaign** - used to message people you have already connected with

You can also choose who is able to see this campaign:

- Template** - a template for a campaign is created, which everyone in the company can see. Coworkers can change the step and copy it for themselves. If this option is selected, the campaign is going to be created for the current company -  
- Just you** - an instance of the campaign exists just for you. No one in your company is able to copy your steps or anything else

 Create Campaign

Now you need to add those people to the campaign, so just click on “Import CSV” and add a file from Phantombuster:

← SaaS LinkedIn Group

Connector Campaign

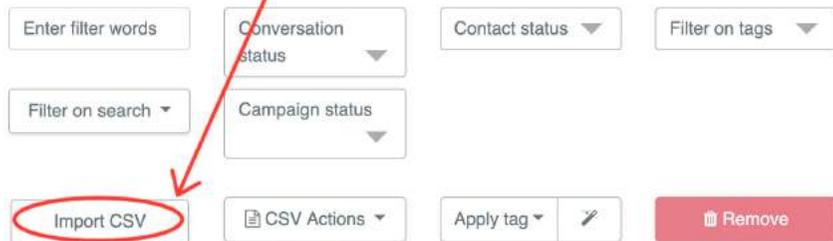
People Steps Settings Stats

Here you can see all the people, which have been scheduled to be contacted through this campaign. You can also see the status of your communication so far. By clicking on a person, you can get additional information about them as well, but keep in mind that this is only available if they have been messaged through our platform already and this information is publicly available. You also have the option to export the information about contacts or to remove them from the campaign.

Enter filter words Conversation status Contact status Filter on tags

Filter on search Campaign status

Import CSV CSV Actions Apply tag Remove



Add messages to your campaign.

It's important to mention the name of the group and the whole industry you're both working:

People Steps Settings Stats

Connector message

Body

Hey {first_name}!
We're at the same "SaaS" group on LinkedIn!
It'll be cool to connect with you here!

Remaining characters: 174/275

Alternative Body

In some cases, an account might have a lower character limit for their connector messages set by LinkedIn. To ensure that a whole message will be sent even if this happens, please enter a short alternative for the connector message.

thanks for accepting, btw are you making your own SaaS or helping other with it at {company_name}?

Remaining characters: 17/115

When you're ready, just click "on" on Status, and your campaign will be started:

Status

You can turn this campaign on and off. An active campaign will send out connection requests and messages according to your messaging settings. If the campaign is set to disabled, all campaign activity will be paused.

Start immediately

Status

Once the campaign is set to active, messages will start being sent as soon as the associated LinkedIn profile has entered its [active hours](#).

TOP PERFORMING FILL IN THE BLANK CONNECTION MESSAGE TEMPLATES TO RAPIDLY GROW YOUR AUDIENCE

Why Do We Obsess Over Perfecting The Art of The Connection Message?

Well, the connection message is arguably the single most important message in any outreach you do on LinkedIn.

Without a strong, authentic opener, they might ignore your connection request.

Translation? You're stopped dead in your tracks.

If they don't accept your connection, well, then you may have to rely on InMails, finding their email and sending them a cold email, or potentially hitting them up on another social platform like Facebook (which can feel more intrusive since it's more personal and not expected to be used for business-to-business).

But, there's a solution: using the right messaging and phrasing that'll get prospects to actually reply.

In this next section, I'm going to share a few of the top connection messages templates that we use for our clients to connect with B2B Leads, Press, and Investors.

Without further adieu, let's dive in...

B2B LEAD GENERATION OUTREACH CONNECTION MESSAGE TEMPLATES

Connector Message - Industry Leaders Learn from Each Other

Hey {first_name}, I noticed you are a {your_industry} leader and wanted to reach out. Always looking to connect with pioneers in the {your_industry} space. Looking forward to learning from one another. -{my_first_name}

Example

Hey Dave, I noticed you are a marketing leader and wanted to reach out. Always looking to connect with pioneers in the growth marketing space. Looking forward to learning from one another. -Houston

Connection Messages - LinkedIn Group Members Connect

Hey {first_name}! We are both in the {linkedin_group} group. As a forerunner in {your_industry}, I'm dedicated to flipping this industry on its head. Let's connect. -{my_first_name}

Example

Hey Dave! We are both in the Badass Marketers & Founders (BAMF) group. As a forerunner in growth marketing, I'm dedicated to flipping this industry on its head. Let's connect. -Houston

Connection Messages - Like The Work Company Is Doing

Hey {first_name}, I like the work {company_name} is doing in tech and innovation, and wanted to connect. I am always posting valuable resources and insights to help my network propel their company forward. Thought you'd be interested. -{my_first_name}

Example

Hey Dave, I like the work Drift is doing in tech and innovation, and wanted to connect. I am always posting valuable resources and insights to help my network propel their company forward. Thought you'd be interested. -Houston

Connection Messages - Top of Search Results

Hey {first_name}, your profile was top of the search results for professionals in the {your_industry} field - would love to connect and learn more about what you do at {company_name}! -{my_first_name}

Example

Hey Dave, your profile was top of the search results for professionals in the growth marketing field - would love to connect and learn more about what you do at Drift! -Houston

Connection Messages - University Fellow Alumni

Hey {first_name}, as a fellow {your_university} family member, I noticed that you do some great work in {your_industry}. It's always great to be connected with fellow alumni! :) {your_university_motto} - {my_first_name}

Example

Hey Dave, as a fellow Vanderbilt family member, I noticed that you do some great work in growth marketing. It's always great to be connected with fellow alumni! :) Go 'Dores! -Houston

INVESTOR OUTREACH CONNECTION MESSAGE TEMPLATES

Connector Message - Investors For My Upcoming Forbes Article

Hey {first_name}, wanted to reach out for my upcoming Forbes article. I saw you were an investor in some incredible companies. Would love to hear about {your_article_topic}. Let's chat. ~ {my_first_name}

EXAMPLE

Hey Randy, wanted to reach out for my upcoming Forbes article. I saw you were an investor in some incredible companies. Would love to hear about any exciting new founders that you've invested in recently. Let's chat. -Houston

Connector Message - Both Investors In Industry With Resources

Hi {first_name}, saw we were both investors interested in {your_industry}, thought I'd connect. I'm always posting valuable resources and insights around startups. - {my_first_name}

EXAMPLE

Hi Randy, saw we were both investors interested in marketing technology, thought I'd connect. I'm always posting valuable resources and insights around startups. -Houston

Connector Message - Both Investors With Cool Projects

Hey {first_name}, saw we were both investors interested in {your_industry}, thought I'd connect and see if you have any cool projects needing investment. Let's make some big money moves.
- {my_first_name}

EXAMPLE

Hey Randy, saw we were both investors interested in marketing tech, thought I'd connect and see if you have any cool projects needing investment. Let's make some big money moves. -Houston

PRESS OUTREACH CONNECTION MESSAGE TEMPLATES

Connector Message - Big Fan Of Your Work

Hi {first_name}, big fan of the work you and your team do at {company_name}. Always looking to connect with industry leading storytellers! Cheers, {my_first_name}

EXAMPLE

Connector Message - Big Fan Of Your Work

Hi Keller, big fan of the work you and your team do at Thrillist. Always looking to connect with industry leading storytellers! Cheers, Houston

Connector Message - Industry Leading Storytellers

Hi {first_name}, always looking to connect with industry leading executives and storytellers! {custom_signature}, {my_first_name}

EXAMPLE

Connector Message - Industry Leading Storytellers

Hi Keller, always looking to connect with industry leading executives and storytellers! Stay Golden, Houston

FINAL THOUGHTS ON BUILDING YOUR LINKEDIN AUDIENCE

Key Takeaways

DON'TS

1. Don't just automate, i.e. spray and pray
2. Don't be an annoying spammer

DO'S

1. Connect with your target customers to build a quality audience
2. Nurture new connections with content 3-times before following up
3. Send personalized messages

The best way to build your target audience and grow your influence?

Connect with the right people who matter for your business.

Then nurture with amazing content that will blow their minds and create the “**Sales Inception**” effect where they reach out to you.

Not too hard, right?

So, now that you know how to find your target audience and connect with them...

Let's dive into the fun (and painful) but most powerful part of our LinkedIn Influencer program: THE CONTENT.

The next chapter is all about AUTHENTIC & VIRAL LINKEDIN CONTENT, so be ready to take some notes.

If you have any questions, feel free to drop them in the BAMF Facebook Group.

If you haven't joined already, stop waiting and just dive in here:
<https://x.bamf.co/group>

CHAPTER 03

HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE

It's time for more Becoming A LinkedIn Influencer training.

We're diving right into How to Create Authentic and Viral Content to Build Trust With Your Audience.

THE DIFFERENCE BETWEEN STORYTELLING & THOUGHT LEADERSHIP

First thing's first, it's important to address the difference between Storytelling and Thought Leadership.

Storytelling Vs. Thought Leadership

Thought leadership serves to establish you as a leader in your market. One who can share ideas that others will follow.

Stories make you more human. By sharing something that's appropriate for a professional environment, but not strictly business, you stand out from the crowd.

Becoming an influencer on LinkedIn is about combining the two.

Thought leadership content established you as a leader in your market. It's an opportunity to share ideas, resources — anything that will help out your ideal customers, and make them want to pay more attention to what you're doing.

We want you to be seen as an expert.

Stories, on the other hand, are there to make you more human. They help you to become more relatable.

That means you want to share things that are appropriate for a professional environment, even if they're not strictly work related. Not only will it help you stand out, it'll help establish you as an influencer. Everyone else is too afraid to share their life on LinkedIn.

Before we talk details though...

Thought leadership, as we're defining it here, is not the same as a thought piece. I often see people publishing what I would call a thought piece, where they're waxing philosophical about some big idea.

That kind of thing doesn't have a place on LinkedIn. Those posts don't tend to perform well.

And don't get me wrong. There's room for experimentation in LinkedIn content, but there's also formulas to adhere to if you want results.

See, stories are great, but only if you also post a disproportionate amount of valuable resources and knowledge.

Because if you're not winning over their hearts AND minds, you're not being a true influencer. If all you ever post are industry insights, you're only a thought leader.

THE ONLY TWO TYPES OF CONTENT THAT MATTER, PLUS ONE BONUS TYPE

This is why the only two categories of content that matter are...

- 1) Story-Driven
- 2) Value-Driven

We are going to cover our favorite content templates and topics for story-driven content, but here are a few ideas to get your gears turning

Tell stories about...

- Rags to riches
- Appreciation of someone
- Personal transformation
- Overcoming obstacles
- Unexpected changes
- Making the most out of a bad situation

As you can see, these story-driven posts are relatable and emotional for your audience and key to building trust as an influencer.

We are also going into depth on our top post types for Value-Drive posts, but as a high-level intro, you'll want to use these formats for **Value-Driven posts**:

- Resource giveaways
- Slides
- Guides
- Images, Sheets & Lists
- Infographics & thematic image galleries

If you want to throw in a third type of content to focus on (while not being a requirement), that would have to be “**Engagement-Driven.**”

A few ideas for Engagement-Driven content could be...

- Use a question prompt format asking your audience to comment below
- Start a following/hiring thread
- Or just post the occasional meme or inspiring video to drive engagement

Engagement-driven content can help you win over your audience a little bit by letting them focus on themselves in the comments of your own posts, and by *surprise-and-delighting* them with entertaining content.

If your story-driven content helps you be more vulnerable, you can use engagement-driven to show a more humorous, or goofy, side of you by not being too overly-serious all the time.

Both story-driven and engagement-driven serve to build the relationship with your audience to feel more connected, more like a friendship.

Whereas your value-driven content serves to build your industry authority as an expert.

All these types of content posted consistently will ultimately lead to what we deem to be the coveted “LinkedIn influencer” status.

And remember...

Whatever you post, make sure it's showcasing the authentic you.

THE IMPORTANCE OF VULNERABILITY

One of the key principles to keep in mind as you're producing content for LinkedIn is that it's important that you practice vulnerability.

Some people get caught up in the idea that LinkedIn is a professional network. They think everything is supposed to be "all business, all the time."

But everyone on this platform is still a real person. They have lives outside of business, and are looking for human connection.

That's why we tell stories, and why you're going to need to push the bounds of what you might feel comfortable sharing on LinkedIn.

You need to share the truth about your working life, and the ways in which your personal life influences it.

A perfect example of this is the post I've included here below.

It's about the time an old boss yelled at me in front of the entire office. I'd only been there six months, so that was upsetting.

Not many people would be willing to share a story where they were publicly humiliated, but by tying it into how I run my business today, it becomes something that people can relate to.

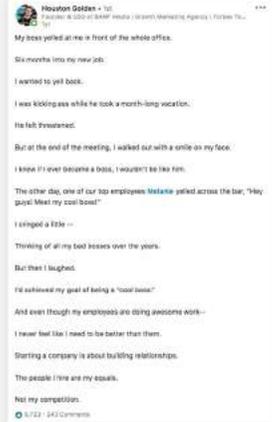
Thousands of people liked or commented on this piece, and many more than that read it.

The Importance of Vulnerability

Too many people get caught up in the professionalism they feel is necessary.

The truth is, everyone on the platform is still a real person, and real people want a human connection.

Tell stories. Be vulnerable.



LINKEDIN POSTS VS ARTICLES

LinkedIn is a pretty great place to reach your target audience with relevant content.

(Especially when you're in B2B)

For example, 44% of B2B marketers have generated leads via LinkedIn.

But here's the question - how did they do that?

That's a great question, because there are 2 different ways to share your content on LinkedIn... and they're both very different.

The first way is LinkedIn posts. The second are LinkedIn Articles (now LinkedIn Pulse).

Let's dive into each...

LinkedIn Articles Pros:

1. Articles have no limits.

When it comes to posts you can't share more than 700 characters for your post and 1300 for company posts. Which means, people can read more of your value posts.

2. Long term effect

People can find your articles even in a month or a few after you posted it.

How it works with LinkedIn posts:

1. You post.
2. People see this post in their newsfeed.
3. In 3-10 days other people make good viral posts and your LinkedIn post stopped showing to your audience.

When it comes to LinkedIn Articles, people can find them:

- Via Google
- From your LinkedIn Profile

As a result, people can find your article much more easily in the future.

LinkedIn Articles Cons:

1. A tiny amount of views compared to LinkedIn posts

Since your posts appear in people's newsfeed, they can easily find your new posts when they open their LinkedIn.

Also...

LinkedIn wants more people to stay on their platform -> to show them more ads -> to earn more money.

So when you see 1 post -> you scroll below and see another -> and then see one more post. As a result of it they spend more time.

When it comes to LinkedIn articles -> people scroll below and see nothing.

So, LinkedIn doesn't boost your LinkedIn articles, as they do with LinkedIn posts.

LinkedIn Posts Cons

1. Short-term effect

As I said before, LinkedIn posts are booming in the first week.

And after that, it's hard for people to find it on LinkedIn:

They can't see that on their newsfeed...

They can't find it on Google...

And they can't find it on your LinkedIn profile (well, they technically can... but it's pretty hard to do)

LinkedIn Posts Pros

1. LinkedIn posts get much more views comparing to LinkedIn articles

I'd love to share my personal example:



Can you do the same on Facebook or Youtube?

NO, with a big “N” and a big “O”.

Pssst, if you can, let me know I need to take some lessons from you.

So, why is it happening?

The answer is easy (I've already said that, but anyways).

LinkedIn is booming and today they are more likely to support content makers rather than other platforms.

LinkedIn is a media platform. And as every media they are selling ads (the same like FB or Twitter does).

And to sell more ads with a bigger price they need content on their platform.

So users (you, I, and everyone who is using LinkedIn) will read that content and stay on LinkedIn more.

And since people stay on the platform more, they watch more ads -> LinkedIn gets more money.

Since people aren't creating as much content on LinkedIn (compared to FB or Twitter) they need to boost good posts to a bigger audience.

This is what happened with Facebook 7 years ago...

With Youtube 5 years ago...

And what's happening with LinkedIn right now.

THE DIFFERENCE BETWEEN LINKEDIN CONTENT COMPARED TO FACEBOOK, INSTAGRAM, OR TWITTER

Another thing to keep in mind when creating LinkedIn content is that it's not Facebook, Instagram or Twitter.

On those platforms, content is prioritized when it's posted, but then quickly disappears. On Twitter, you have a couple of minutes usually. Facebook or Instagram, maybe a few hours.

LinkedIn Vs. Facebook

Unlike Facebook, which prioritizes recency, the rate of "content decay" on LinkedIn is much slower.

This means you don't have to post constantly.

You just need to get a nice "pop" of momentum at the beginning to keep your post in people's feeds for days at a time.



On LinkedIn, getting a great initial reaction is still important. You need to communicate to the algorithm that the piece is worth showing to more people.

But once you do that, it keeps showing it to new people far longer than the other platforms.

I see successful posts continue to rack up views, likes, and comments for up to a week after they're posted.

The rate of “content decay” is much slower on LinkedIn, which means it's far better to have posts that are really well thought out and targeted towards your audience a few times a week than it is to post multiple times a day.

Speaking of which...

LET'S LEARN ABOUT LINKEDIN'S ALGORITHM

LinkedIn likes to promote your content to people who look similar to the same people who are engaging with your content.

Makes sense.

So it's up to you to use that knowledge to boost your odds of going viral. For instance, we structured this book with that in mind, so it could help us start conversations with our ideal prospects.

So, if we connect you to 1,000 new connections, who all “recently funded SaaS founders,” those people are also going to be your most recent conversations in the LinkedIn inbox.

Also, LinkedIn will put your content at the top of the newsfeed when they login.

Smart.

Take a look at the example below.

HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE

The screenshot shows a LinkedIn newsfeed. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, My, Work, and Favorites. Below the navigation bar, there's a banner for "Become a Better Leader - Want to learn from the best? Tap advice of business leaders on Vantage." The main content area shows a post by Taylor Offer, a 1st-degree connection. The post text reads: "Casper is filing to go public at over a billion valuation. I love when those 'unicorn' or 'billion' dollar companies decided to go public because you get access to their financials." Below the text is a table titled "Nine months ended September 30" comparing 2019 and 2018 data. The table shows revenue, cost of goods sold, gross profit, operating expenses, and loss from operations. To the right of the post, there's a list of "Today's news and views" with several articles. At the bottom of the post, there are interaction options like Like, Comment, and Share. A mobile notification for Taylor Offer is also visible on the right side of the screen.

	Nine months ended September 30	
(in thousands, except percentages, which show percentage of Revenue, net)	2019	2018
Revenue, net of \$80,085 and \$57,659 in refunds, returns, and discounts for the nine months ended September 30, 2019 and 2018, respectively	\$ 312,319	259
Cost of goods sold	157,342	143
Gross profit	154,977	116
Operating expenses		
Sales and marketing expenses	113,994	92
General and administrative expense	106,126	88
Total operating expenses	220,120	180
Loss from operations	(65,143)	(64)

I had a conversation with a local serial startup founder, *Taylor Offer* (<https://www.linkedin.com/in/tayloroffer>). He was the last person I messaged.

When I logged into LinkedIn afterward, his latest post was placed at the VERY TOP of my newsfeed.

The only drawback is that unlike Google, your post doesn't hold its ranking forever. You need to keep those conversations flowing to stay relevant.

If you post 3-4 times a week, and then hop on sales calls, they'll probably tell you how they constantly see your content on LinkedIn.

Boom, you mastered the algorithm. 🎉

Now LinkedIn will promote your content to your most recent new leads and connections, as well as those who engage with it the most, and as a bonus...

It will start promoting your content organically in the newsfeed to people who aren't even connected to you. We're talking 2nd, 3rd, 4th and even 5th degree connections, and people outside your network.

Anyone with a similar job title, industry or location will see it.

That's why LinkedIn beats out every other platform. It's why we here at BAMF have built such a following and massive business success.

Unlike other platforms, your audience isn't limited on LinkedIn. You can go far beyond your known circle. On Facebook, if you have 200 friends, that's your scope. You'll be lucky to get 200 likes on anything you post.

And you have to pay to play with Facebook ads.

With LinkedIn, you thrive off of organic opportunity, and far exceed anything on any other platform.

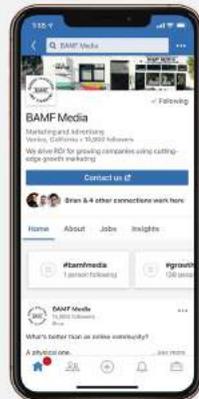
OPTIMIZE YOUR LINKEDIN CONTENT FOR MOBILE VIEWERS

Optimizing for Mobile

57% of LinkedIn visitors are coming from mobile.

To get the best results with your content, you need to optimize for mobile readers:

- Short paragraphs
- Fast pacing
- Wave shape to your posts



Another consideration is that you have to optimize for mobile.

Recent stats show that 57% of LinkedIn visitors use their phones to browse the site.

Anyone reading your post, looking at the posted slides, or watching a video is probably doing it on mobile.

That means shorter paragraphs are better. They're easier to read on a small screen. The objective is to keep narrative pacing fast, clear, yet engaging.

There's no room for fluff.

When you're on your phone, there's notifications of all kinds. Emails, texts, social media messages and engagement. It's very easy to get pulled into something else quickly. Capturing people's attention, and keeping it, is key.

A good approach is to have a wave shape to posts.

Start out with one or two long sentences to set the stage for the story.

Toward the middle, as the action is rising, focus on keeping the sentences short and snappy.

Then, near the end when you're reflecting on the lessons learned and asking readers to share their thoughts in the comments, make sentences longer again.

As a rule, paragraphs should never be more than three lines deep.

PSYCHOLOGICAL PRINCIPLES

Start with pain, shocking statistics, some form of pattern interrupt to get them interested in reading the rest.

Make it real with actual dialogue from conversations around the event, especially a pivotal moment.

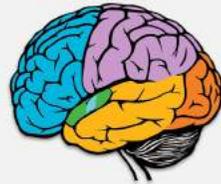
My lawyer called. “I just got the paperwork from Google. They’re suing us.”

Psychological Principles

Start with pain, shocking statistic, some form of pattern interrupt to get them interested in reading the rest.

Make it real with actual dialogue from conversations around the event, especially a pivotal moment.

My lawyer called. “I just got the paperwork from Google. They’re suing us.”



ANOTHER GOOD TRICK IS TO USE A PATTERN INTERRUPT

This opens up with something unexpected, like a shocking statistic, or a painful memory.

If it's actual dialogue from an event that occurred, even better, especially if it was a pivotal moment.

One of my recent lines was:

“My lawyer called, ‘I just got the paperwork from Google. They’re suing us.’”

It works. You don't read that everyday.

It makes you want to read further, so you're informed. Why did Google, the tech giant sue a startup founder?

Think hard about what the most shocking parts of your story are, and whether there's a way to start right at that point of highest tension.

THE 5 MAIN POST TYPES WE USE TO CONSISTENTLY CREATE VIRAL CONTENT

Now that we've covered some of the most basic content out of the way, it's time to talk about our content engine system.

We use it to get millions of views per month on LinkedIn for ourselves and our clients.

Although the algorithm has changed a lot since we became "LinkedIn famous" back in 2017, we're consistently creating viral content going into 2020...

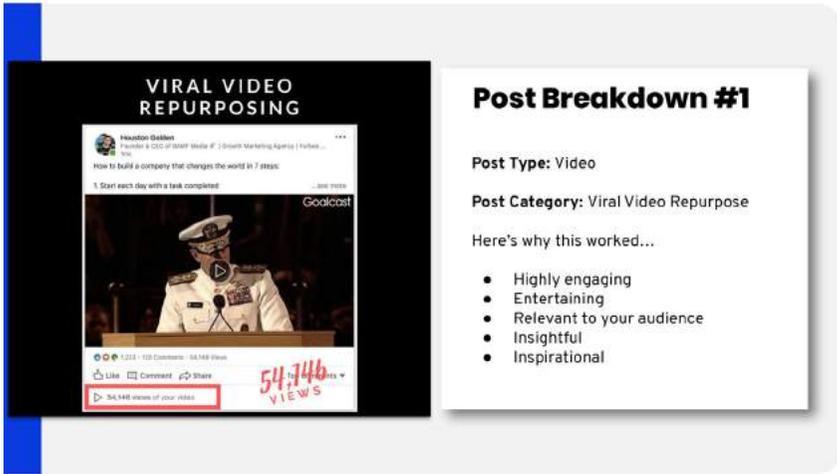
And it's all thanks to these 5 main post types, guaranteed to give clients 100k+ views per month.

[TL;DR] OVERVIEW OF THE 5 MAIN POST TYPES

(PS- This Overview itself WAS a LinkedIn post. See here: <https://x.bamf.co/5-post-types>)

We're always finding novel ways to create and repurpose our LinkedIn content.

1. Viral Video Repurposing



The image shows a screenshot of a LinkedIn post titled "VIRAL VIDEO REPURPOSING" by Houston Gastler. The post content includes the text "How to build a company that changes the world in 7 steps:" and "1. Start each day with a task completed." The video thumbnail shows a man in a military-style uniform speaking at a podium. The post has 1,213 likes, 110 comments, and 54,748 views. A red box highlights the view count, and a red stamp reads "54,746 VIEWS". To the right of the screenshot is a white box titled "Post Breakdown #1" containing the following information:

Post Type: Video

Post Category: Viral Video Repurpose

Here's why this worked...

- Highly engaging
- Entertaining
- Relevant to your audience
- Insightful
- Inspirational

This is a chance to “entertain,” but don’t post silly cat videos.

Make sure it’s relevant to your audience.

We’ve found the best videos for repurposing are inspiring or motivational, such as videos of other highly-successful entrepreneurs like Steve Jobs, or Bill Gates, etc.

<https://x.bamf.co/viral-video-1>



The image is a screenshot of a Facebook post. At the top, the user profile for Charles Walton is shown, including a profile picture, name, and bio. The post content includes a quote from Mark Cuban and a video player. The video player has a large play button icon and a yellow highlight over it. Below the video, the text of the video is displayed. At the bottom of the post, engagement statistics and interaction buttons are visible.

Charles Walton • 1st
Founder & CEO at Kybotech | Cham. Commerce Entrepreneur of the Year ...
3mo • 🌐

👍 **Mark Cuban's** One Ingredient:
"When we talk about new companies and success, there really is only ONE common ingredient— across any type of business. Whether it's oil or ...see more

ADVICE FROM A YOUNG MARK CUBAN!

@theflipkingdotcom

People often ask me, what it takes to start a business. What is the key

🔗 🌐 📄 3,032 • 109 Comments • 1,142,239 Views

👍 Like 🗨 Comment ➦ Share

Link to post: <https://x.bamf.co/viral-video-2>

One of our most viral posts of 2019 was this viral video post of “Advice from a Young Mark Cuban.” So, clearly this format works.

2. Resource Giveaways



RESOURCE GIVEAWAY

Stop Asking CEOs in the US About Their Resumes!
The US continues to be the top employer despite for various capital investments and more. (2023-2024) (Data provided by LinkedIn)

Company	Industry	Location	Size	Revenue	Employees	Website
Apple	Technology	USA	Large	\$262.9B	1,644,000	apple.com
Microsoft	Technology	USA	Large	\$211.9B	1,313,000	microsoft.com
Amazon	Technology	USA	Large	\$147.9B	1,212,000	amazon.com
Google	Technology	USA	Large	\$134.7B	1,112,000	google.com
Facebook	Technology	USA	Large	\$112.7B	912,000	facebook.com
Twitter	Technology	USA	Large	\$10.2B	132,000	twitter.com
LinkedIn	Technology	USA	Large	\$10.2B	132,000	linkedin.com

229,208 VIEWS

Post Breakdown #2

Post Type: Text Post With Image

Post Category: Resource Giveaway (Engagement)

Here's why this worked...

- Super valuable resource
- Comment bait
- LinkedIn loves comments
- Ask for and respond to comments. (comments are the #1 variable for virality)

Create your own value-bomb resource, or repurpose and give credit.

Ask people to comment below, then send via DMs.

Comments are the #1 variable for virality.

3. Thematic Image Galleries



RESOURCE GIVEAWAY + THEMATIC IMAGE GALLERY

Post Breakdown #3

Post Type: Thematic Image Gallery

Post Category: Resource Giveaway (Engagement)

Here's why this worked...

- Super valuable resource
- Comment bait
- LinkedIn loves comments
- Ask for and respond to comments. (comments are the #1 variable for virality)

Include multiple images or screenshots showcasing stats and industry trends.

Then, start a conversation using #yourindustry hashtag.

4. Slides



SLIDES

Post Breakdown #4

Post Type: Slides

Post Category: Resource / Slideshare

Here's why this worked...

- Highly educational
- Valuable information
- Native integration from LinkedIn's Slideshare acquisition
- Unique / New content type (not a lot of people are doing it)

Import PDFs to create downloadable information-packed slides posts.

Not a lot of people are using this feature, so you're clear.

LinkedIn acquired Slideshare for \$119M, so they have a financial incentive to promote this content.

5. Plain Text Founder Stories

PLAIN TEXT FOUNDER STORY

Houston Golden
Founder & CEO of SHMP Media | Growth Marketing Agency | Forbes Top 1...
50C

We hired an 18 year old as an intern.
And he's killing it.

Christian Jackson joined to get hands-on experience for what he's... see more

1245 · 88 Comments

Like Comment Share

128,677 views of your post in the feed

128,677 VIEWS

Post Breakdown #5

Post Type: Plain Text

Post Category: Viral Founder Story

Here's why this worked...

- Be authentic.
- Don't include links.
- Use plain text.
- Be vulnerable, talk about the pain.
- Be tangible.
- Ask for and respond to comments. (comments are the #1 variable for virality)
- Say what you believe, especially if it may be controversial.

Say what you believe and tell your authentic story, especially if it's controversial.

Now, it's time to do a deeper dive into each post type.

Ready to ride that wave?

Let's do this.

DEEP DIVE INTO THE 5 MAIN POST TYPES WE USE IN OUR LINKEDIN INFLUENCER PROGRAM

Now let's look at a few examples of posts we've had success with, and break down why they work.

VIRAL VIDEO REPURPOSING & POST EXAMPLE

This is a recent one, it's a prime example of viral video repurposing.

 **Houston Golden**
Founder & CEO of BAMF Media 🚀 | Growth Marketing Agency | Forbes ...
1mo

How to build a company that changes the world in 7 steps:

1. Start each day with a task completed ...see more



👍❤️🌱 1,233 · 120 Comments · 54,146 Views

👍 Like 💬 Comment ➦ Share Top Comments ▼

▶ 54,146 views of your video

<https://x.bamf.co/viral-video-1>

We pulled a video of a high-ranking military member making a graduation speech that had already been shared widely on other platforms.

Notice, within the speech, he gives Seven Steps to Change the World.

I turned that into How to Build a Company That Changes the World by taking those same steps and Linkedzenng on how they apply to business.

That, along with resharing the viral video, ended up generating 50,000+ views.

But why did this work?

Well, it's highly engaging. People love video, not only on LinkedIn, but in general. This is a very entertaining video, and it's not too long.

Also, it's already been shown to have a lot of impact with people on other platforms. It wasn't surprising that it would do well on LinkedIn, as long as we were able to make the advice relevant to our audience (professionals).

Speaking of which, it's relevant to our audience. Because I made it about how you can build a company that changes the world. It's no longer general life advice.

As a bonus, it's insightful and inspirational. Most people don't hear advice from military leaders all the time, so this allows us to do that from the comfort of LinkedIn.

How To Build A Company That Changes The World

ACTUAL POST: "HOW TO BUILD A COMPANY THAT CHANGES THE WORLD IN 7 STEPS"

How to build a company that changes the world in 7 steps:

1. Start each day with a task completed

Make your bed every morning to set the tone for success.

If you do have a bad day, you can at least come home to a made bed.

2. Don't back down from sharks

There are a lot of sharks in the world.

If you hope to compete, you will have to face them head on.

3. Respect everyone

Entrepreneurship is the great equalizer.

Nothing matters but your will to succeed—

Not your color, not your ethnic background, not your education, not your social status.

4. Know that life is not fair and you will fail often

When you are up against impossible odds, you are still on the right path.

Believe in yourself and be driven by something deeper.

5. Don't be afraid to take some risks and step up when times are the toughest

How you act when your back is up against the wall will define you as a leader.

Don't lash out.

Do the unexpected.

Turn around, and climb your way to the top of the wall.

6. Face down the bullies, lift up the downtrodden

When everyone else says you can't do it— that you're not smart enough, strong enough, experienced enough.

Relentless optimism is your secret weapon

7. And never, ever give up.

Because when you do all of these things—

You can change the world.



<https://x.bamf.co/viral-video-1>

Template Name: *“How to build a company that changes the world in 7 steps”*

Bold statement that you are about to explain how to achieve something seemingly impossible in a few simple steps

How to build a company that changes the world in 7 steps:



Start with an easy task that literally anyone can complete

1. Start each day with a task completed

Make your bed every morning to set the tone for success.



State why this seemingly insignificant first step is so important

If you do have a bad day, you can at least come home to a made bed.



Share a visual metaphor or real tangible example of how to be resilient

2. Don't back down from sharks

There are a lot of sharks in the world.



Emphasize why this is necessary to achieve your seemingly impossible goal

If you hope to compete, you will have to face them head on.



Strike an emotional chord with a moral lesson that people will want to praise

3. Respect everyone



Tie it back to your professional or business ambition

Entrepreneurship is the great equalizer.

Nothing matters but your will to succeed—



Double-down on the moral lesson to dig deeper on the emotional message

Not your color, not your ethnic background, not your education, not your social status.



Even though your steps are simple, remind your audience it will never be easy

4. Know that life is not fair and you will fail often

When you are up against impossible odds, you are still on the right path.



You need a higher-purpose outside yourself to achieve anything truly great

Believe in yourself and be driven by something deeper.



Embrace fear and take risks when necessary

5. Don't be afraid to take some risks and step up when times are the toughest



Bring your story back to professional lesson with a powerful punch

How you act when your back is up against the wall will define you as a leader.



Provide inspirational quick list on how to handle hard situations and haters

Don't lash out.

Do the unexpected.

Turn around, and climb your way to the top of the wall.



Triple down on your moral high-ground and empowering selfless mission to inspire others

6. Face down the bullies, lift up the downtrodden

When everyone else says you can't do it— that you're not smart enough, strong enough, experienced enough.



Share your core value with the world that has helped you the most over the years

Relentless optimism is your secret weapon



Finally, remind everyone of the most important lesson to never give up and be relentless

7. And never, ever give up.



Drive home the message that achieving the impossible IS possible

Because when you do all of these things—

You can change the world.



RESOURCE GIVEAWAY & POST EXAMPLE

The example that did well for me, in this case getting over 47,000 views, is this text post with an image offering a free resource. We call this a **Resource Giveaway**.

We put together a spreadsheet sharing over 2,000 resources, tactics, and directories to list your startup and drive organic traffic.

We took screenshots of the Google Sheet, wrote a brief description of what was included, and invited people to comment on a certain phrase if they'd like a copy sent to their inbox.

This type of post does well, because people naturally like commenting on LinkedIn.

So, the reasons this worked are:

- a. It's super valuable.
- b. It's comment bait.

LinkedIn absolutely loves comments, and having a lot of them helps to drive the algorithm.

You can keep them going by responding to those comments too, just like we did.

Comments are the number one variable for virality. So anytime you can get people to comment, that's something you want to do.

PROOF THAT YOU ALWAYS GIVE RESOURCES THAT PROVIDE VALUE

**ACTUAL POST: "  ULTIMATE
ORGANIC TRAFFIC BUNDLE  "**

 ULTIMATE ORGANIC TRAFFIC BUNDLE 

2,000+ Resources, Tactics, and Directories

My latest post with 60+ places to list your startup for free traffic BLEW UP.

And a ton of you shared awesome submissions for other interesting sites and tools.

So I expanded the resource to make it 100X more EPIC.

I'm giving away Everything!

- 📄 Sites That Accept Guest Posts (340+)
- 💎 Branded Properties (300+)
- 🔗 Link Prospects (1,000+)
- 📖 Directories to List Your Startup on (60+)
- 🔍 Search Strings (50+)
- 🔗 Links (200+)

Want to get the full database?

👉 Drop a COMMENT below 👉

And I'll send you a message with the full resource.

Don't forget to follow me for more bad*ss resources like this every week:

Houston Golden

#marketing #founders #startups

Feeler line to prove how you always share good resources that provide value

My latest post with 60+ places to list your startup for free traffic BLEW UP.



Lead into how it gave you an idea for a new post

And a ton of you shared awesome submissions for other interesting sites and tools.

So I expanded the resource to make it 100X more EPIC.



List how the new resource will help them and what it includes

I'm giving away Everything!

- 📄 Sites That Accept Guest Posts (340+)
- 💎 Branded Properties (300+)
- Link Prospects (1,000+)
- 📖 Directories to List Your Startup on (60+)
- 🔍 Search Strings (50+)
- Links (200+)

Ask them if they'd like access to the resource you're offering

Want to get the full database?

CTA to comment on the post and offer to send it to them for free

👉 Drop a COMMENT below👈

And I'll send you a message with the full resource.

CTA and profile tag to follow you on LinkedIn for future posts

Don't forget to follow me for more bad*ss resources like this every week:

Houston Golden



3 relevant hashtags

#marketing #founders #startups



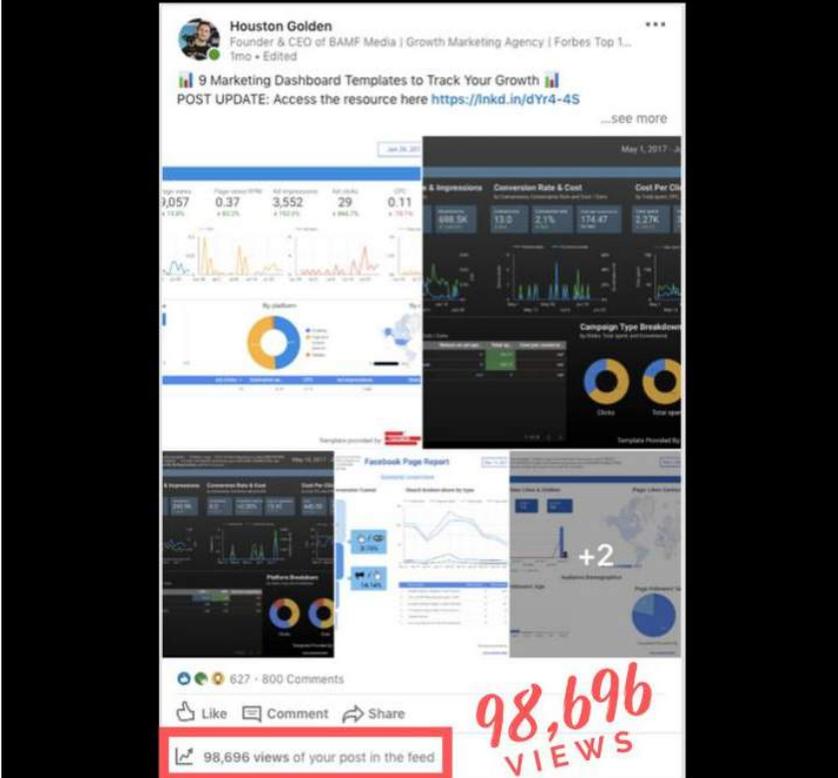
Attach a screenshot of the resource you're offering (see actual post above)

THEMATIC IMAGE GALLERY & POST EXAMPLE

Our third example is similar to the previous one. It's another resource giveaway, but this time we've used a Thematic Image Gallery.

It started off by putting together nine marketing dashboards that can be used to track all sorts of growth metrics. Then we offered it up to anyone who wanted it, as long as they commented with our key phrase.

RESOURCE GIVEAWAY + THEMATIC IMAGE GALLERY



But instead of just a single image of the resource, we had multiple. This is a newer content type on LinkedIn — advantageous because not everyone is doing it yet, and also because LinkedIn tends to prioritize posts that use their newer post formats.

Other than that, it's exactly the same.

It still works because...

- It's super valuable.
- We're comment baiting.

Note: I did go in later and edit in a link to get the resource. I was tired of responding to comments, but you shouldn't do that right off the bat. We'd given it several days, racked up the vast majority of the views, likes, and comments this post was going to get, so it just seemed right.

This type of post is likely to always work, as long as you're giving away genuinely valuable, high-quality resources that are relevant to the audience you've built.

IMAGES FOR A POST WITH RESOURCE FREEBIES

ACTUAL POST: “ 9 MARKETING DASHBOARD TEMPLATES TO TRACK YOUR GROWTH ”

 9 Marketing Dashboard Templates to Track Your Growth 

Instantly see your numbers without needing expensive and confusing software!

I just got access to these amazing templates to track your:

- Facebook Ads
- Google Ads
- Twitter Ads
- Instagram Ads
- LinkedIn Ads
- Google Ads vs. Facebook Ads comparison

... much more

Want access to these Google Data Studio dashboards?

Here's your chance:

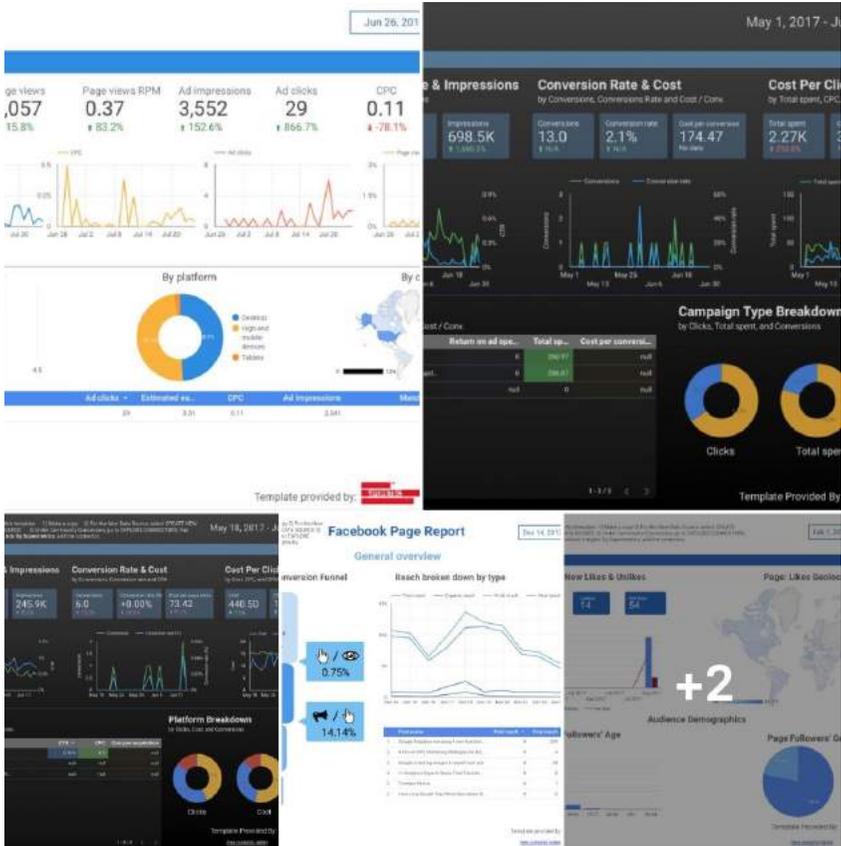
HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE

Leave a comment below and I'll send you the links ASAP



#youtube #marketing #socialmedia #growthhacking

Credit: Supermetrics



<https://x.bamf.co/thematic-image-gallery>

POST 20: TEMPLATE

Attention-grabbing title about resource or freebie

 9 Marketing Dashboard Templates to Track Your Growth 



Explain what pain point the resource or freebie solves

Instantly see your numbers without needing expensive and confusing software!



List down what the resources are

I just got access to these amazing templates to track your:

- Facebook Ads
- Google Ads
- Twitter Ads
- Instagram Ads

- ✓ LinkedIn Ads
- ✓ Google Ads vs. Facebook Ads comparison

... much more



Question and bucket brigade to pique interest

Want access to these Google Data Studio dashboards?

Here's your chance:



CTA to comment and gain access to the resource or freebie

Leave a comment below and I'll send you the links ASAP



4 relevant hashtags

#youtube #marketing #socialmedia #growthhacking



Source attribution

Credit: Supermetrics



Include multiple screenshots showcasing sneak peak of the resource
(see screenshot in actual post above)

NATIVE SLIDES & POST EXAMPLE

The fourth type of post we've done recently is taking advantage of the slides feature on LinkedIn.

You might think that thematic image galleries and slides are kind of similar, but the truth is slides can be much longer. They're also navigated differently.

What's important for you to know is that LinkedIn bought a company called SlideShare for \$119 million, and used that technology to build in a native integration for slides.

In a nutshell, it's a unique and new content type, and one LinkedIn is heavily prioritizing because they've put a lot of money behind it.

Plus, this is still a highly educational post. 🧐

In this case, we're sharing Tinder's pitch deck (when they were still called MatchBox), and highlighting some of the results they were able to achieve using it.

SLIDES

Houston Golden
10x Your Personal Brand & Business Growth 🌟 bamf.co/linkedin | Forbes ...
2mo • 🌟

🔥 Ever heard of a startup called Tinder?
You're an investor in 2012 and are presented with this eyesore of a pitch deck.
...see more

Match Box
the flirting game...

👍👎🗨️ 106 · 22 Comments

👍 Like 🗨️ Comment ➦ Share

📈 28,403 views of your post in the feed

**28,403
VIEWS**

This is a useful resource for anyone who is trying to raise venture capital.

They'll get to see how one of the startup "unicorns" were presenting at a much earlier stage of their fundraising.

Again, I want to stress to you how important it is to use new features that LinkedIn launches.

Every time LinkedIn launches some new feature, whether it's video, slides, LIVE , documents, groups, events, newsletters, etc., they always favor users of their latest features and boost that new post type, and they make sure more of your network sees it, so everyone can get used to the new format.

There's some merit to riding the waves of new content types on the platform — as long as what you're sharing is valuable, relevant, and you're following our key principles.

SLIDES WITH A STARTUP PITCH DECK BEFORE THEY WERE A BIG DEAL

ACTUAL POST: " EVER HEARD OF A STARTUP CALLED TINDER?"

 Ever heard of a startup called Tinder?

You're an investor in 2012 and are presented with this eyesore of a pitch deck.

We're called "Match Box."

Here's what you see:

Meet Matt.

Matt is single.

Matt won't say hello to a girl at a party because he fears REJECTION.

Match Box is the CURE because it helps Matt's "flirting game".

But we don't make money...yet.

We're only targeting universities... for now.

We're not seasoned founders... at the moment.

We need capital to grow. 🙄

Fund us?

Today, Match Box is called Tinder and the company has processed +8 BILLION matches,

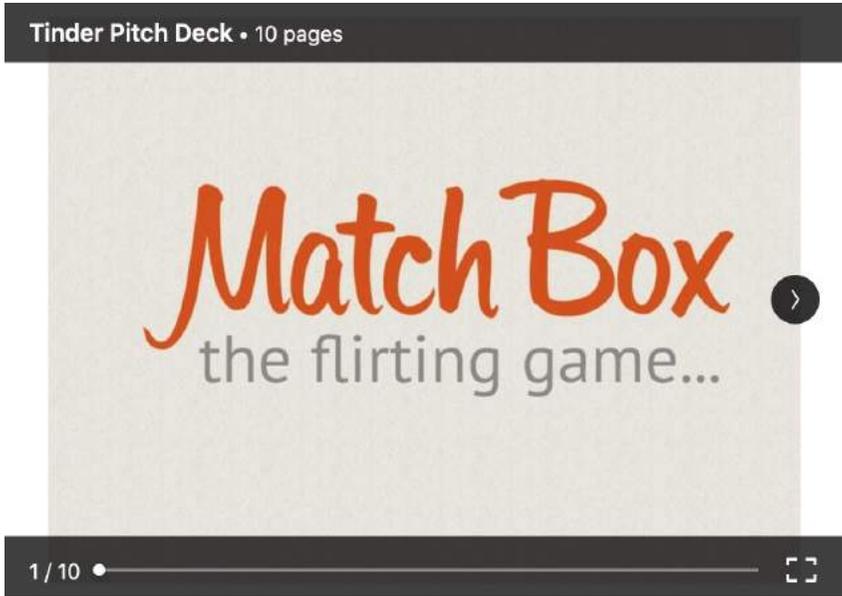
While growing to a valuation exceeding \$10B USD.

Would you have invested?

Would love to know your perspective of this presentation. 🙄👉

Great share!

#pitchdeck #presentation #founder #marketing



<https://x.bamf.co/native-slides-posts>

POST 15: TEMPLATE

Lead with a question about a well-known trend or brand

🗣️ Ever heard of a startup called Tinder?



Explain the topic of the slide deck and a scenario in which it's presented to readers

You're an investor in 2012 and are presented with this eyesore of a pitch deck.

Drop short captions (or caption summaries) used in the deck so that readers can skim through if they'd like

We're called "Match Box."

Here's what you see:

Meet Matt.

Matt is single.

Matt won't say hello to a girl at a party because he fears REJECTION.

Match Box is the CURE because it helps Matt's "flirting game".

But we don't make money...yet.

We're only targeting universities... for now.

We're not seasoned founders... at the moment.

We need capital to grow. 🙄

Fund us?

Mention solid statistics about where the trend or brand is at present

Today, Match Box is called Tinder and the company has processed +8 BILLION matches while growing to a valuation exceeding \$10B USD.



Open ended question about what the outcome would be if the deck was presented to you

Would you have invested?



Ask for opinions and feedback to prompt comments and engagement

Would love to know your perspective of this presentation. 🖱️



Positive sign-off

Great share!



4 relevant hashtags

#pitchdeck #presentation #founder #marketing



VIRAL FOUNDER STORIES & POST EXAMPLE

Our final post breakdown is a plain text post that tells a Viral Founder Story. It's a huge part of what we're known for here at BAME. We pioneered this type of post (and others).

It's what made us LinkedIn famous a few years ago. We mastered and championed the Viral Founder Story.

Viral Prompts

1. Major life change (moving to a new city, quitting job, starting business)
2. Significant life event (birth, death, marriage, divorce, etc)
3. Overcoming sickness
4. Getting rid of a bad habit (alcohol, etc)
5. Keeping a promise/commitment in the face of consequences
6. Making a choice on a whim/gut feeling
7. Rejection (not being hired or being fired)
8. Hustle for a big opportunity
9. Major mistakes
10. Short-term sacrifice for big gain
11. Starting from the bottom
12. Bad company culture, so you quit
13. Balancing loved ones and work
14. Going against tradition/majority
15. Difficulties of starting a business
16. Competitor to friend/partner
17. Hiring your first employee
18. Someone who helps you get started
19. Significant sacrifices to get where you are
20. Learning from big loss
21. Giving someone a chance/taking a risk on someone
22. Overcoming something outside of your control
23. Bad bosses
24. Bad clients
25. Losing big deals
26. Bad employees

Here's how it works:

First off, you need to be authentic. This needs to be the real story of something that happened throughout the growth of your company.

You do not want to include links in this. Just use plain text.

Also, you want to be vulnerable and lean into the pain. Share what really happened. Make it tangible.

We already went over how using exact quotes from people involved in the story can help make it more real.

Another thing you can do is tag that person, as I've done here, tagging one of our BAMF team members.

PLAIN TEXT FOUNDER STORY



At the end of these posts, it's good to have comment bait.

We often ask readers to share their opinion, or how they would've handled a similar situation. Then, as they post those comments, we respond to them.

I've said it before, and I'll say it again, and again...

Comments are the number one variable for virality on LinkedIn.

Another thing to keep in mind is that it's important to say what you believe, especially when it's controversial.

In fact, your post is far more likely to do well if it's controversial because that leads to comments both positive and negative. It's going to help you get more reach.

If you have a strongly held belief, even if it's not popular within your industry, this is the perfect platform to talk about it, lay out why you believe that, and let people debate it in the comments.

You'll end up getting a lot more reach and finding the people who agree with you and want to work with you.

Alright, enough talking...

Let me show you how it's done with a real-world example:

Took A Risk To Prove That Age Doesn't Matter

ACTUAL POST: "WE HIRED AN 18 YEAR OLD AS AN INTERN."

We hired an 18 year old as an intern.

And he's killing it.

Christian Jackson joined to get hands-on experience for what he's studying in college.

From day one, I saw 3 traits I knew would make him successful.

He's smart—

He's humble—

And he's hungry.

I couldn't ask for more.

At eighteen, that's unbelievable.

So I brought him on the team.

While it's easy to talk the talk —

He really walks the walk.

Already he's documented and improved the onboarding process—

Learned our growth hacking processes to help with clients—

And booked me as a guest speaker at his business school to help recruit new interns for him to manage—

So he can grow from teaching others.

He does it all with a positive attitude and professional manner that plenty of older folks could learn from.

At the end of his first month, I promoted him from intern to full-fledged Growth Hacking Manager.

If he keeps pushing and continuing to grow, who knows what he can do by the time he's 30?

Your age does not determine your success.

It's your drive—

Your attitude—

And your devotion to growth that'll make or break you.

<https://x.bamf.co/viral-founder-story>

POST 28: TEMPLATE

You hired someone despite their age

We hired an 18 year old as an intern.

Simply describe their value

And he's killing it

Tag the person to show your appreciation and share a bit about their story

Christian Jackson joined to get hands-on experience for what he's studying in college.

Explain why you were confident taking the "risk" to hire them

From day one, I saw 3 traits I knew would make him successful.



List three traits you noticed early-on would lead to their success

He's smart—

He's humble—

And he's hungry.



How it feels to have an employee aligned with your values

I couldn't ask for more.



At their age, they defied stereotypes

At eighteen, that's unbelievable.



So you knew it was a no-brainer to bring them on

So I brought him on the team.



A lot of people can't back up their claims post-interview

While it's easy to talk the talk —

He really walks the walk.



List three tangible valuable accomplishments they've contributed

Already he's documented and improved the onboarding process—

Learned our growth hacking processes to help with clients—

And given our company a new audience to share our core values and grow

And booked me as a guest speaker at his business school to help recruit new interns for him to manage—



How they give back what you gave them, a chance to learn and prove their worth

So he can grow from teaching others.



Reiterate how they align with your values and defy ageist stereotypes

He does it all with a positive attitude and professional manner that plenty of older folks could learn from.



How you rewarded them and promoted from within to set the positive example

At the end of his first month, I promoted him from intern to full-fledged Growth Hacking Manager.



Inspirational question about what's possible in their future

If he keeps pushing and continuing to grow, who knows what he can do by the time he's 30?



Hammer home the meaning of your story for everyone to remember

Your age does not determine your success.



List bomb your actionable advice to inspire others to succeed in the same way

It's your drive—

Your attitude—



Remind them if they don't heed your lesson, they will fail

And your devotion to growth that'll make or break you.

How to Pick Topics For Your Viral Founder Story Posts

We've covered the major parts, but I've been seeing people struggle with how to write their viral founder stories. They don't know where to begin, which is why we've put together this list of prompts for you.

For instance:

- You could write on a major life change, such as moving to a new city.
- You could talk about how hard it was to kick a bad habit such as alcohol.
- You could discuss how you were able to keep a promise or commitment, despite circumstances that made that extremely difficult.
- You could tell how you overcame something outside of your control.

There are all sorts of great viral prompts. I won't read through all of them, but go ahead and stop reading now, or pause this video (if you enrolled in BAMF Academy), have a look, and write some of the prompts down for future reference.

They'll also be included in the written materials and resources below.

Here it is:

<https://x.bamf.co/linkedin-content-templates>

Just click on “File” and “Make a copy” and re-use these post prompts and templates for yourself or your clients to gain influence on LinkedIn.

Here's a list of viral founder story post prompts to get you started.

Tell me about a time when you..

1. Moved to a new city to pursue a big opportunity
2. Made the hardest decision in your life
3. Lived like you only had three months to live
4. Received the most important piece of advice about your career/business
5. Should've said “no” but didn't
6. Demystified a myth about your profession

7. Faced the biggest struggle you're having right now
8. Saw where your industry was going before everyone else
9. Followed 10 steps to succeed in your industry
10. Followed 10 steps to FAIL in your industry
11. Endured a major life change (moving to a new city, quitting job, starting a new business)
12. Went through a significant life event (birth, death, marriage, divorce, etc)
13. Overcame a severe case of sickness
14. Changed your routine to a huge effect
15. Got rid of a bad habit (alcohol, etc)
16. Kept a promise/commitment in the face of consequences
17. Made choice on a whim/gut feeling
18. Faced rejection (not being hired or being fired)
19. Hustled for a big opportunity
20. Made a major mistake
21. Changed a common misconception about you/your company
22. Made the biggest mistake of your career
23. Hired your first employee
24. Met a mentor who helped you get started
25. Made significant sacrifices to get where you are
26. Learned from a big loss
27. Took a huge risk on someone and it paid off
28. Overcame something outside of your control
29. Dealt with a horrible boss
30. Encountered a horrible client
31. Lost a big business deal
32. Hired a bad employee or team member
33. Had to start over again with nothing and no assets
34. Write down your daily routine
35. Made a short-term sacrifice for big gain
36. Started from the bottom and clawed your way up
37. Quit a company because of terrible culture
38. Successfully balanced work and life

39. Went against tradition or culture
40. Faced the difficulties of starting a new business
41. Busted a myth around your own story and explain why the opposite is true
42. Gave the best advice to someone
43. Had biggest regret, but it made you who you are today
44. Listed what's on your bucket list and why
45. Made the best purchase under \$20 (or FREE) and why
46. Moved to a new city and then moved back home to be with family
47. Reunited with a childhood friend
48. Made 3 decisions that led to your success (or failure) today

How to Structure A Viral Founder Story Post

I also want to show you how these posts are structured.



Follow This Format

- Tell me about a time when you...
** Insert your prompt here **
- Short & Quick Summary
- Background Info & Beginning, Middle, End Summary
- What was the moment of highest drama?
- How did it make you feel?
- How did it make others feel?
- What did this make you realize?
- What was the lesson learned?

After you've decided which prompt you want to use for your post, the first thing to do is write your shocking statement — the kind of thing that will pull people into reading the story.

Next, you'll include a short summary that previews what the post will be about.

After that, cover the necessary background info, then launch into the full story: beginning, middle, and end.

Finally, note what the moment of highest drama was (so you can highlight it), and explore what the implications of this experience were:

How did it make you feel? How did it make others feel?

As you reflect back on the time, what was the key lesson you learned?

Once you've collected all this, you'll have everything you need to put together your post and edit.

Also, don't forget to include your comment bait at the end — asking readers whether they agree, or if they would have handled the situation differently.

A few additional points on the viral founder story LinkedIn post.

“THE HOOK & THE HAMMER” STORYTELLING TECHNIQUE

 Hook the reader (Grab their attention)

 Take them on your climb (Share your journey)

 Hammer your flag at the top of the mountain (Stake your claim)

For this editing technique, I always start by reading through the entire draft of my post from beginning to end without stopping.

And when I reach the end, I immediately try to think of the one line that stuck with me the most, the most poignant, powerful, painful, disruptive line in the whole post.

Sometimes, we naturally hide those in the middle of the post, because we are subconsciously afraid of leading with something controversial and we’d prefer to build up to that moment of highest drama or pain...

However, that line will almost ALWAYS make the best OPENER, the first line of your post should be the HOOK.

The hook should disrupt people, stopping them in their tracks, and making them feel like they HAVE to click on the “See more...” link to get you that post view.

That most memorable line— that should be 100% tangible or authentic raw emotion, the opening line should NEVER be a “thought piece” or “insight.”

I find most people, including myself, will naturally put their “novel insight” at the beginning of their post. They will start off with that and then spend the rest of the post explaining why they have this idea/insight... sorry, no one cares...

These types of posts based on abstract ideas or “novel insights” simply don’t work, as we’ve mentioned. However, it doesn’t mean you don’t have a good starting point for a post. Rather than starting with your insight, you need to flip your post on it’s head.

That unique idea or insight you are wanting to share, that should be no more than 2 lines, and should be reserved for the very end of your post.

To make your insight have some weight, you need to attach it to a strong, one line Call to Action (CTA) for your audience, this is what I call THE HAMMER.

It’s how you drive home your point, the meaning and reason for you sharing your story and post on LinkedIn.

A Truly viral post will start with a DISRUPTIVE opening HOOK and end with a STRONG ending HAMMER strike.

11 BEST PRACTICES FOR LINKEDIN STORY-DRIVEN COPYWRITING

LinkedIn copywriting is in its own league. Unlike other platforms like Facebook where you can sort of get away with more fluffy copy, LinkedIn is serious. It's filled with colleagues, potential B2B leads, and networking possibilities.

When it comes to LinkedIn storytelling, it's all about high-value in a proper format, which means, the sooner you learn what to do, the better.

Here are 11 best practices to keep in mind:

1. Space all your copy, so there's only one line of text at a time. In some circumstances, two or three lines of text may be acceptable, but the general rule is one sentence per line.
2. Do the difficult thing—keep your sentences super short. If it is longer than the middle of the page, it's too long. People on LinkedIn are pressed for time, so make it easy for them to keep on reading.
3. Eliminate all fluff. That's right, unless a word actually adds value to a sentence, delete it. Remember, those sentences need to be short.

4. Every sentence should progress the story. No lingering around on feelings, or thoughts at the time. Keep telling the story and get to its astounding conclusion.
5. Don't over or underuse ellipses. That means you should incorporate them whenever they make sense, whenever they add substance and tension to your story. But don't go out of your way to add them if you don't have to.
6. Flesh things out. Just because your sentences are short, it doesn't mean your story needs to be rushed. Take your time to deliver a lengthier piece with more relevant detail, and spend less time on fluffy content.
7. Limit your use of CAPS to emphasize things. Use them sparingly, whenever you absolutely need to. Remember, never add anything for the sake of it.
8. Always focus on yourself and your story in the beginning and middle of the piece. It's not until the end that you turn things around and focus on the reader. At that point, use "you."
9. Use a compelling introduction, a hook that really generates interest. A good go-to is to leave something open-ended on the third line, with ellipses, so people want to click "read more." They only get to read so much above the fold, so you have to get them to click.
10. Don't be afraid to use ellipses at the beginning of a line either. It's a great way to continue a sentence, while still keeping individual lines short. Just don't overdo it.
11. Mind your use of language. LinkedIn may be all about B2B, but ultimately, everyone appreciates casual language. You can keep things simple, without bordering on overly chummy.

As you can tell, LinkedIn is all about delivering top-notch, story-driven content that's relevant to the audience.

When you're posting a story-driven piece, unless it's actively telling a story, progressing that narrative, and really selling the piece through short sentences, it's a waste of time.

DO I NEED TO RESPOND TO EVERYONE?

I'll jump right to it:

Yes. You do need to.

FAQ

1. Do I need to respond to everyone?
2. How to deal with trolls?
3. What about video?

Until you're getting tons and tons of comments, you still need to be replying to all of them. I still reply to all of mine and many of my posts get hundreds of thousands of views — so there's really no excuse.

That being said, it doesn't have to be a lengthy conversation. People just want to feel acknowledged and you're far more likely to have this become a valuable lead channel if you actually do respond to people's comments.

HOW TO DEAL WITH TROLLS

How to deal with trolls?

Typically you can do one of three things with trolls:

1. You can troll them back. Sometimes I do this. It can be fun to play around with, at least when I'm not too busy. Sometimes other people will jump in as well, which is entertaining.
That being said, the vast majority of the time when I'm not feeling like dealing with them, I either:
2. Ignore them. If you don't reply to their comments, they don't have any oxygen.
And if you're particularly bothered by what they said, you can always:
3. Block them. After that, you'll never have to deal with them commenting on your posts again.

WHY YOU SHOULD NEVER INCLUDE LINKS WITHIN YOUR LINKEDIN POSTS (JUST DON'T DO IT!)



Here's a public service announcement:

DON'T add direct links to your LinkedIn posts.

EVER. Not for any reason.

This is the mistake that 99% of people make on LinkedIn.

I'm not joking when telling about "99%" — I had 100+ calls with people who are doing content on LinkedIn and they all (ALL) add direct links to their posts.

Here is why you SHOULD'N'T do this:

LinkedIn is a social network which earns money by showing you ads. If you can't easily move from LinkedIn to another platform (for example your website), LinkedIn won't show you enough ads. So if people can easily add links to their posts -> LinkedIn earns less amount of money.

As a result LinkedIn cuts the reach of posts with links by 7-10X (from my experience).

Looks awful, right?

But no worries, here are 2 ways to generate traffic to your blog/website from LinkedIn posts with links:

Solution 1. Add the link to the first comment

When you add links to the comments, LinkedIn doesn't cut the reach. And that's awesome! But what if there are 10+ comments?

It becomes muuuuch harder to find the right comment (because LinkedIn ranges comments not by the date, it ranges it by the engagement this comments got).

Here is the solution:

Step #1 - Leave the link to your blog to the first comment.

Step #2 - Copy the link to this comment by clicking on the "three dots" button.

Step #3 - Edit the post and add the link to the comment

So you will have the post with the link which leads to the comment with the direct link to your blog.

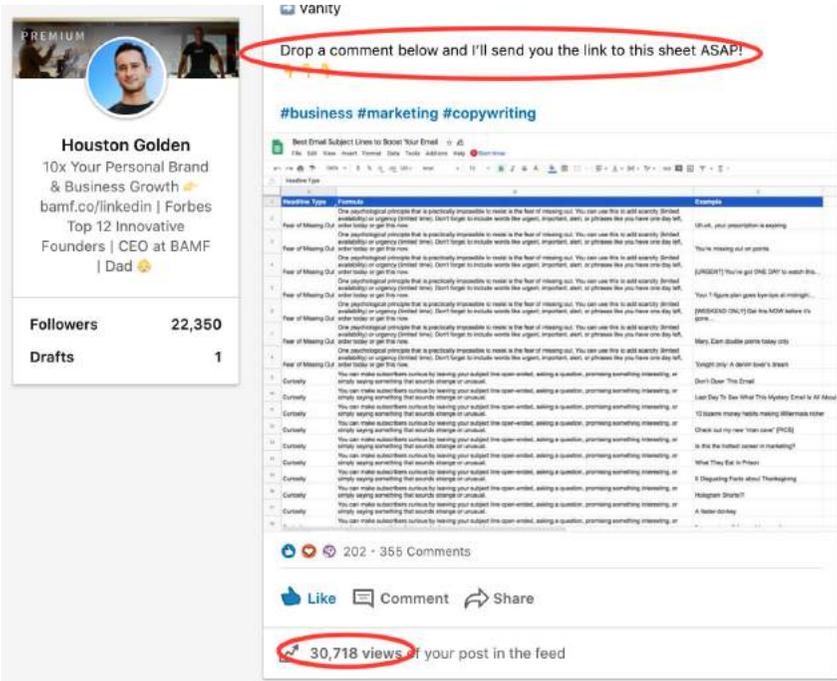
Solution 2. Ask people to leave a comment, so you can send them the link

Firstly, let me qualify by saying this is the best option by far.

Comments are the #1 factor to drive virality in content on LinkedIn. This forces it and also generates leads and subscribers. It's my favorite type of content for this reason.

So... How does it work?

You don't add the link anywhere, but you ask people to leave a simple comment (for example "+"), so you can send them the link directly or as a reply to the comment.



How to add links to LinkedIn post in 2020

And then you tag a person (with “@” + name) and add the link to your blog or website.

I really love this technique for 2 reasons:

- a) When people leave comments, they really need your content and will read it for sure once they get it.
- b) When people comment on your posts it increases LinkedIn reach.

How does it work?

When you comment on anyone’s post -> LinkedIn thinks that this is great comments and starts showing it to your audience.

So more comments people leave -> More LinkedIn posts reach you get.

HOW TO LEVERAGE ENGAGEMENT PODS TO DRIVE INITIAL ENGAGEMENT ON YOUR POSTS

Did you know your posts can reach 10x more than your followers?

Not everyone can make a viral post unless they know a few ways to hack the algorithm. There's basically 2 main things you need to know:

- How to write cool posts that get traction (I shared it with you above);
- Get initial engagement (so first people who see your post will engage with it).

And here you'll need LinkedIn Engagement pods.

In a few words - a LinkedIn engagement pod is a group of people (usually this group is closed), where everyone is ready to support each other with mutual engagement.

If you're the part of this "pod" you will need to like others' posts but at the same time, you will get likes and comments as well.

I'm not 100% in this formula, because I don't work for LinkedIn, but from my experience it totally makes sense.

Here's what LinkedIn does after you make a post:

Step #1 - LinkedIn shows your content to a small group of people

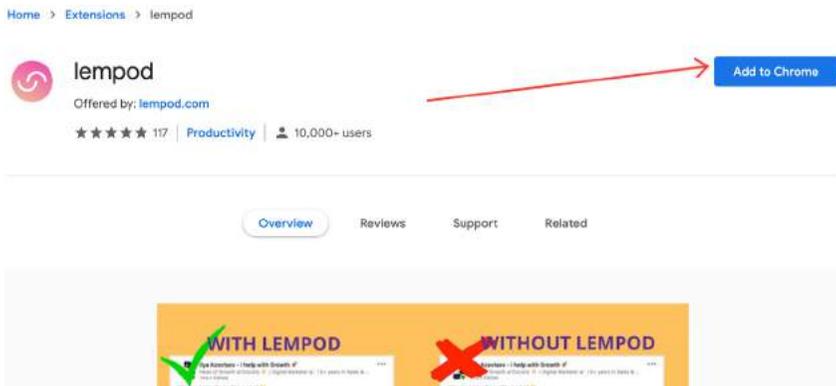
Step #2 - If they engaged with your post LinkedIn starts showing it to all of your 1st connections + to friends of your friends

Step #3 - If 2d or 3d connections will like or comment on your posts, your content will appear in their network as well.

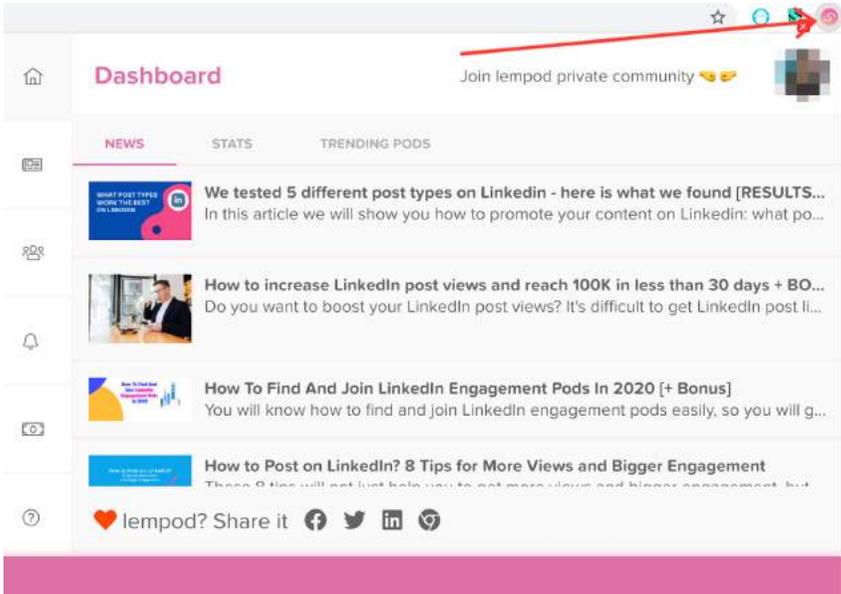
And now I'll show you the way to **automate getting initial engagement**.

Yes-yes-yes, you can get likes and comments from real people (who are also LinkedIn content makers) automatically.

You'll need to use Lempod (<https://x.bamf.co/lempod>)

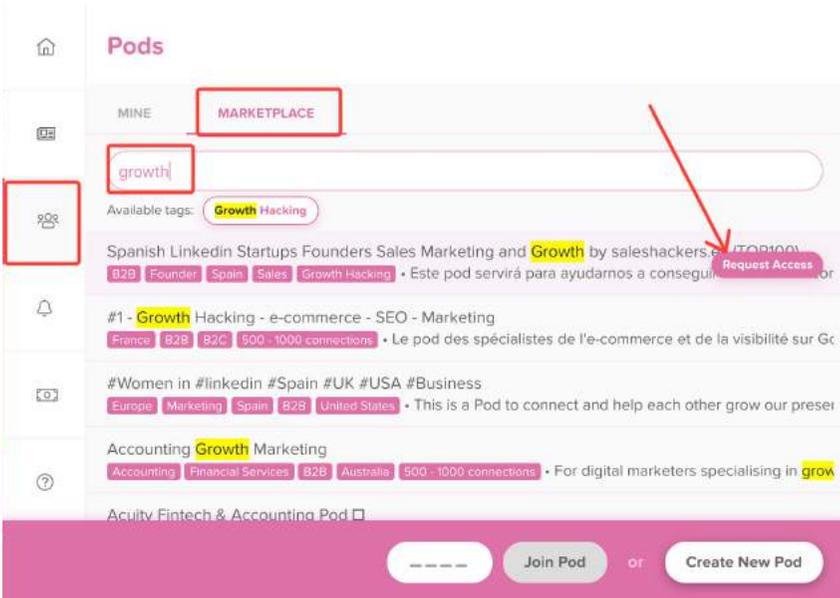


After installing you'll have a new icon on an extension bar, just click on lempod logo and that's it.



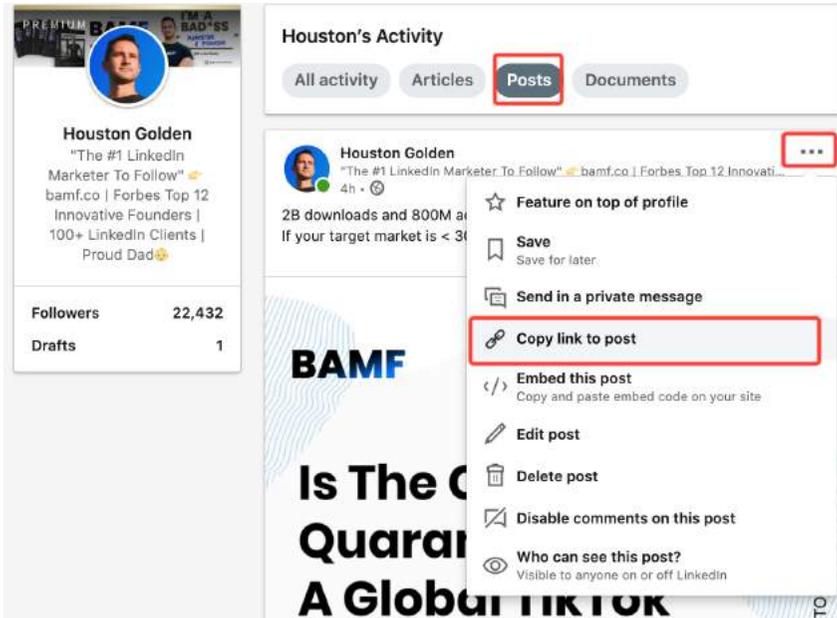
Now it's time to find and join awesome pods. Click on "Marketplace" and use keywords to find the most relevant pods to you. When you find them, just click on "Request access" button.

HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE



When admins of that pod accept you, you can share your LinkedIn posts and get likes and comments.

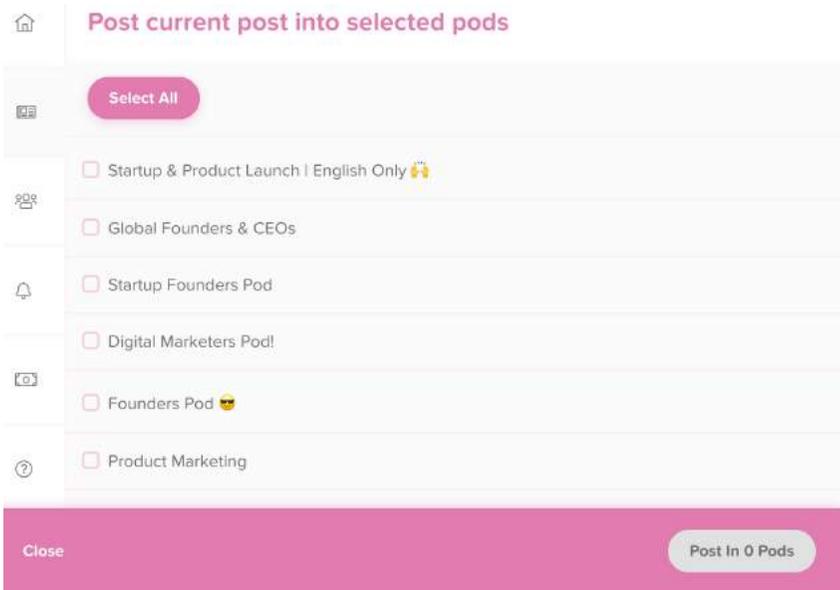
Just copy the link to your new LinkedIn post.



Open lempod, click on “My posts” and add the URL you just copied.

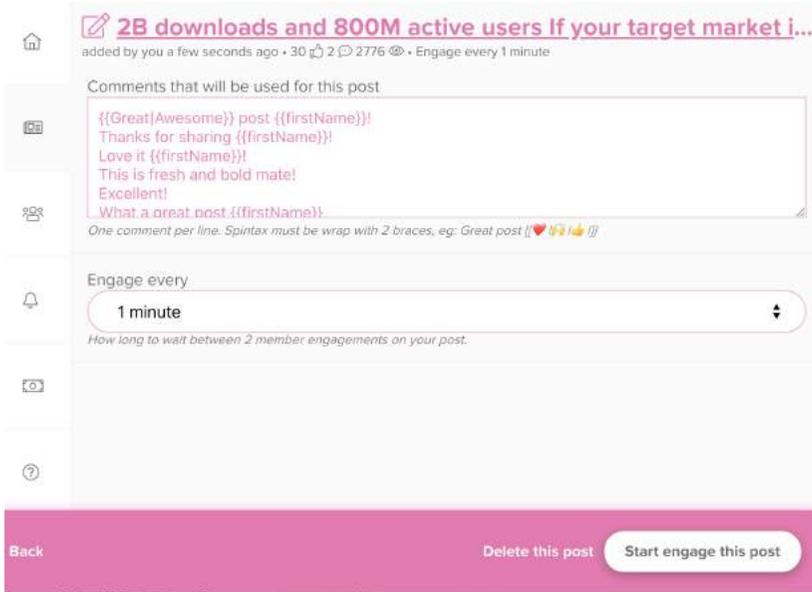


Now, you need to choose the pods you want to share your post to.



Now you're able to choose comments people will leave on your posts.

When you're ready, just click on the "Start engage" button.



When it's done, you'll see results and them amount of views you're getting each hour.



HOW TO TAKE YOUR LINKEDIN ANALYTICS & REPORTING TO THE NEXT LEVEL WITH SHIELD

Internal LinkedIn analytics is not perfect (even not perfect at all).

The native LinkedIn content analytics are very limited and will completely disappear after six months.

So, if you're tracking your long-term progress for yourself or clients, you're basically out of luck if you aren't using Shield or diligently tracking all your weekly/monthly stats in a Google sheet (the painful way we did it before Shield).

Don't believe me?

Look at this.

When I go to check out my own post feed (<https://x.bamf.co/houston-post-history>), and I scroll back to the 6 months mark...

5 Months Ago - Views Stats Available



6 Months Ago - Views Stats Not Available



It's not even consistent from LinkedIn's side.

Diving further now, and it randomly shows the Views Stats on some posts but not others. However, most of them past 6 months do NOT show the Views stats.

When the Views Stats disappear, so do your additional demographic statistics that LinkedIn makes available on posts by clicking the View Stats.

Here's what I mean: this post still shows the Total Views, even past 6 months, but when I click into the details, I get this error.

HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE

Houston Golden
"The #1 LinkedIn Marketer To Follow" 🏆 bamf.co | Forbes Top 12 Innovati...
7mo • 🌐

+40 Templates for LinkedIn Outreach to Get Conversions and Leads 😊

Copy that works on the platform that has REAL companies and bud! ...see more

LinkedIn Outreach Message Templates (ALL TEXT)

File Edit View Tools Help

100% View only

Outline

LinkedIn Outreach Message Temp...

Categories

Standard Types of messages:

Additional strategies

LinkedIn Outreach Message Templates

Categories

- B2B Lead Generation
- PR Jacking
- Investor Outreach

Standard Types of messages:

- Outgoing connection requests
- Outgoing connection request follow-up messages
- Outgoing messages to 1st degree connections
- Outgoing messages to book calls or other purposes

Additional strategies

- Cold Outreach
- Warm Outreach
- Group Outreach

300 · 367 Comments

👍 Like 💬 Comment ➦ Share

📈 26,632 views of your post in the feed

Your post posted on November 1, 2019

300 reactions 367 comments

26,633 views 4 reshares



We aren't able to show information about your post views after 179 days

Weird, right?

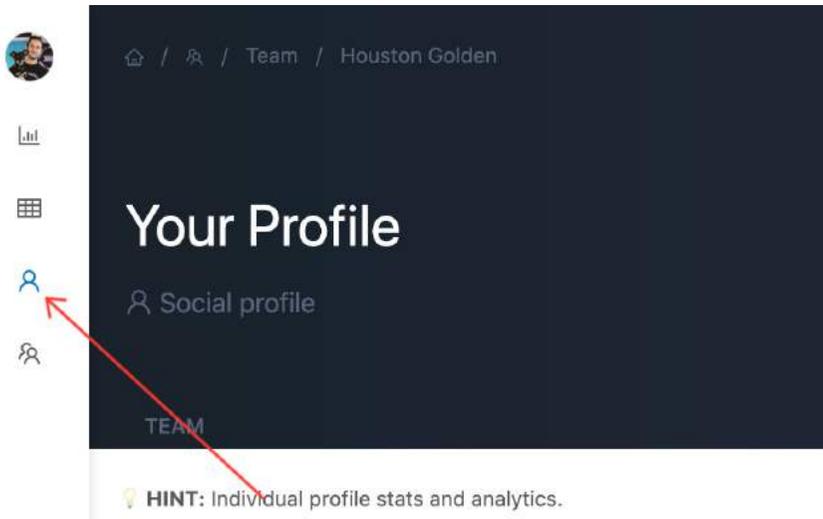
It's official. LinkedIn does not “show information about your post views after 179 days,” which is approximately six months.

So, this is where Shield Analytics comes into play for us at BAMF.

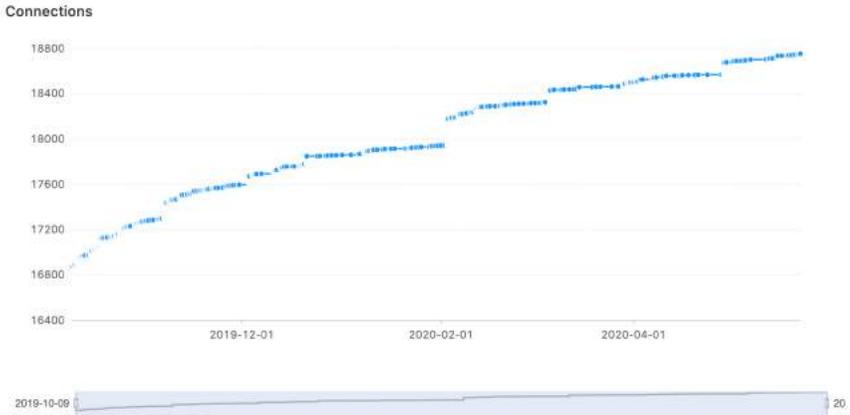
We love using Shield at BAMF to do all of our client content reporting.

Just sign up for it, and you'll open an amazing world of your LinkedIn profile data.

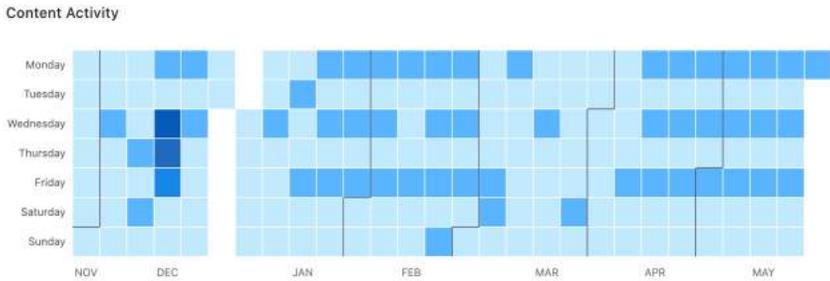
After getting an access to Shield, just go to your profile.



Here you can see the growth of your connections and followers.



Your content activity by days in each month.



Shield makes your profile connections, followers, and activity analytics easily accessible and stored in a beautiful visual analytics dashboard...

But where we love it the most is that it tracks the CONTENT performance and demographic analytics on our own and our clients' posts over time.

I'll share some screenshots of my own content analytics first, then I'll share some of our clients, which are even more impressive than my own!

Let's look at the content stats on one of my recent posts that got 30,798+ views.

<https://x.bamf.co/houston-viral-post>

Houston Golden
"The #1 LinkedIn Marketer To Follow" | Forbes Top 12 Innovative...
1mo · 🌐

🆓FREE RESOURCE: 100+ Email Subject Lines That Sell!
Email is still king of sales.
But... ...see more

Best Email Subject Lines to Boost Your Email

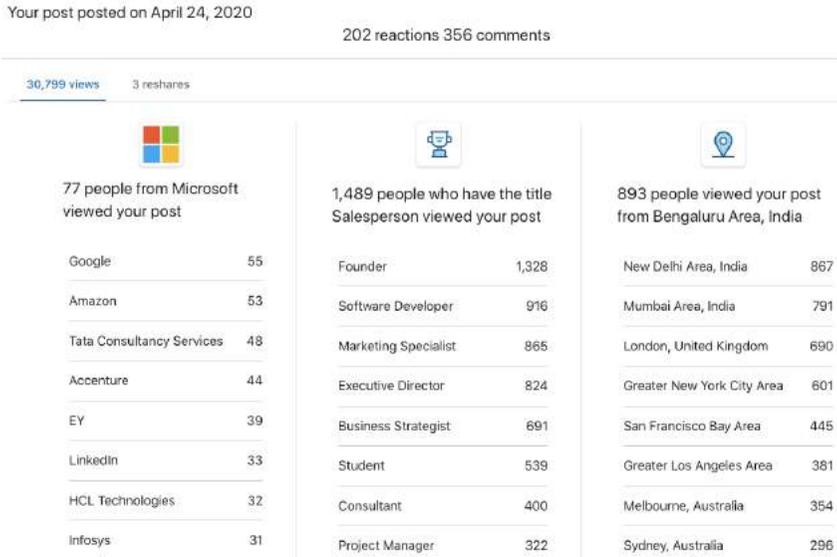
Headline Type	Promote	Example
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	Uh-oh, your prescription is expiring
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	You're missing out on profits.
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	[URGENT] You've got ONE DAY to watch this.
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	Your 1 figure plan goes bye-bye at midnight...
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	[WEEKEND ONLY] Get this NOW before it's gone.
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	Mary, Earn double points today only
Fear of Missing Out	One psychological principle that is practically impossible to resist is the fear of missing out. You can use this to add scarcity (limited availability) or urgency (limited time). Don't forget to include words like urgent, important, alert, or phrases like you have one day left, order today or get this now.	Tempted only: A devil lover's dream
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	Don't Open This Email
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	Last Day To See What This Mystery Email is All About
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	10 insane money habits making Millennials richer
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	Check out my new "rain coat" (FCS)
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	Is this the hottest career in marketing?
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	What They Eat in France
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	9 Disgusting Facts about Thanksgiving
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	Philomena Shows??
Curiosity	You can make subscribers curious by leaving your subject line open-ended, asking a question, promising something interesting, or simply saying something that sounds strange or unusual.	A later drinky

👍❤️🗨️ 202 · 356 Comments

👍 Like 🗨️ Comment ➦ Share

30,798 views of your post in the feed Click Here

As mentioned above, click on the bottom part of your post that shows your total view count stats, this will prompt a popup with the native LinkedIn stats on your post.



As you can see... here's what LinkedIn will give you on the people viewing or engaging with your content:

- **Top 9 Companies**
- **Top 9 Job Titles**
- **Top 9 Cities**

Worth noting that the top companies are usually huge companies, since they have the most employees available to view your content... makes sense, right?

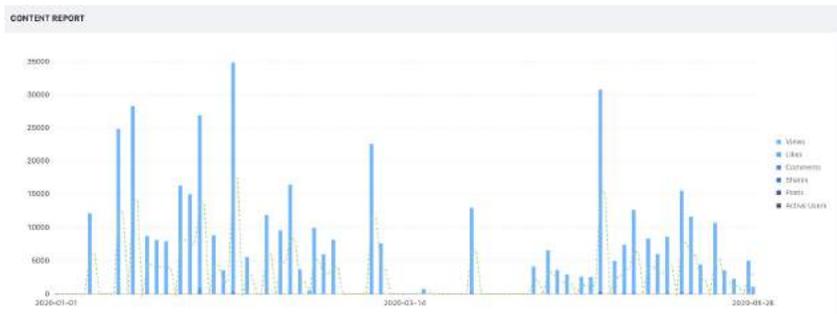
That's all they give you.

Plus, this all vanishes after six months... so when you invest as much time, money, and effort into your LinkedIn content as we do here at BAMF (and our clients who invest in our services to do the same), it makes sense that we need to enhance our analytics over time.

Enter Shield Analytics.

For starters, here are my total content statistics YEAR TO DATE in 2020. I'm up 192% from last year...

And I'm sure I'll be above half a million views by the end of this month (it's May 26th, 2020 as of writing and posting that screenshot).



Shield even gives you the option to toggle and view your Averages.

As you can see, year to date, I've been getting almost 10,000 views per post on average. Not too shabby, but I'd like to get that back up to 20k+ on average.

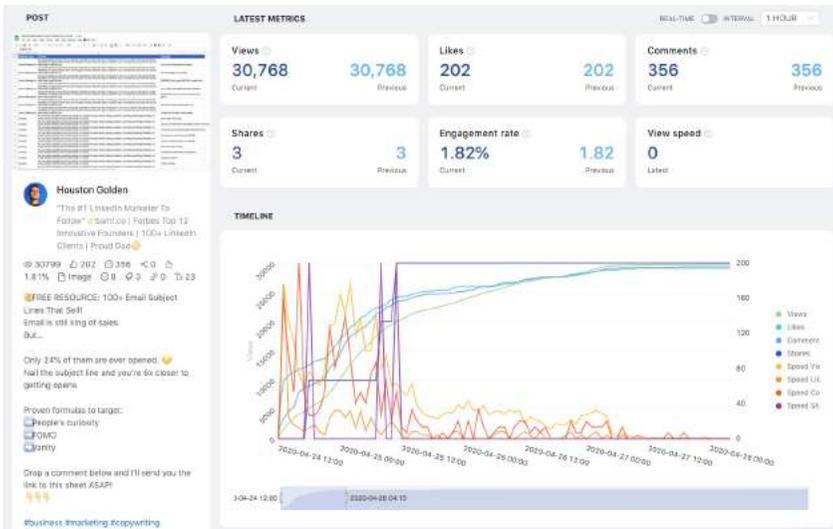
Compared to last year, when I got 26,693 views per post on average, but I was posting much more infrequently and only sharing viral personal stories (just what I was going through at the time).

HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE

Also, the algorithm has throttled down a lot on average since 2019, so in order to hit my 100k+ views per month target, I've got to post more frequently.



Moving on to the single post analytics level, let's look at what Shield will give me BOOM!



Okay... LOOK HOW BADASS THAT IS!?

Basically a real-time breakdown of the Views, Likes, Comments, Shares as well as the speeds for each to show the velocity of your post's virality.

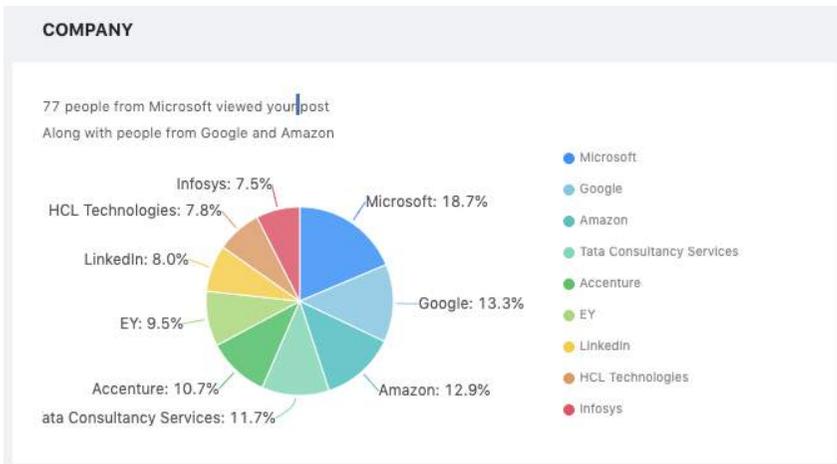
We've said it before, but I'll take this moment to reiterate that LinkedIn posts have a lifetime value of around 72-hours or just three days before they flat-line. If you needed proof, well, look no further than the chart above. Even the most viral posts flat-line after 3-4 days tops.

Now, when we scroll down, we don't get much else that LinkedIn doesn't provide (aside from the fact that these stats are stored forever in Shield and won't disappear like they will from LinkedIn, a huge value in and of itself).

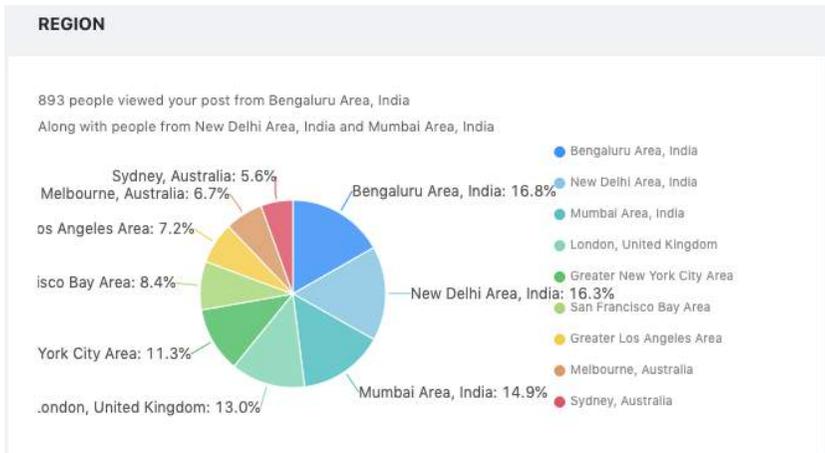
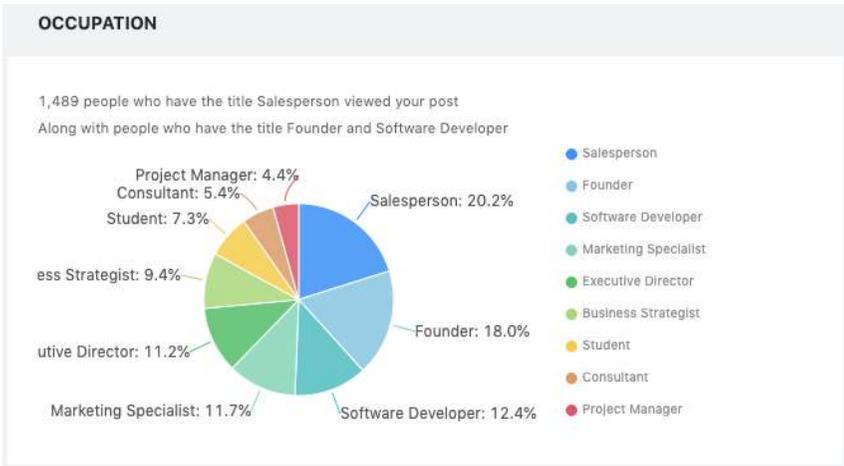
But what we do get is a much nicer more visual format of the breakdowns mentioned earlier.

Rather than just the lists, we get nice pie charts for each.

- **Top 9 Companies**
- **Top 9 Job Titles**
- **Top 9 Cities**



HOW TO CREATE AUTHENTIC & VIRAL CONTENT TO BUILD TRUST WITH YOUR AUDIENCE



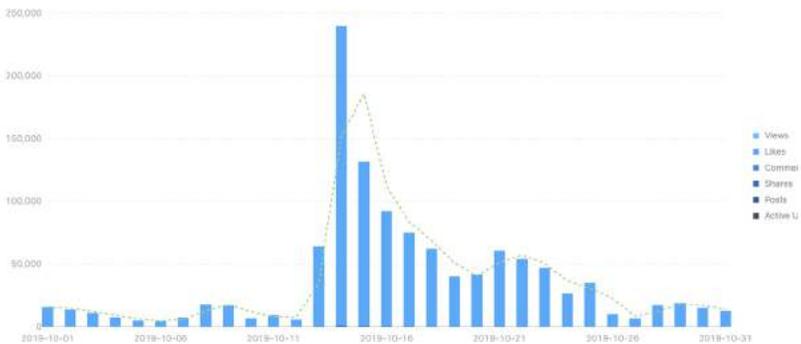
Shield makes our client content reporting so much more advanced and more efficient — also a massive help in our internal case study creation process.

Lastly, I'll end with some epic screenshots from our LinkedIn clients who are crushing it.

777,717 Views! In less than 2 months..



1,175,640 Views! In less than one month..... BOOOOM!



3,449,183 Views - Year to Date in 2020 since client started working with BAMF.....



BOOOOM!

I love when we CRUSH it for our clients and exceed expectations like this!

Absolutely makes my day, and it makes all the hard work we do each day worth while..

Having our Shield Analytics dashboard where I can easily go in and check out how all of our clients are trending makes it a breeze for me to see if we need to pick up speed/virality for any client.

But more than that, it helps me sleep better at night seeing how we are always crushing it for our clients.

FINAL THOUGHTS ON LINKEDIN CONTENT & WHAT ABOUT VIDEO?

Video is increasingly common on LinkedIn, and quite powerful.

That being said, it's very complex, so we're going to dedicate an entire lesson to it later on.

As a BAMF Academy member, you'll have access to it when it's ready.

Until then it's time to head over to CHAPTER FOUR...

Where you'll learn **HOW TO TRANSLATE YOUR AUDIENCE
INTO SALES.** 🤖

CHAPTER 04

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE

At this point, we've started to build our audience, and put out high-quality content consistently on LinkedIn.

So how do we actually start to translate that audience into sales opportunities for your business?

That's what we're going to be focusing on in this chapter.

Let's dive right in.

If they're interacting with what you're posting, there's a reason.

They're self-selecting as a potential prospect. You also know that they're active on LinkedIn because they're interacting with the post — another good sign.

With that in mind, we're going to be scraping these people so we can reach out to them later on.

HOW TO TARGET POTENTIAL LEADS INTERACTING WITH YOUR CONTENT

I personally, Houston Golden, and our company, BAMF Media, DO NOT officially endorse the use of third-party tools to automate LinkedIn. This is because doing so violates their terms of service and could lead to having your account suspended or even permanently removed. The following information is for educational purposes only.

Look, we know you want to learn it. The following information is for educational purposes only. We do not use this tactic on any of our profiles at BAMF, we send each message manually ourselves (or, I have my human assistants do it for me.)

For the sake of this lesson, we're going to use PhantomBuster to scrape the interactions. There are two recipes you'll need:

- One to scrape the people who like posts.
- Another to scrape the people who comment on the posts.

Here's a demonstration:

Using PhantomBuster to Scrape Interactions

The connections that are interacting with your content are the most likely to become great leads.

Using PhantomBuster, we'll scrape the profiles of everyone that interacted.



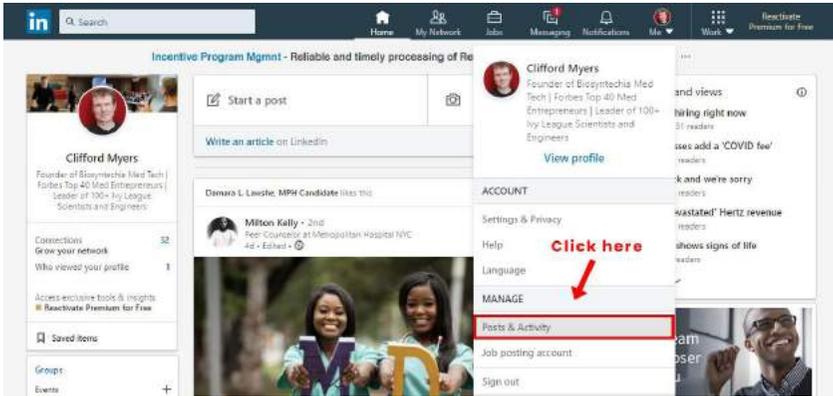
HOW TO USE PHANTOMBUSTER TO SCRAPE POST ENGAGERS – SOFTWARE WALK-THROUGH

All right, let's have a look at how we can scrape a list of people interacting with our LinkedIn posts so we can target them with other marketing efforts.

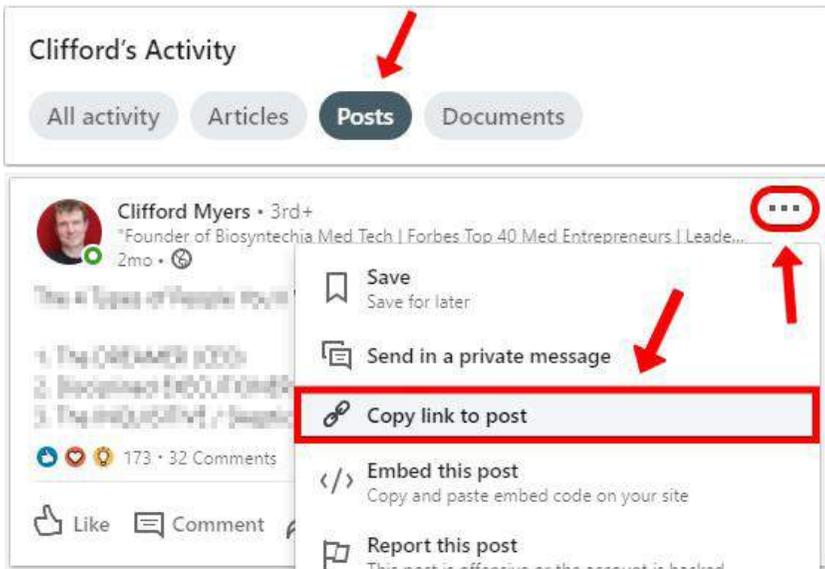
- First, we're going to open up LinkedIn.
- We'll also need a blank spreadsheet, or in this case, a Google Sheet.
- You'll also need your PhantomBuster account open.

First, load [linkedin.com](https://www.linkedin.com) and navigate to your profile by clicking your name in the profile box on the upper right-hand navigation menu. Then, in the dropdown menu, you will click on the link that says "Posts & Activity."

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE



Next, select the “Posts” tab. We’re going to start grabbing the links for our posts one-by-one by clicking the three dots in the corner, then selecting “Copy link to post”.



Each of these URLs should then be pasted into the blank spreadsheet:

	A	B	C	D	E	F	G	H
1	https://www.linkedin.com/posts/ghostingpanel_marketing-advertising-activity-69664888892/						011328-besY	
2	https://www.linkedin.com/posts/ghostingpanel_its-never-innovation-design-activity-69618888892/						0948242844-lkeY	
3	https://www.linkedin.com/posts/ghostingpanel_linkedin-influencer-marketing-activity-69600000000/						039651840-UziW	
4	https://www.linkedin.com/posts/ghostingpanel_marketing-advertising-activity-69598888892/						000481-yjIA	
5	https://www.linkedin.com/posts/ghostingpanel_marketing-advertising-activity-69590000000/						03029248-FTHH	
6	https://www.linkedin.com/posts/ghostingpanel_marketing-advertising-activity-69588888892/						178778042368-VVN	
7	https://www.linkedin.com/posts/ghostingpanel_its-never-innovation-design-activity-69580000000/						6596095475592638464-5cf8	
8	https://www.linkedin.com/posts/ghostingpanel_marketing-growth-activity-69578888892/						43136-T28O	
9	https://www.linkedin.com/posts/ghostingpanel_innovation-design-activity-69570000000/						0924209352704-04ML	
10	https://www.linkedin.com/posts/ghostingpanel_its-never-innovation-design-activity-69568888892/						6592797924902739969-Zrnn	
11	https://www.linkedin.com/posts/ghostingpanel_marketing-advertising-activity-69560000000/						E22	

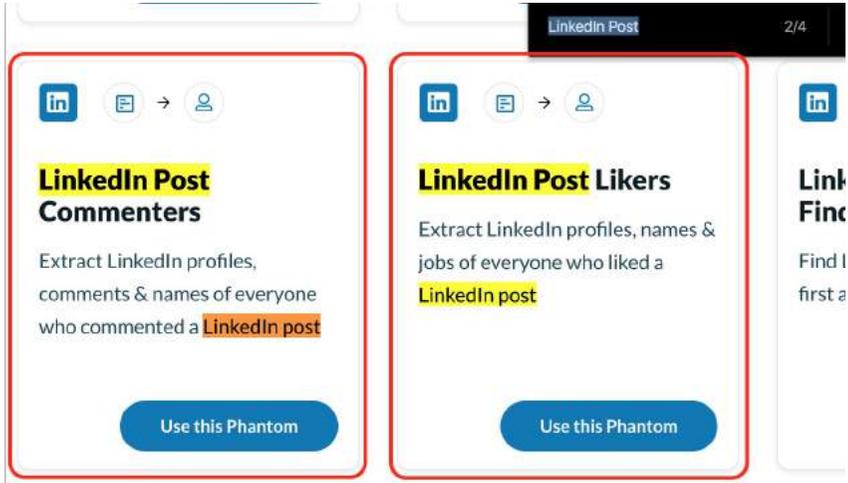
Notice, I’ve collected the URLs from the last ten posts. You might want to grab the URLs for all your posts if you aren’t as active on the platform.

People who interacted more recently are typically better prospects. That’s why we usually prefer to update this list after every few posts so we can see what new people are interacting with our content, and who’s still interested. It makes for really tight targeting.

Next, we’re going to go into PhantomBuster.

First navigate to the Store. There are two different Phantoms we’re looking for.

To make searching easier, hit control or command-F to search the page, and search for “LinkedIn post.” You’ll see we’re quickly able to find the two recipes we’re interested in: LinkedIn Post Likers, and LinkedIn Post Commenters.



First scrape the post likers. Hit the “Use this Phantom” button and go into the configuration settings.

From there, hit the “Get Cookie from LinkedIn” button, and grab the link from the spreadsheet. Paste it in the “Spreadsheet OR Post URL” field.



After that, hit “Save”, leave it as manual launch on the next page hitting “Save” again. Leave notifications off, hitting “Save” one last time. It’s a pattern, I know.

Finally, on the details page, click the “Launch” button, and add Phantom to pull in data from everyone who liked our posts.

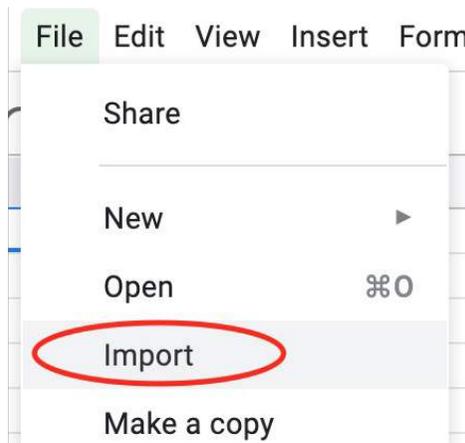


Once Phantom is finished running, download the results by selecting the “result.csv” option under the “Files” heading.

Files Download all

- result.csv
- result.json

Finally, pull this data into a Google Sheet. Go to <https://sheets.new> and then navigate to File > Import.



You'll then be asked what to do with this information. For now, you leave all these options as they are and select the green “import data” button.

Import file ×

File: result (6).csv

Import location

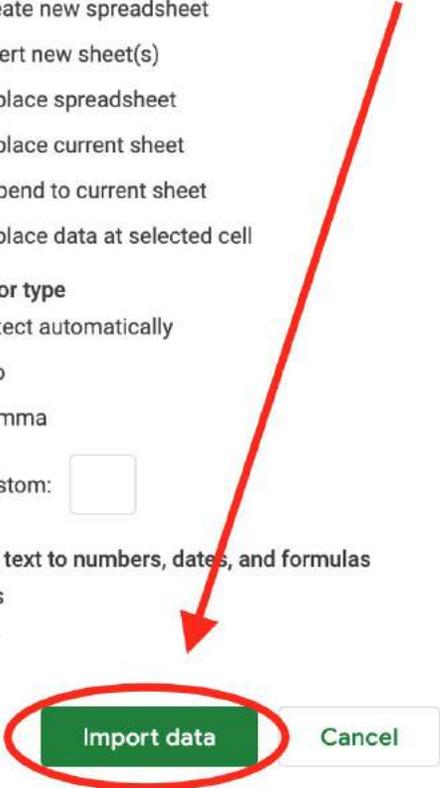
- Create new spreadsheet
- Insert new sheet(s)
- Replace spreadsheet
- Replace current sheet
- Append to current sheet
- Replace data at selected cell

Separator type

- Detect automatically
- Tab
- Comma
- Custom:

Convert text to numbers, dates, and formulas

- Yes
- No



Now, we'll have the profile URLs of each person who liked one of our posts, along with their name, which post they liked, etc.

Use this to figure out who's interacting with the posts, but make sure we've covered our bases. Run another API to scrape the people who commented, since they're even more engaged.

Repeat the same steps for the "LinkedIn Post Commenters" Phantom. You should end up with another CSV, which you can import into your Google Sheet.

The only difference is that this time, you'll select "Insert new sheet(s)" as the Import Location before clicking the green "Import data" button.

Import file ×

File: result (7).csv

Import location

- Create new spreadsheet
- Insert new sheet(s)**
- Replace spreadsheet
- Replace current sheet
- Append to current sheet
- Replace data at selected cell

Separator type

- Detect automatically
- Tab
- Comma
- Custom:

Convert text to numbers, dates, and formulas

- Yes
- No

Import data **Cancel**

Then combine it, using another API to flesh it out and sort through to make sure we're only talking to people who are in relevant roles. The focus is decision makers.

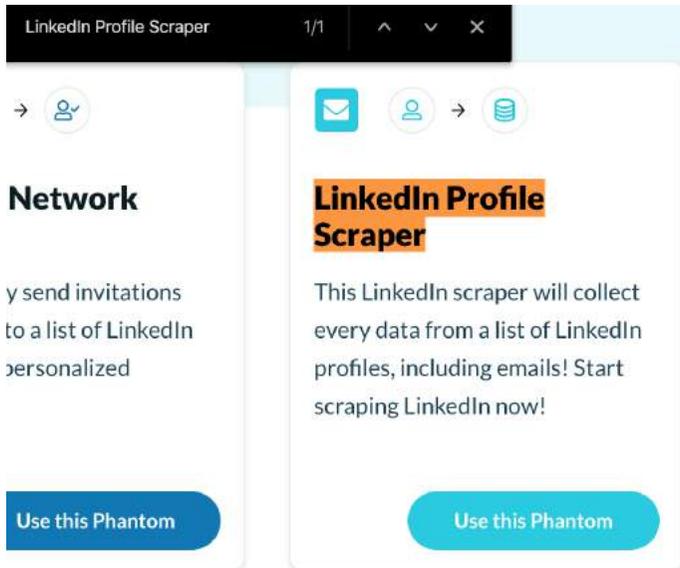
So now pull all their profile URLs into one spreadsheet:

A	B	C	
profileLink			
https://www.linkedin.com/in/sergii-shcherbak-10068866			
https://www.linkedin.com/in/hazmanaziz			
https://www.linkedin.com/in/brianalvey			
https://www.linkedin.com/in/simon-machowiak-211468145			
https://www.linkedin.com/in/jesstiffany			
https://www.linkedin.com/in/thenathan1			
https://www.linkedin.com/in/dvdheijden			
https://www.linkedin.com/in/armandsol			
https://www.linkedin.com/in/amdad-uddin-ahmed			
https://www.linkedin.com/in/thomaswelle			
https://www.linkedin.com/in/marc-burgess-71456361			
https://www.linkedin.com/in/vijarkohli			

Then use one last PhantomBuster API called the “LinkedIn Profile Scraper”, which expands data so we can sort by factors like job title.

It’ll also enable us to grab their email addresses using the Hunter.io integration, which is useful if we wanted to upload them as custom audience for ads, or wanted to send them cold email campaigns.

As usual, navigate to the store, hit control or command F, and this time search for “LinkedIn Profile Scraper”.



Grab the LinkedIn cookie by clicking the blue “Get Cookie from LinkedIn” button, then grab the link from the new spreadsheet which contains only profile URLs from Post Likers and Commentors, and paste that into the “Spreadsheet URL of profiles to scrape” field.

The image shows a form with two input fields. The first field is labeled '★ Session cookie (li_at) (?)' and contains the text 'AQEDAQPbQwwAAbreAAABbPj1IkKAAAFuz7ZEZE4ANYLI64QhIP1QN01SDkvnG'. A red arrow points to this field. The second field is labeled '★ Spreadsheet URL of profiles to scrape (?)' and contains the URL 'https://docs.google.com/spreadsheets/d/1KtE8OKiB4xQeSYKMBLmmKkWIBRBjb6a'. A red arrow points to this field. A green notification bubble in the top right corner says 'LinkedIn Cookie successfully pasted!'.

If you want to email these people, you’ll want to specify which email discovery service you’d prefer to use to gather that data.

Choose an email discovery service

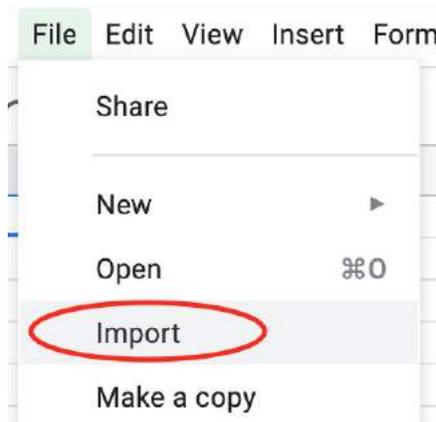
The image shows a dropdown menu with the text 'Choose an email discovery service'. The dropdown is open, showing the selected option 'Hunter.io'.

Hit “Save” for the rest of the setup options, click the “Launch” button on the Phantom details page, and wait for it to finish scraping profiles.

Once the Phantom is finished running, download the results by selecting the “result.csv” option under the “Files” heading.



Then pull this data into a Google Sheet (<https://sheets.new> and then navigate to File > Import).



You’ll be asked what to do with this information. For now, leave all these options as they are and select the green “import data” button.

Import file ×

File: result (6).csv

Import location

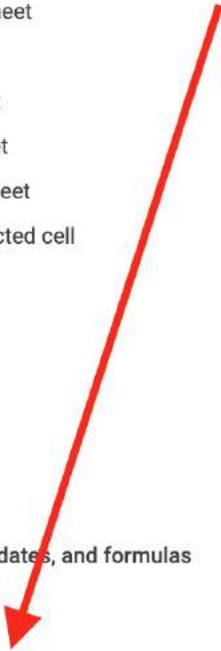
- Create new spreadsheet
- Insert new sheet(s)
- Replace spreadsheet
- Replace current sheet
- Append to current sheet
- Replace data at selected cell

Separator type

- Detect automatically
- Tab
- Comma
- Custom:

Convert text to numbers, dates, and formulas

- Yes
- No



Once we've scraped all those profiles, you'll end up with detailed data that includes their profile link, email, description, first name, last name, job title, etc.

It might take a while, because you don't want to visit too many profiles at once.

We can use these fields to narrow down who we want to reach out to. For instance, if I sort the data by job title in alphabetical order, I can

scroll down and focus on the people with the role CEO, or something similar.

Pulling out segments of the overall data like this is much more targeted, whether we're messaging them on LinkedIn, creating a custom audience for ads, or emailing them directly.

Personalized Outreach

Once we've filtered the data, it's time to send out personalized messaging.

Often an initial message is something casual to get the conversation started, such as:

*"Saw you liked my post - Love what you're up to at **COMPANY**, and wanted to reach out to connect and see if I can be of value to you!"*



Once you've filtered through that data and decided who you want to reach out to, it's important to think about how we want to customize outreach messages.

Often, a casual initial message that demonstrates interest in what they do can be enough to get the conversation started before you pitch anything.

So for instance, you might use the following post as your opener:

"Saw you liked my posts, interested in what you're up to at {Company} and wanted to reach out to connect and see if I can help out. Cheers."

Now you can use the tools we've talked about previously, such as Linkedzen.com or PhantomBuster to actually send out this personalized outreach at scale, creating it like a mail merge.

HOW TO TRANSITION SALES OFF OF LINKEDIN

Once you're talking with your prospects on LinkedIn messenger, you should think about how to transition the conversation off of LinkedIn. Often, the best way to do this is to get a direct calendar booking link.

Typically when I'm doing this, I'll send them a link where they can book a time on my calendar.

I've created a custom landing page that's hosted on our primary domain where I've embedded my Calendly so that it's able to still be branded with our logo, but they're able to choose that time that works best for them.

Why do I do this? Well, this prevents leads from getting lost.

I've also created a special meeting page just for my LinkedIn Leads. You can see it here: <https://x.bamf.co/linkedin-meeting>

With this designated link, I will know for sure if a booked appointment/closed deal came from my LinkedIn outreach messages (because attribution is key for success).

Knowing the long-term ROI of the work we put into LinkedIn is important for my own efforts as well as our clients, so we typically require our clients to have a custom meeting link like this.

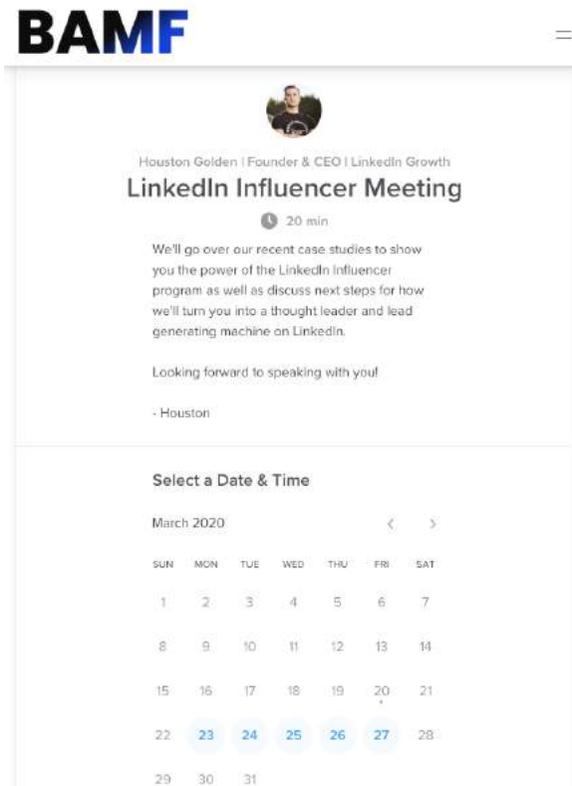
What's more, it's also great to have it on a custom page on your website, as opposed to linking directly to your [calendly.com/\[meeting\]](https://calendly.com/[meeting]) link

because you can customize the meta data, especially the featured image (which will show in your LinkedIn messages, as well as add retargeting pixels for Facebook, LinkedIn, Google, and any other advertising or tracking platforms you may be using).

Neat, right?

So, why make a custom Calendly page on your website? To recap:

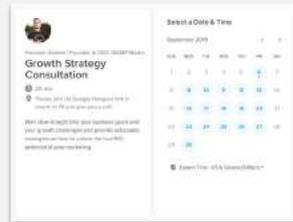
- Keep your branding consistent to make a good impression
- Track LinkedIn calls booked separated to measure ROI
- Add custom featured images and metadata to further brand calendar links
- Add tracking and retargeting pixels to get anyone who clicks the link into your ads funnel



How to Transition Leads off LinkedIn

Direct calendar booking links can often be the best way to lead to a real sales meeting.

This prevents leads getting lost in endless back-and-forth. Instead, they can just choose a time that works for them.



HOW TO FOLLOW UP WITH EMAIL SEQUENCE TO LINKEDIN LEADS

It's also worth taking a look at how we follow up, especially after we've sent them our link to book a meeting. One of the best things to do is add them to a drip email sequence.

This helps to get initial consultations with those who haven't gotten back to us yet, and get follow-ups with the people who scheduled an initial meeting with us, but haven't agreed to a second meeting.

Let's look at how we can extract those emails and put together this drip sequence within MixMax.

Once we've pulled our data out of the LinkedIn Profile Scraper, it should look something like this:

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE

linkedinProfile	mail	description	ingInt	firstName	lastName	fullName	connectionDegree	inid	inSalesHi	connectionURL	mutualConnections	company
https://www.linkedin.com/in/abhinav-rege/	abhinav.rege@gmail.com	Experienced Business Development Manager	1	Abhinav	Rege	Abhinav Rege	1st	ACoAAAGZu09	https://www.linkedin.com/company/social-donut-co-1/	https://www.linkedin.com/company/social-donut-co-1/	0	SocialDonut
https://www.linkedin.com/in/akshay-haldipur/	akshayhaldipur@gmail.com	17 years of digital marketing experience	1	Akshay	Haldipur	Akshay Haldipur	1st	ACoAAAGZu09	https://www.linkedin.com/company/think-first-principles/	https://www.linkedin.com/company/think-first-principles/	0	Think First Principles
https://www.linkedin.com/in/alpa-digital-mirror-solution/	alpa@digitalmirror.com	Business Development Manager	1	Alpa	Gandhi	Alpa Gandhi	1st	ACoAAAGZu09	https://www.linkedin.com/company/digital-mirror-solutions/	https://www.linkedin.com/company/digital-mirror-solutions/	0	Digital Mirror Solutions
https://www.linkedin.com/in/amol51/	amol51@gmail.com	Skilled in Digital Marketing	1	Amol	Jadhav	Amol Jadhav	1st	ACoAAAGZu09	https://www.linkedin.com/company/pratiti-technologies/	https://www.linkedin.com/company/pratiti-technologies/	0	Pratiti Technologies

Narrow that down to pull in just the important fields, and clean those up again, the same information will look like this:

Email	Name	Title	Company
abhinav.rege@gmail.com	Abhinav	Growth Hacking Consultant	SocialDonut
akshayhaldipur@gmail.com	Akshay	CEO & Co-Founder	Think First Principles
alpa@digitalmirror.com	Alpa	Business Development Manager	Digital Mirror Solution
amol51@gmail.com	Amol	Senior Digital Marketing Executive	Pratiti Technologies
carol@mannsolutiongroup.com	Carol	Chief Executive Officer	Mann Solutions Group
charles.waiton@xybotech.co.uk	Charles	CEO & Founder	Kybotech
contact@fabiomarrama.com	Fabio	LinkedIn Marketing Consultant	Fabio Marrama
cookdesign@gmail.com	Mike	Product Marketing Intern	Codence Design Systems
coopahhawasy@gmail.com	Cooper	Business Development Manager	Qmobi
deanoize@gmail.com	Ruslan	CEO	Tagra
dominick@adspiresocial.com	Dominick	Founder	Adspire Social
eduardo@fuzeto.com	Eduardo	Sales Development	Traktor - Tração Digital

I've pulled a small sample of the data. We've got their email, name, title, and their company. Next, we're going to go to File > Download, and save it as a CSV.

The screenshot shows a spreadsheet application interface. The 'File' menu is open, and the 'Download' option is selected. A sub-menu is displayed, listing various export formats. The 'Comma-separated values (.csv, current sheet)' option is highlighted with a red circle and a red arrow pointing to it from the right.

Name	Title
Abhinav	Growth Hacking Consultant
Akshay	CEO & Co-Founder
Alpa	Business Development Manager
Amol	Senior Digital Marketing Executive
Carol	Chief Executive Officer

Now we need to verify those emails, so I won't send messages to emails that don't exist.

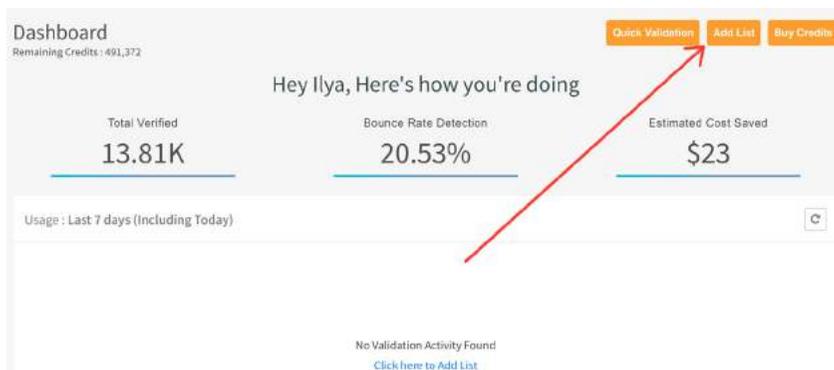
If you send lots of emails to addresses that don't exist, you'll have a huge bounce rate and as a result of it, Google will ban you.

send emails with no verifications



So now you can use one of the “email verification services”. I'd go with Clearout, but you can use your own.

Once a Clearout account is created, it's time to verify emails -> just click on “Add list”.



Upload your CSV file with emails.

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE



Click on “Verify”, and the magic begins.



Once Clearout finishes the validation process, you’ll get results, like this:



And here are a few things to say:

1. NEVER (even N-E-V-E-R) send emails to invalid or catch all emails, because Google or other email providers will

- punish you quickly (your sent emails will go to SPAM and it'll be hard to recover the email reputation).
2. Send email only to Valid email addresses. Even if the amount of valid emails is 40% out of your list. It's better to send to only 40% and get 100% deliverability, rather than lose your email account.

Then it's time to download **MixMax** (<https://x.bamf.co/mixmax>) and make sure it's properly installed in Gmail. If you haven't signed up, feel free to use my code: HOUSTONGOLDEN and you'll get \$25 towards a subscription.

We already use this internally here at BAMF, so I'll skip ahead to show you how to set up the email sequence.

But before we tackle that, we want to prepare a message to send out to the people on our list. Here's what I've written for this example:

“Hey [insert their name], Houston here from BAMF Media. Saw you were interacting with my recent LinkedIn posts and thought I'd reach out.

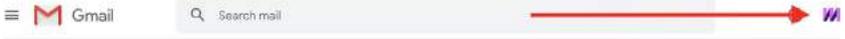
For a limited time, I'm offering free consultation sessions. It would be a great opportunity for us to discuss any growth challenges you might have at [insert their company name].

If you're interested, book a time here [and that's hyperlinked to my Calendly page that is embedded on our website], but don't wait. There are limited spots and I'm sure they'll go fast.

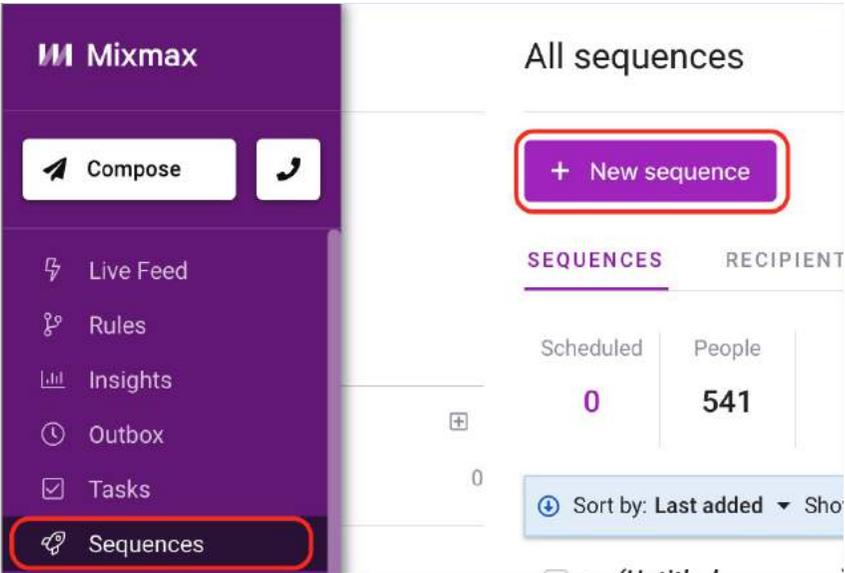
Cheers,

And then they'll see my signature after that.]”

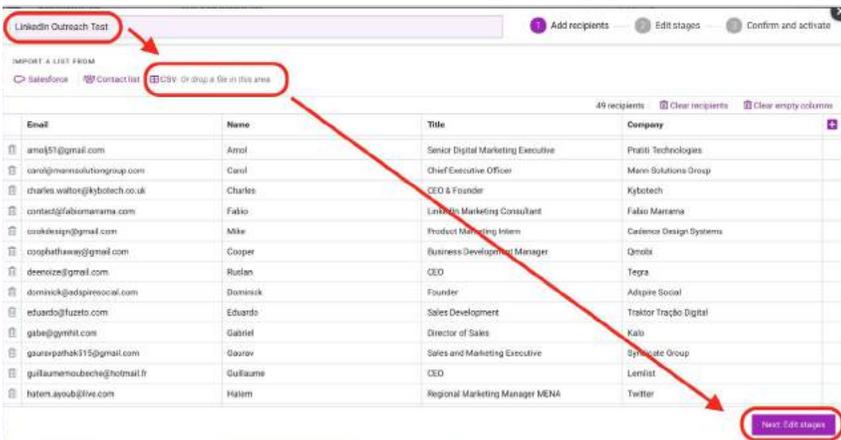
Once you've got MixMax installed, go to your inbox, and hit the MixMax icon in the upper right-hand corner to open up the dashboard.



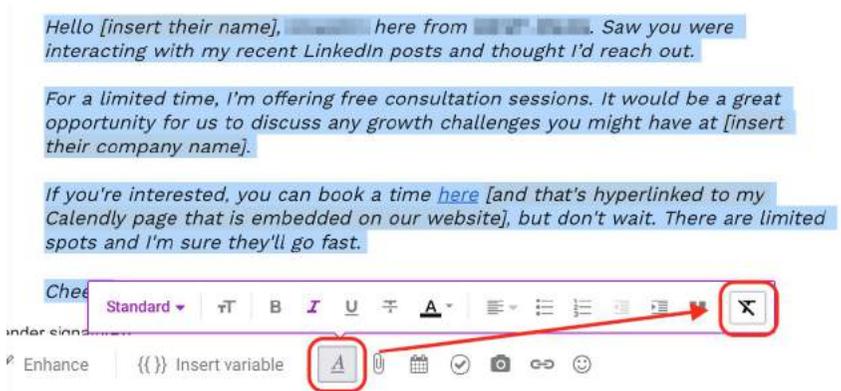
From there, you'll want to click the "Sequences" tab then "New Sequence." Let's name this one "LinkedIn Outreach Test".



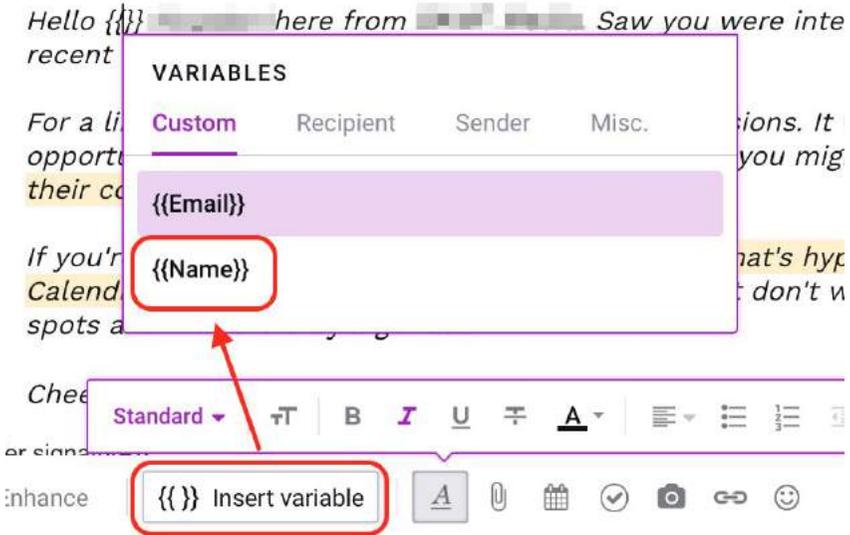
Hit "CSV" and import the CSV we just downloaded. You can see here that we have the same information as the Google Sheet. Hit "Next" to edit the stages and set up the message.



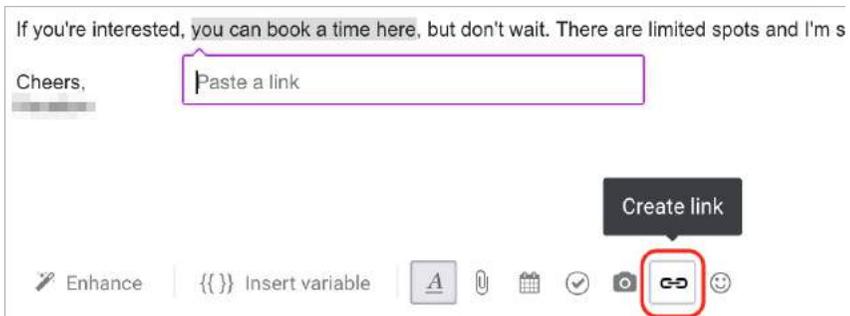
So copy your message over by highlighting all of it, opening up your text editing options and clicking “Remove Formatting.” That way, it doesn’t have any weird type carried over.



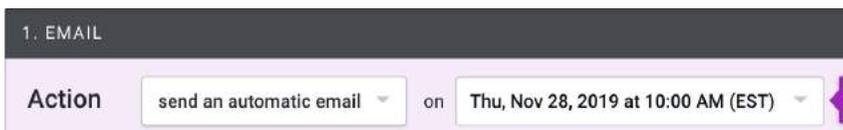
Next, replace the placeholder tags with the proper tags. To do this, backspace the written placeholders, then click the “Insert Variable” button, and select the one we want to use in that place.



Also make sure the hyperlinks have been inserted.



Then, specify whether to have this message go out now, or schedule it to go out later. I'm setting it to go out at 10am this Thursday, for demonstration's sake.



We can also add another stage by clicking the “add another stage” link on the left side, if we want this to be a multistage followup sequence over multiple days or weeks.



Instead of setting all that up now, I’m hitting “Confirm and Activate.” From here, select what we’re going to track:

I like to track opens and clicks, then go into the advanced settings and check “Don’t send the sequence to recipients who have already received this or are already active in one of my other sequences” and “remove a recipient from the sequence when I receive any email from them, whether or not it’s a reply.”

▼ Advanced settings

[Learn more](#)

Don't send this sequence to recipients who:

- Have already received this sequence
- Are already active in one of my sequences
- Are already active in a sequence from any of the following groups

Remove a recipient from this sequence when:

- I receive any email from the recipient, whether or not it's a reply
- A meeting is booked with the recipient via Mixmax

Unsubscribe

- Include unsubscribe link. [Edit my unsubscribe link](#)

I also like to include an unsubscribe link, so we're not violating the CAN-SPAM act. With that, hit "Active Recipients," and the sequence goes live.

BOOM. There you have it.

A simple way to send sales emails to leads who engage with your content on LinkedIn (this is how you transition sales off of LinkedIn and into your pocket).

THE BEST SALES AUTOMATION WORKFLOW IN 2020 (LINKEDIN+EMAIL+CRM)

Old tactics don't work anymore.

Outbound lead generation is NO MORE “the game of numbers”.

You can't send thousands of emails and get hundreds of clients.



These days, you need to find new and modern ways to stand out from the crowd.

And the one I'll show you today is truly AMAZING (really, it's crazy good).

It's the Multi-Channel Sales Automation Workflow.

This is a highly-effective tactic that will help you generate tons of leads from both LinkedIn and email together on autopilot.

The whole idea is:

1. Connect with people on LinkedIn.
2. When they accept our request -> verify their email addresses and send them the email outreach campaign.
3. When they book a call with us -> automatically add them to the CRM.

And everything is done on autopilot!

So here we gooo!

The best sales automation workflow in 2020



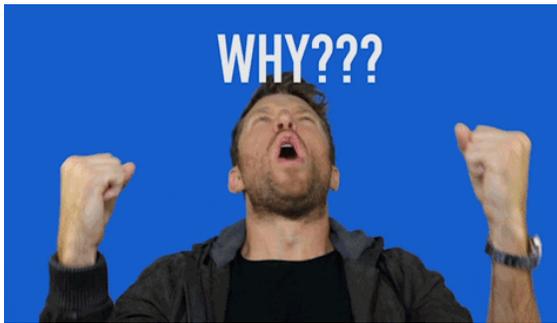
HOW TO GENERATE LEADS ON LINKEDIN

There are lots of different tools and automations to connect with people on LinkedIn.

Really, there are millions of them.

But most founders face the same problems with LinkedIn automation:

- You can lose your LinkedIn account by using unreliable software (for example, there are lots of people who got banned by using Linked Helper or other chrome extensions).



- Your campaign fails because the automation isn't very good. For example, with Phantombuster (the amazing tool for different automations) can just send 1 message with no follow-ups.
- The integrations just aren't fully there. It's impossible to make an omni channel sales workflow with no integrations with CRMs and email outreach softwares.

But I found an amazing cloud-based solution for LinkedIn (with dedicated IPs and amazing safety opportunities) - **Linkedzen**.

Check it out here [👉 https://www.linkedzen.com](https://www.linkedzen.com)



I'll show the LinkedIn automation using this amazing app.

Step #1: Create a new campaign with Linkedzen

A screenshot of the Linkedzen web application interface. On the left is a blue sidebar with navigation icons and labels: Dashboard, Campaigns, My Network, Inbox (1774), Search, Connection requests, Web hooks, Placeholders, and Tasks. The main content area is white and shows a user profile for 'Piero/Golden (Piero) (Marketing)'. Below the profile is a section titled 'Your connections' with a table showing connection statistics: Current connections: 18715, New in 24h: 2, and New in 7 days: 16. At the bottom of this section are two buttons: 'New campaign' (with a plus icon) and 'Profile settings' (with a gear icon). A red arrow points from the 'Campaigns' menu item in the sidebar to the 'New campaign' button. Below the buttons is an 'Upcoming tasks' section with a table header (Task type, Name, Expected) and the message 'No data to display'. At the very bottom, it says '0 total'.

Step #2: Name your campaign and choose “Connector campaign” (in this case you’ll send connection requests to people who aren’t in your

LinkedIn connections yet, if you choose “Messenger” - it means that you’ll send messages to your 1st degree connections)

Add campaign

With the help of a campaign you can set up the flow of automated
Once you have chosen the campaign name and type, the rest of the

Campaign name

Invite to [blurred]

You can choose from two campaign types:

- Connector campaign - used to extend your list of contacts a
- Messenger campaign - used to message people you have a

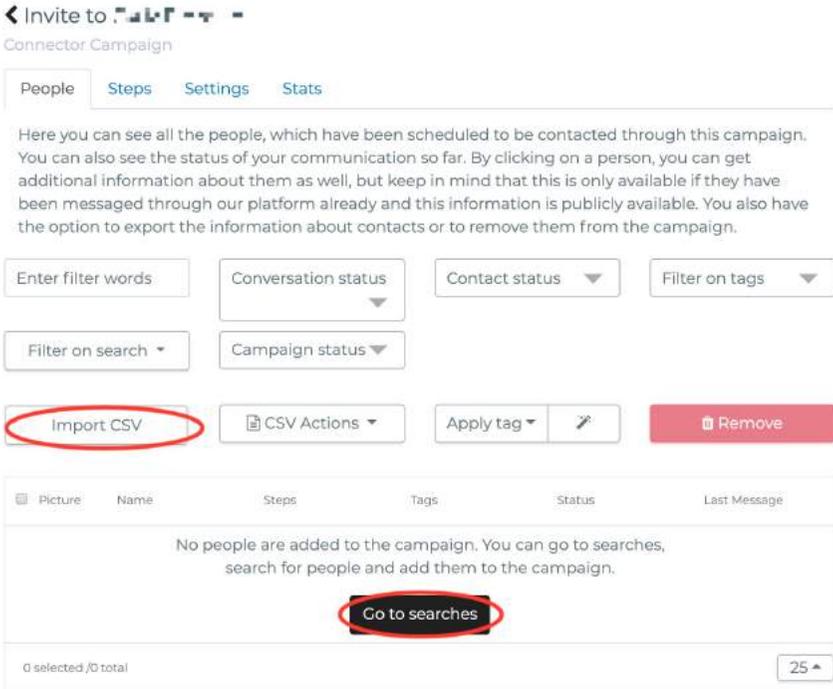
You can also choose who is able to see this campaign:

- Template - a template for a campaign is created, which ever
- Just you - an instance of the campaign exists just for you. No

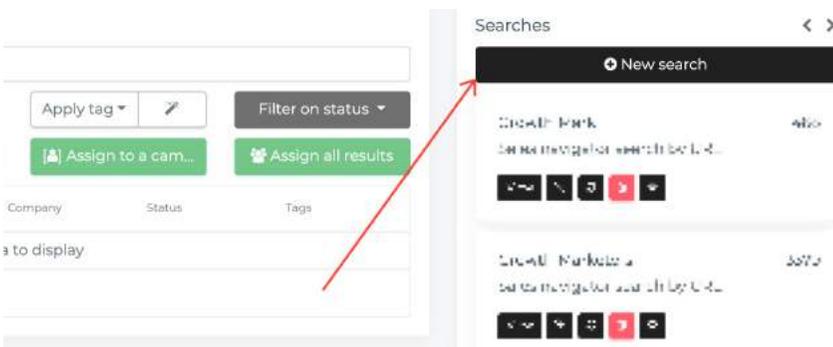
+ Create Campaign

Step #3: Add people to your LinkedIn connector campaign. Here you have a few options:

- Add people with CSV file (that’s an amazing feature if you get contacts from other sources, for example, from email finder tools like Uplead)
- Add people with a LinkedIn search (so you’ll connect with people you found on LinkedIn)



Step #4: In our case, we'll go with "searches" and here we pick "New search" (if you already used Linkedzen, you can see all your previous searches below)



Step #5: And before we come to setting the search in Linkedzen, we need to find people on LinkedIn.

There are a few ways to do that, but the most advanced one is “Sales Navigator Search”:



But why is it better to go with targeted search?

Why?

Because people are bored (B-O-R-E-D) from messages like:

“Hi {{FirstName}},

I see we’re both at Marketing, let me sell you something”

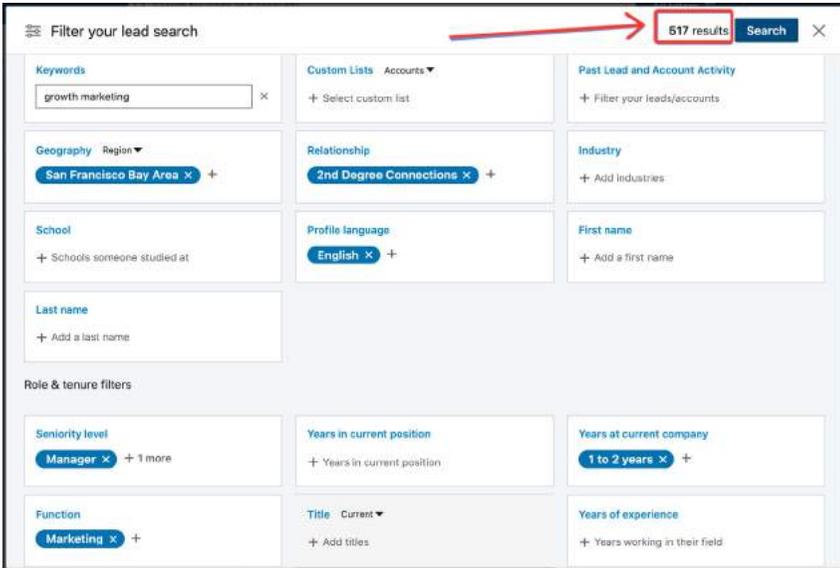
So in order to stand out of crowd you need to

Find your leads with advanced search.

For example, Head of Growth at San Francisco in early-stage start-ups with up to 50 people.

(More specific you’ll be, the better results you will get)

So you’ll definitely know who you’ll talk to and will be able to prepare a super awesome and relevant message.



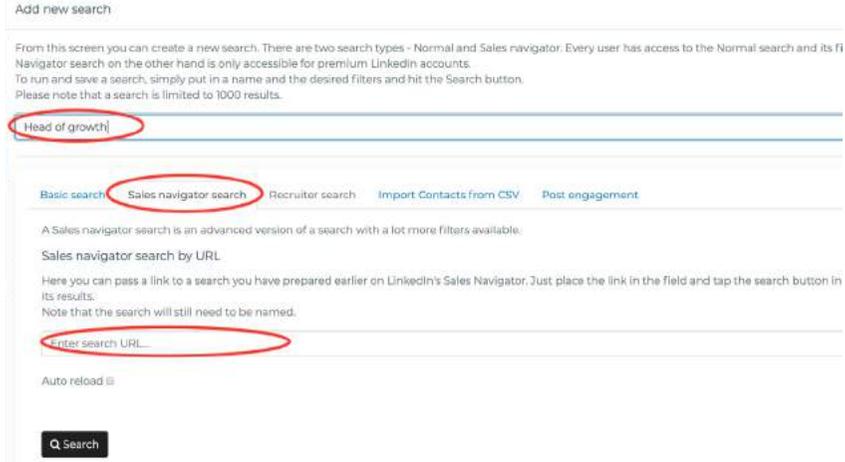
Step #6: Now we need to copy the URL from LinkedIn Search and come back to Linkedzen:

Here you can pick different types of search, like:

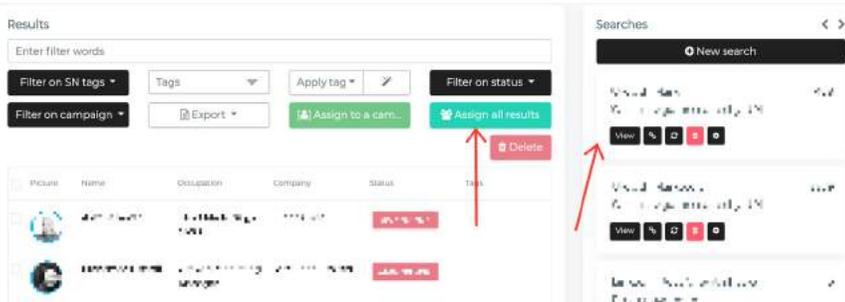
- Basic search for those who DON'T have LinkedIn Premium account
- Sales Navigator search for those who has LinkedIn Premium account (this search is quite advances and will give you the ability to segment your leads with dozens of criterias) 🌀
- Post engagement search will help you to reach out to those who liked or commented on your (or any others) LinkedIn posts and content (This is an amazing growth hack, that I'll share with you soon) 👍

In our case we'll pick "Sales Navigator search" and put the link from LinkedIn search.

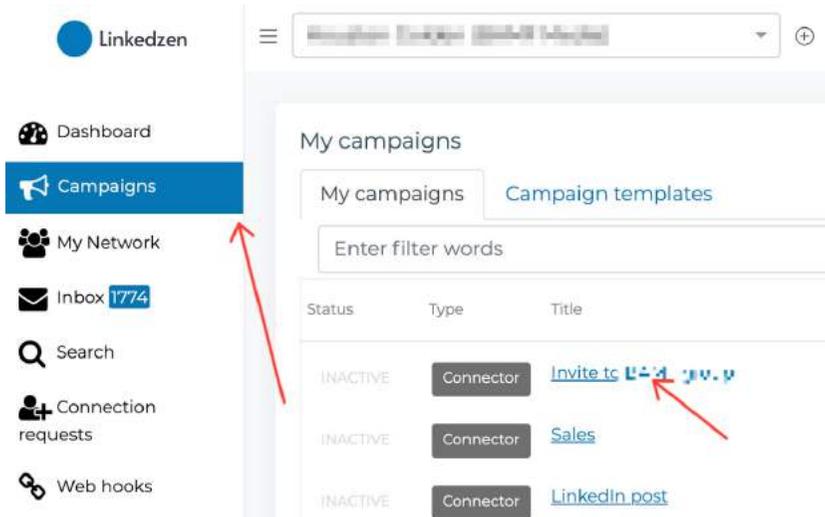
And click the "Search" button.



Step #7: Assign all those people to the campaign you've created (Just click on "Assign everyone" and pick the campaign in a pop-up):

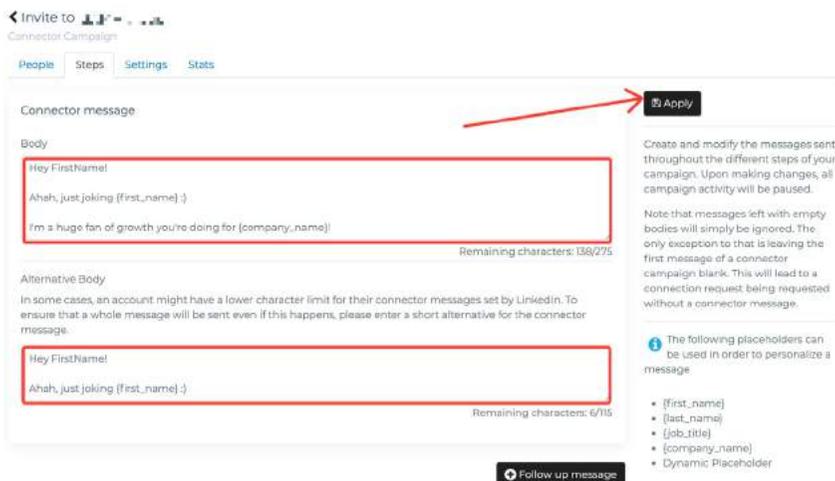


Step #8: Now we go to “Campaigns” and choose the one we’ve created



Step #9: Go to “Steps” and prepare the sequence of messages we’ll send to those people:

Here you can use text personalization like I did.



Also!

Add follow-ups, so even if people don't reply to you from the first message, they will get more from you automatically.

When you're ready - just click "Apply"

Step #10: Choose your limits and run the campaign!

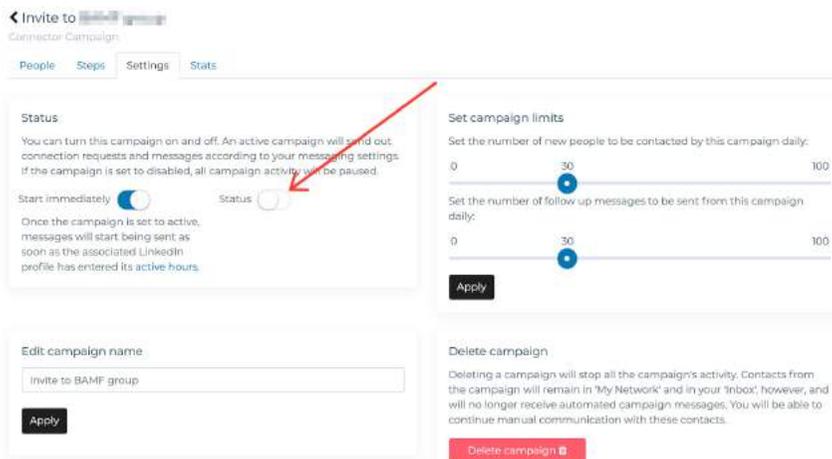
For LinkedIn it's quite important to see that you're not a spammer and you play by the rules, so you need to be careful with LinkedIn connection requests sent on your behalf.

My recommendations:

- If you're not active on LinkedIn - start with 10 messages.
- If you're doing LinkedIn outreach for 2 - 4 weeks - 20 messages.
- If you're doing LinkedIn outreach for 1 month+ you can go with 30-60 messages per day

When you settled that out just click on "Status" and "Apply"

And the lead generation magic begins.



OUTREACH YOUR NEW LINKEDIN CONNECTIONS WITH EMAIL

It's not enough to just send LinkedIn connection requests to generate hot leads.

You need to use a multi-channel approach.

So you will be everywhere!



Send LinkedIn
invitations

Send LinkedIn
invitations and email
those who accepted

Now I'll show you how to send emails to those who accepted your LinkedIn connection requests (from the previous step) automatically.

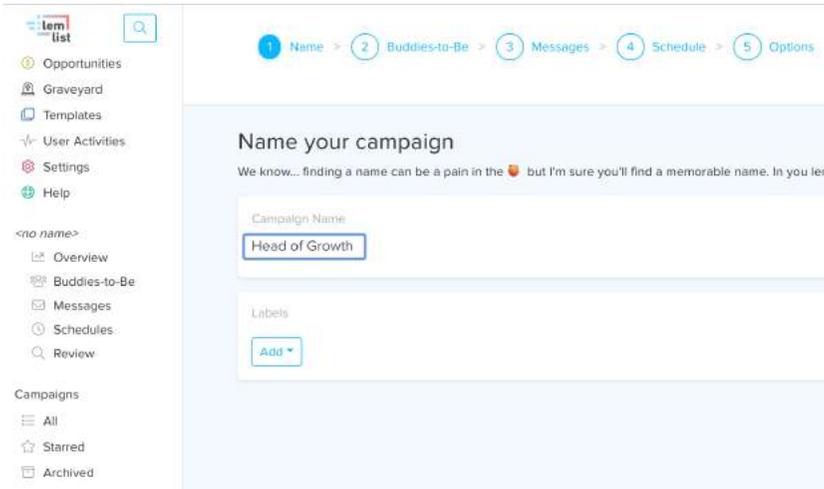
We'll use:

- **Hunter** (<https://x.bamf.co/hunter>) - to verify email addresses
- **Lemlist** (<https://x.bamf.co/lemlist>) - to send cool personalized emails
- **Zapier** (<https://x.bamf.co/zapier>) - to connect LinkedIn and Hunter and Lemlist together

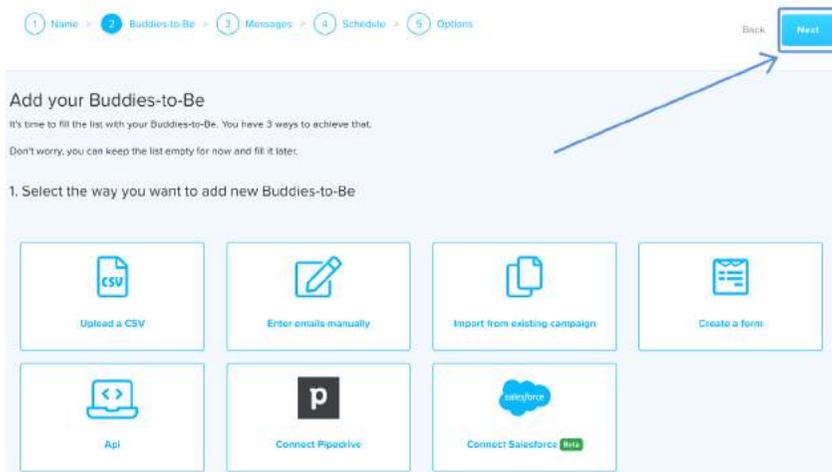
So before implementing this sales workflow you need to create your account in those tools.

When it's done, let's go to lemlist and create the email campaign that will be sent to leads in Linkedzen.

Step #1: Create your lemlist campaign and name it:

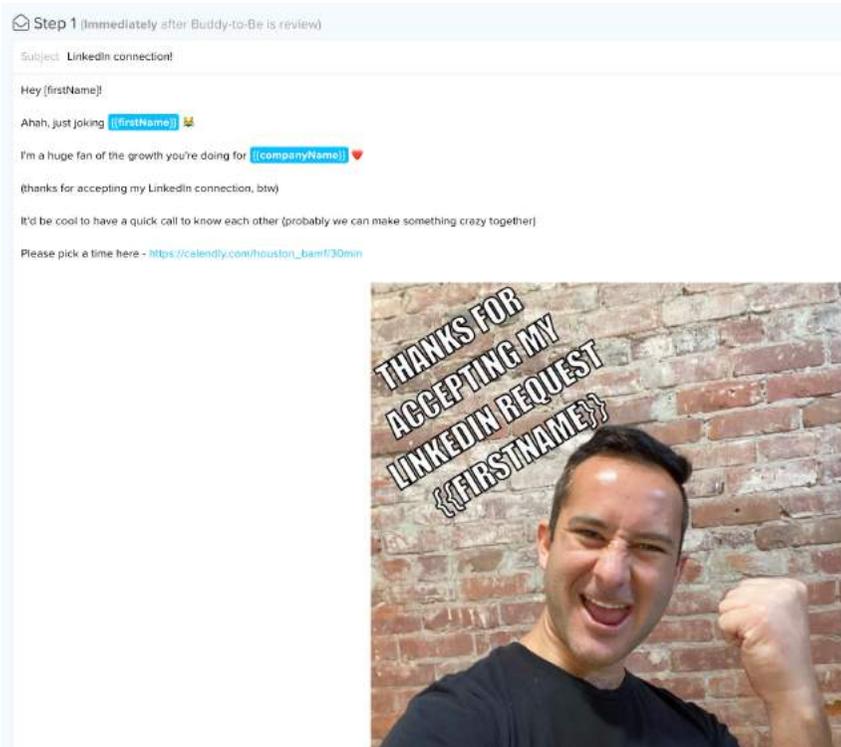


Step #2: Skip adding people to your campaign, since we'll add them automatically via Zapier and Linkedzen:



Step #3: Create your email and add follow-ups.

I also used a image personalization to make my cold email cool and awesome:



If you want to personalize your photos automatically, just add them with this button.



At the end of that work you'll have quite personalized email with custom image, like this:

Hey [firstName]!

Ahah, just joking Richard 🐱

I'm a huge fan of the growth you're doing for XYZ ❤️

(thanks for accepting my LinkedIn connection, btw)

It'd be cool to have a quick call to know each other (probably we can make something crazy together)

Please pick a time here - https://calendly.com/houston_bamf/30min



Plus I added the Calendly link to make it easier for the lead to pick the time and schedule a call.

Step #4: Choose your schedule and general settings.

And also, and it's super important, pick "Review automatically new Buddy-to-Be inserted in the Buddy-to-Be list"

It'll let lemlist automatically send emails to leads who came from Linkedzen and LinkedIn automation.

Stop sending messages when Buddy-to-Be

- Replies to an email
- Clicks on a link
- Opens an email

Tracking:

- DON'T track email opens
- DON'T track link clicks
- DON'T track reply in the email body (poorer reply d)

Create a new opportunity when Buddy-to-Be:

- Replies to the email
- Clicks on a link

calendly
blog

Type keywords included in your link (one keyword per line)

Experimental (check these options only if you are sure to know what they do)

- Review automatically new Buddy-to-Be inserted in the Buddy-to-Be list
- Add personalization in links

Step #5: Click “Run”

Right now nobody will get your email, until we set up an integration between Linkedzen and lemlist.

MULTI-CHANNEL SALES WORKFLOW

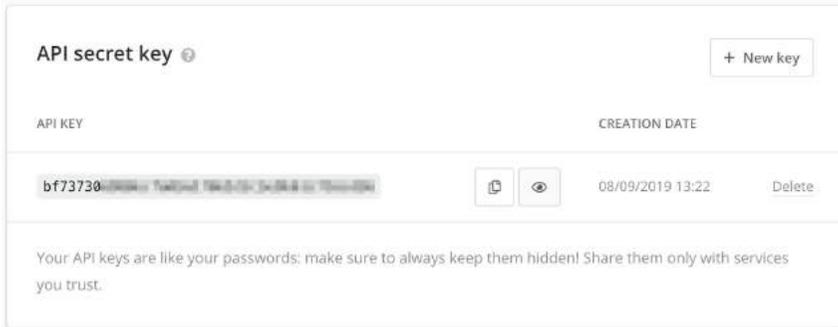
Now we came to the actual integration between LinkedIn and email automation.

As I said before we need Zapier, Hunter, Linkedzen and lemlist.

So, in order to simplify everything, the Linkedzen team made a prefilled integration in zapier.

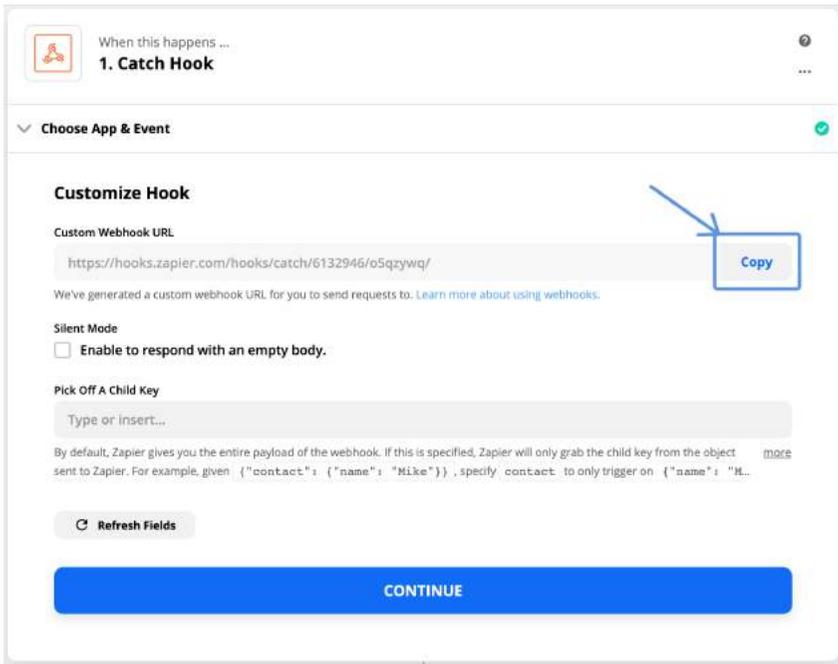
Just copy this url into your browser to get the custom Linkedzen Zap: <https://x.bamf.co/linkedzen-zap>

So here:



Step #1: Connect the Linkedzen campaign to that integration.

In order to do that, just copy the webhook from Zapier:



Go to Linkedzen account -> Webhooks and create new webhook:

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE



Set up your webhook:

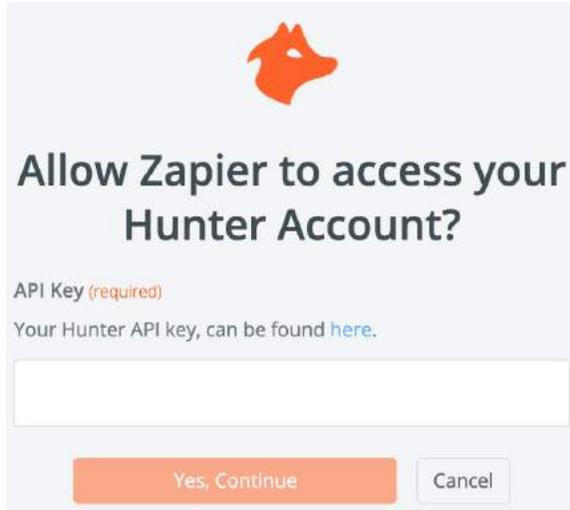
1. Name it
2. Choose the trigger (so, what lead should do to join the lemlist campaign? I recommend “Connection request accepted”, so you’ll email those who already saw you and engaged with you)
3. Choose the LinkedIn campaign you’ve created
4. Put the webhook you copied on Zapier

When it’s done, just click “Continue” on Zapier

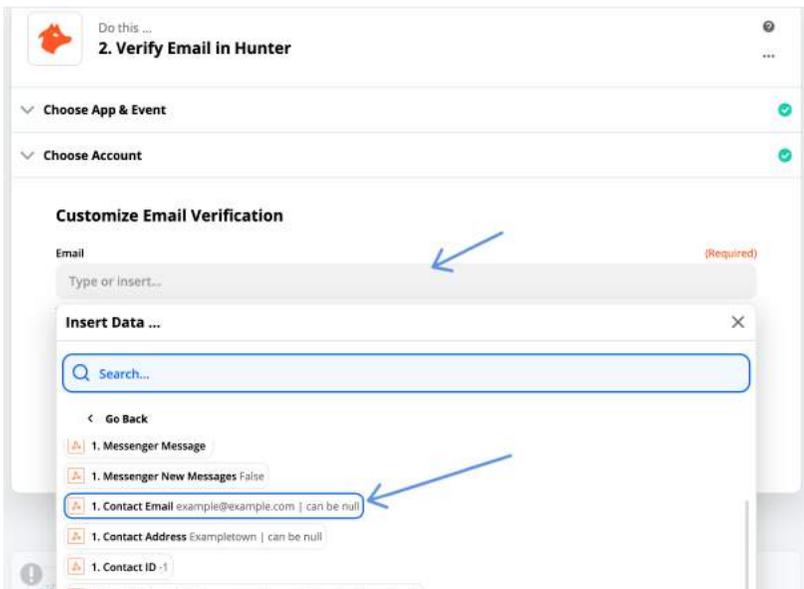
Step #2: Connect Hunter to Zapier to verify peoples’ email addresses.

To create your account with Hunter, just go to <https://x.bamf.co/hunter>

You can find your API here <https://x.bamf.co/hunter-api> and put it to Zapier settings:

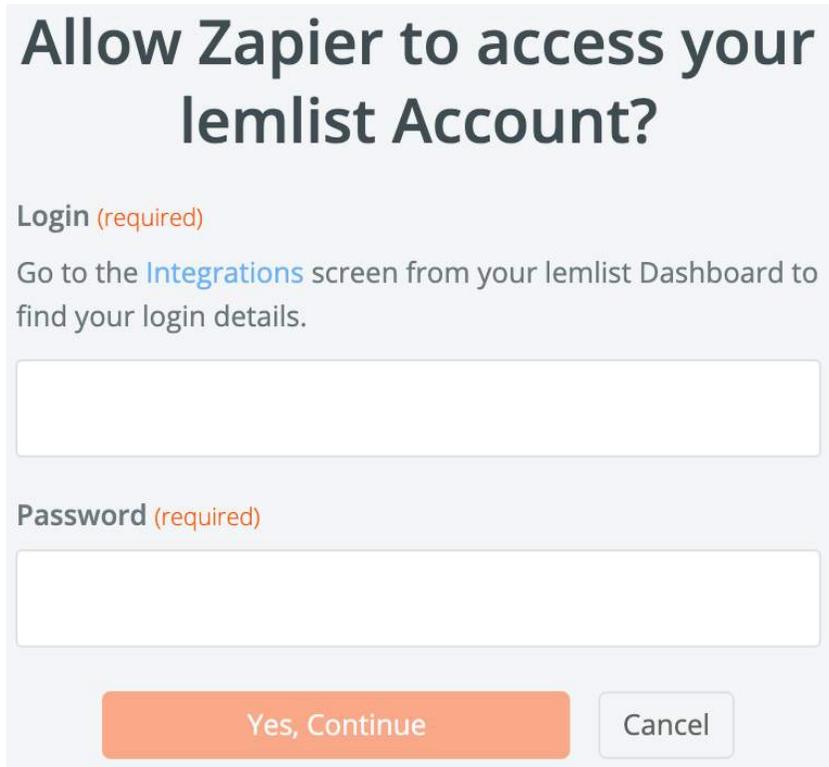


Also, choose “email address” field from the previous step, so basically Hunter will verify emails that Linkedzen found:



Step #3: Connect lemlist to Zapier to send emails

Just click on “Sign in” to lemlist and put the lemlist credentials that you can find here <https://x.bamf.co/lemlist-integration> (you need to create an account with lemlist to have that)



Allow Zapier to access your lemlist Account?

Login (required)

Go to the [Integrations](#) screen from your lemlist Dashboard to find your login details.

Password (required)

Yes, Continue Cancel

Now you need to set-up lemlist <> Zapier integration and here everything will be filled except 1 thing - what lemlist campaign should send emails to those leads.

Just choose it and click “Save”

Customize Lead

Email Address (Required)

2. Email: bastien@hunter.io

Campaign (Required)

Head of Growth 

First Name

1. Contact First Name: Example First N...e | can be null

Last Name

1. Contact Last Name: Example Last Na...e | can be null

Company Name

1. Contact Company Name: Example Inc. | can be null

Image URL

1. Contact Image Link: www.example.com...g | can be null

Provide a URL for a profile image for the buddy-to-be.

CRM INTEGRATION

Now we need to add everyone who booked a call with you to the CRM, so you won't miss hot leads.

And to do that, we'll need to use

Zapier!

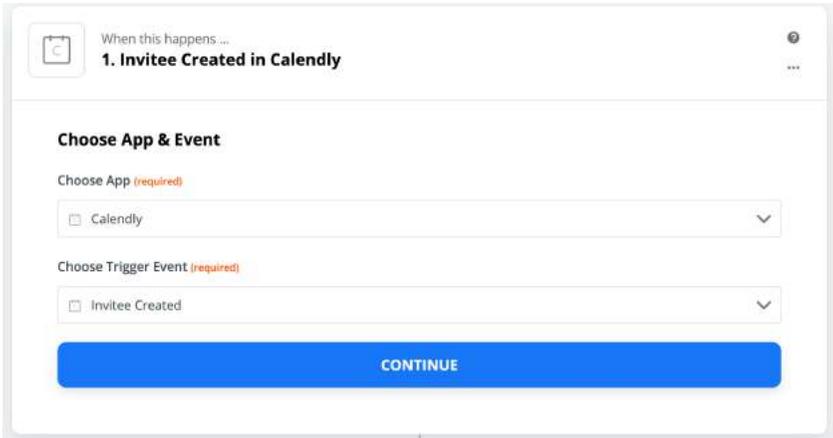
Again.

Yes, Zapier is one of the best tools for integrations and cool growth hacks:



So if you used Calendly link in your emails, what you just need to do is:

Step #1: Create a new Zap where the trigger is “Event was created with Calendly”



You will need to connect your Calendly account to Zapier with API which you can find here <https://x.bamf.co/calendly-integration> (it'll be opened only if you're logged in to Calendly).

Step #2: Stop emailing this person.

We don't want people who already booked a demo to get new push and sales emails with “heyo, please pick a time here”.

They already did that!

So what we just do is:

- Choose lemlist account with “Stop Emailing a Buddy-To-Be in a Campaign”

Do this ...
2. Stop Emailing a Buddy-To-Be in a Campaign in Iemlist

Choose App & Event

Choose App (required)
Iemlist

Choose Action Event (required)
Stop Emailing a Buddy-To-Be in a Campaign

CONTINUE

- Also choose the person's email address (took from Calendly) and the name of the campaign that should be stopped for this specific lead

Do this ...
2. Stop Emailing a Buddy-To-Be in a Campaign in Iemlist

Choose App & Event ✓

Choose Account ✓

Customize Stopleadcampaign

Email (Required)
 1. Invitee Email: not.a.real.email@example.com

Campaign (Required)
Head of Growth

Refresh Fields

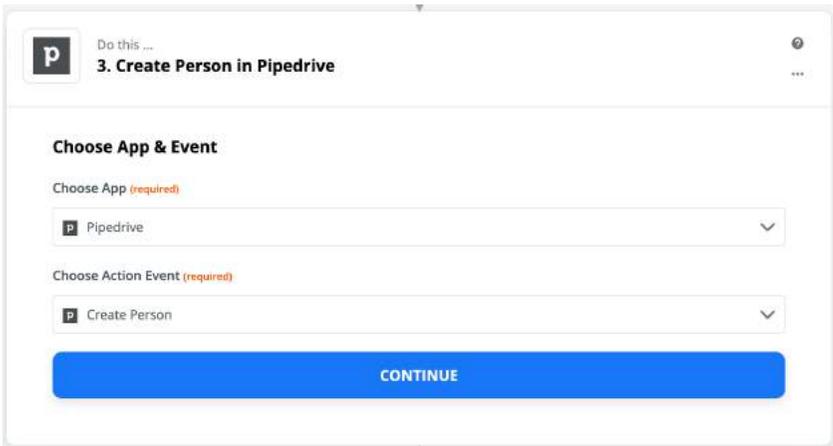
CONTINUE

Step #3: Create a deal in your CRM

You can choose any CRM that you use (and there is a Zapier integration with that CRM), but I'll show this use case for Pipedrive users.

Though the logic of actions will be the same for HubSpot and other CRMs.

So, first of all we need to create a “person”:



- Choose parameters from the previous steps, like this:

The screenshot shows a workflow step titled "3. Create Person in Pipedrive". It includes two completed sections: "Choose App & Event" and "Choose Account". The main section is "Customize Person", which contains several input fields: "Name" (with a "(Required)" label and a value of "1. Invitee Name: Joe Sample Data"), "Owner" (a dropdown menu with "Choose value..."), "Organization" (a dropdown menu with "Choose value..."), and "Email" (with a value of "1. Invitee Email: not.a.real.email@example.com" and a clear button). There is also a "Type or insert..." input field at the bottom.

- And now we can create a deal with the person we just created:

The screenshot shows a workflow step titled "4. Create Deal in Pipedrive". It features two dropdown menus: "Choose App (required)" with "Pipedrive" selected, and "Choose Action Event (required)" with "Create Deal" selected. A prominent blue "CONTINUE" button is located at the bottom of the step.

- And also customize parameters based on the previous steps:

Customize Deal

Title (Required)

P 3. Name: me@pipedrive.com

Creation Date 📅

Type or insert...

Requires Admin access to Pipedrive account

Status

P Choose value... ▾

Stage

P Choose value... ▾

Owner

P Choose value... ▾

Select user who will be marked as the owner of this deal. If omitted, the authorized user will be used.

Organization

P Choose value... ▾

Organization this deal will be associated with.

Person

P 3. Name: me@pipedrive.com ▾

Person this deal will be associated with.

At the end of these steps - everyone who books a demo with you from your lemlist campaign will be automatically added as a deal to your Pipedrive.

SUMMARY

Now you can automate half of your lead generation activities and bond them into one huge machine of sales automation.



Of course it'll take some time at the beginning, but once it's done you'll be able to generate tons of leads.

For example, I got 78 new meetings during the last 5 days using this amazing sales automation.

HOW TO SYNC YOUR LINKEDIN WITH CRM (PIPEDRIVE, HUBSPOT, NETHUNT)

If you're in the B2B sales world, you're missing out if you don't use LinkedIn for your sales prospecting.

It's an amazing place to build relationships and generate sales.

But problems show up once you need to make the process more streamlined and make sure it's synchronized with your CRM.

The same problem salespeople had with emails 5 years ago... until Auto-BCC and direct syncs between CRMs & Gmail appeared.

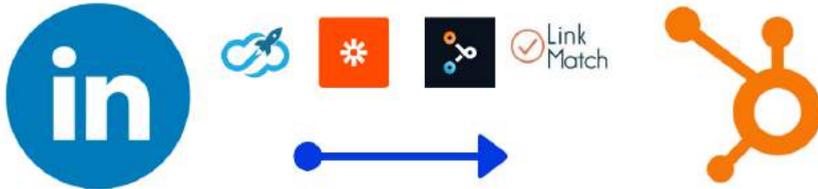
It's better to say, the problem was like that, since today I'll show you how to integrate your LinkedIn leads and conversations with your CRM (like Pipedrive, Hubspot and Nethunt).

Why those CRMs?

They are quite popular and they have amazing LinkedIn integration opportunities.

So here we go!

How to sync LinkedIn & Hubspot CRM in 2020



1. HOW TO ADD NEW LEADS FROM LINKEDIN OUTREACH TO PIPEDRIVE CRM

How do you generate leads on LinkedIn?

In the majority of cases - it's outbound campaigns (when you send connections requests with messages and people accept & reply to you).

So I'll show you how to add leads from your LinkedIn outreach campaigns to your CRM.

First of all, let's choose the LinkedIn automation tool:

1. It should send automated messages with follow-ups;
2. It should have an integration with Zapier (and as a result with Pipedrive or Hubspot CRMs);
3. It should be safe.

And I must say to you, there are millions of LinkedIn automation tools



But I must also say to you, only a few fit our needs.

The one that I like the most is Linkedzen.

It's a cloud based solution with dedicated IP addresses, so you don't need to worry about losing your LinkedIn account.

Plus it has amazing automation (like the one I shared in a recent post about Multi-channel lead generation).

And about integration - it's amazing, I'll show to you what you can do.



So here we come to the actual campaign.

There's a few steps:

1. Find people we want to reach out to.
2. Create a campaign.
3. Integrate it with your CRM

Next, find people you want to reach out to:

What people do in 99% of cases:

- Find contacts by title, like "CEO"
- Reach out to them

And as a result people get messages like this:

You can customize this invitation ✕

Include a personal message (optional):

I'd like to add you to my professional network on LinkedIn.

241

Or, when lead generation is a bit better it's:

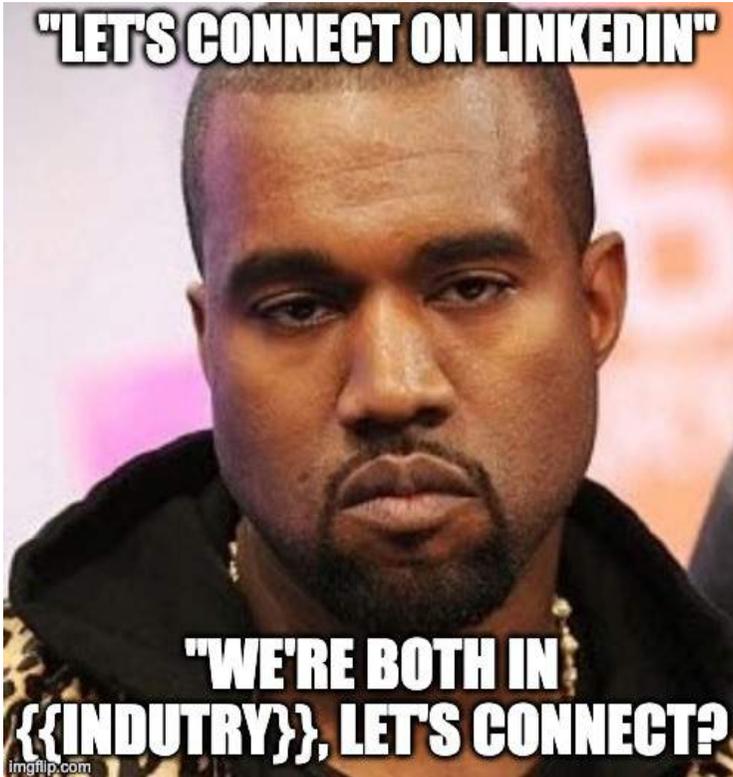
“Hi {{FirstName}},

I see we're both at Marketing, let me sell you something”

And people don't reply.

Why?

Because everyone uses the same tactics.



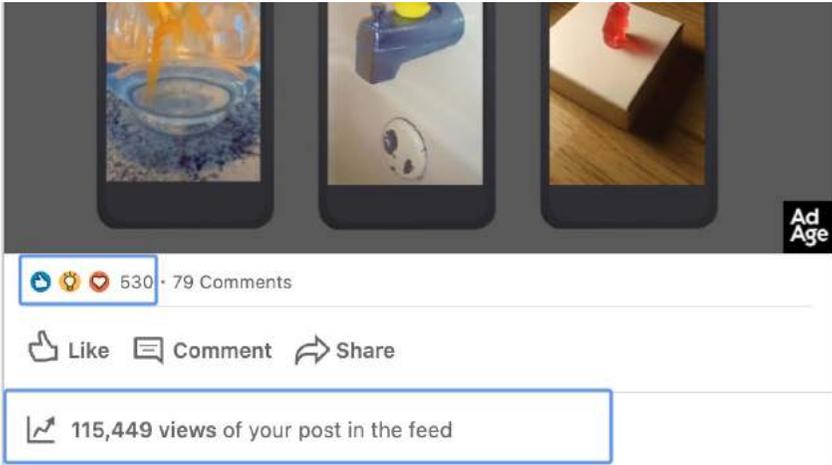
So today I'll show you another awesome (even super awesome) growth hack ->

Connect with those who liked your posts automatically!

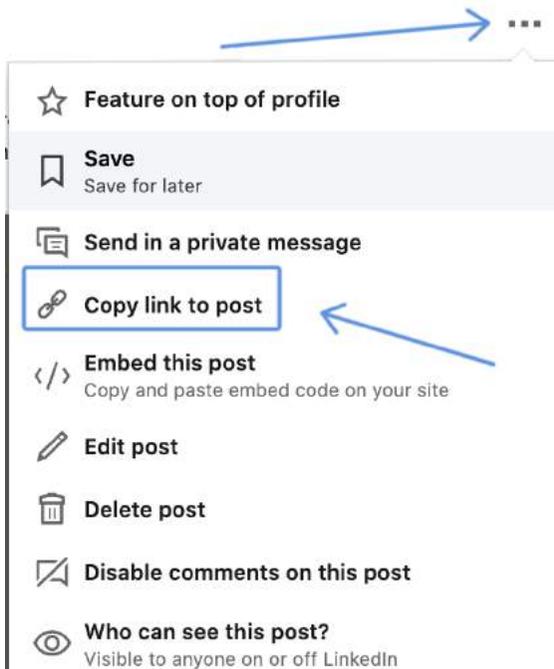
Why is it better?

- People already know you,
- They saw your content and liked it, so they trust you.

So, now you need to pick the LinkedIn post:

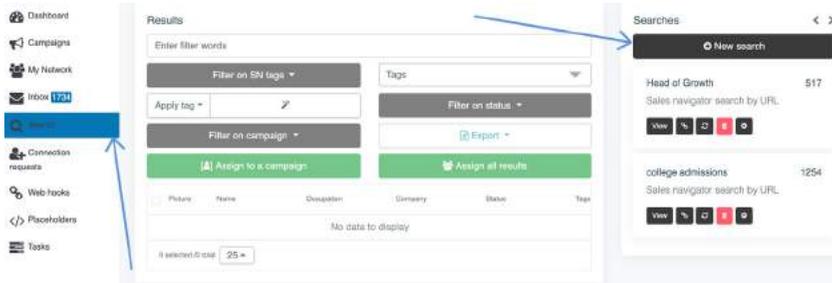


Copy the link to this post:

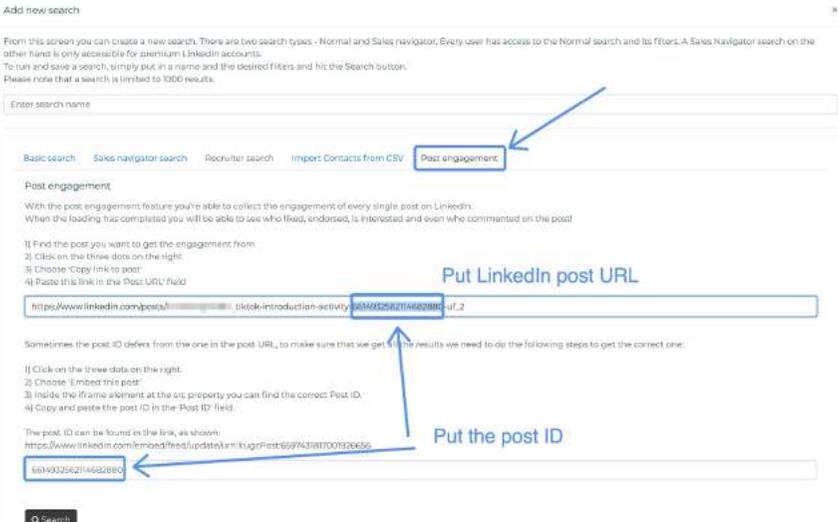


Now we need to scrape everyone who like the post (in our case 530 people)

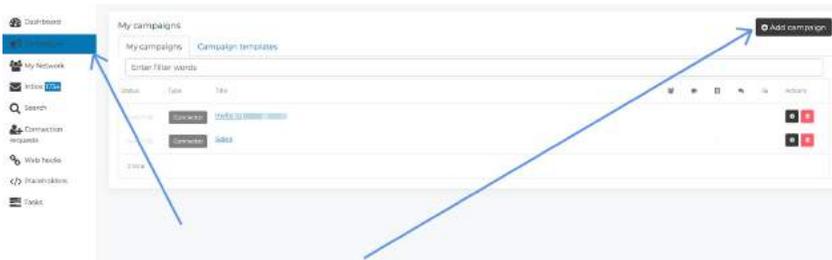
Let's go to LinkedIn -> Searches -> and click on the "New Search":



Now choose "Post engagement" search and put your LinkedIn post URL and post ID (numbers in post URL) and click "Search" button:



When it's done, just go to campaigns to create messages you'll send to those people:



Name your campaign and choose “Connector campaign” (in this case you’ll send connection requests to people who aren’t in your LinkedIn connections yet, if you choose “Messenger” - it means that you’ll send messages to your 1st degree connections)

Add campaign

With the help of a campaign you can set up the flow of automated messages in terms of when, what and to whom send. Once you have chosen the campaign name and type, the rest of the settings will become available as well.

Campaign name

LinkedIn post

You can choose from two campaign types:

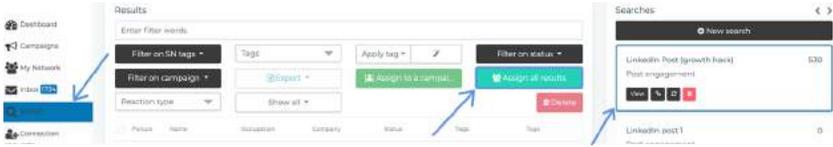
- Connector campaign - used to extend your list of contacts and introduce you to new people
- Messenger campaign - used to message people you have already connected with

You can also choose who is able to see this campaign:

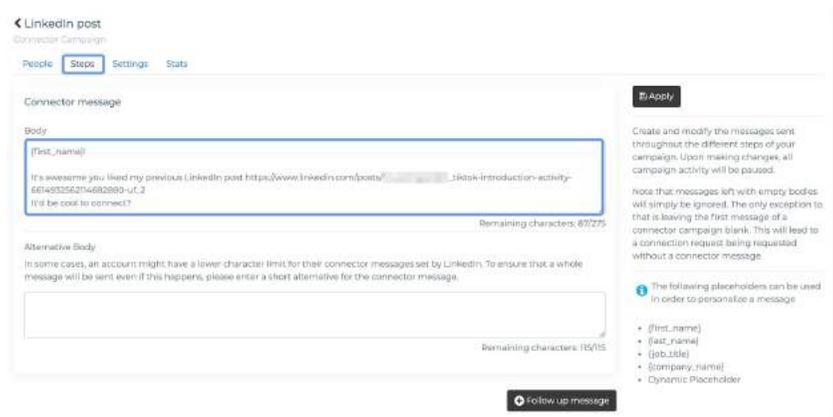
- Template - a template for a campaign is created, which everyone in the company can see. Coworkers can change this option is selected, the campaign is going to be created for the current company - [BAMF Media](#)
- Just you - an instance of the campaign exists just for you. No one in your company is able to copy your steps

Create Campaign

Come back to your Search Results and assign all people to the campaign you've just created:



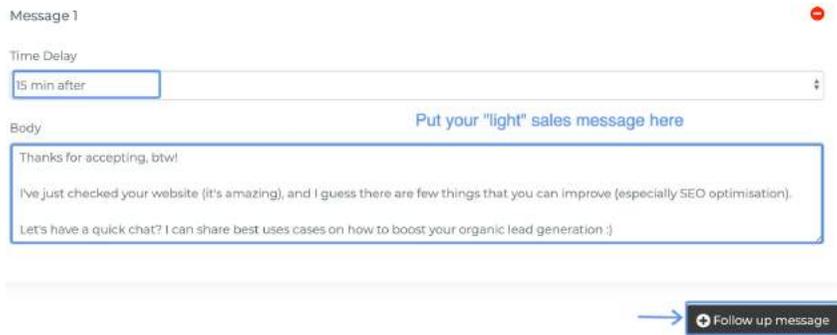
Come back to Campaigns and prepare messages you'll send in "Steps":



Don't forget to add Follow-ups that will be sent if the person accepted your connection request but didn't reply to you.

My recommendation about follow-ups:

1. 15 mins after - "Thanks for accepting message"
2. 2 days after - "Light sales pitch"
3. 2 days after - "Follow-up"



Now choose your limits and run the campaign!

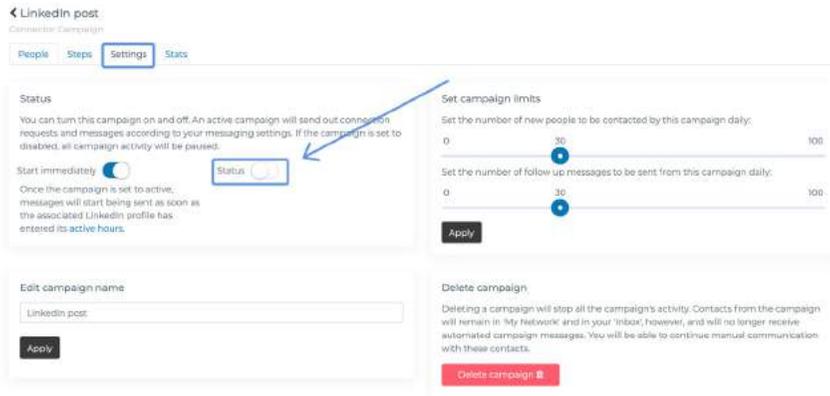
For LinkedIn it's quite important to see that you're not a spammer and you play by the rules, so you need to be careful with LinkedIn connection requests sent on your behalf.

My recommendations:

- If you're not active on LinkedIn - start with 10 messages.
- If you're doing LinkedIn outreach for 2 - 4 weeks - 20 messages.
- If you're doing LinkedIn outreach for 1 month+ you can go with 30-60 messages per day

When you settled that out just click on "Status" and "Apply"

And the lead generation magic begins.



Add people to your CRM

Now you need to add everyone who will reply to you to your CRM.

I'll share this growth hack with Pipedrive CRM, but you can use it with any other CRMs as well, the logic is the same.

We'll connect Linkedzen with your CRM via Zapier (Zapier it's an amazing software that lets you connect all other apps between each other).

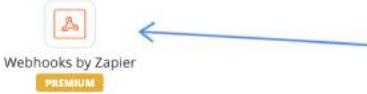
Create your Zapier account, and make your first Zap (it's an integration):

Choose the trigger (so you will choose "what" should happen, so the next actions should happen as well, in our case the trigger will be "new reply from Linkedzen campaign").

The trigger is "Webhooks by Zapier" (since Linkedzen works with Zapier via webhooks)

 **1. When this happens ...** ⋮

Choose App & Event



Here you need to choose “Catch hook”:

 When this happens ... **1. Catch Hook** ⋮

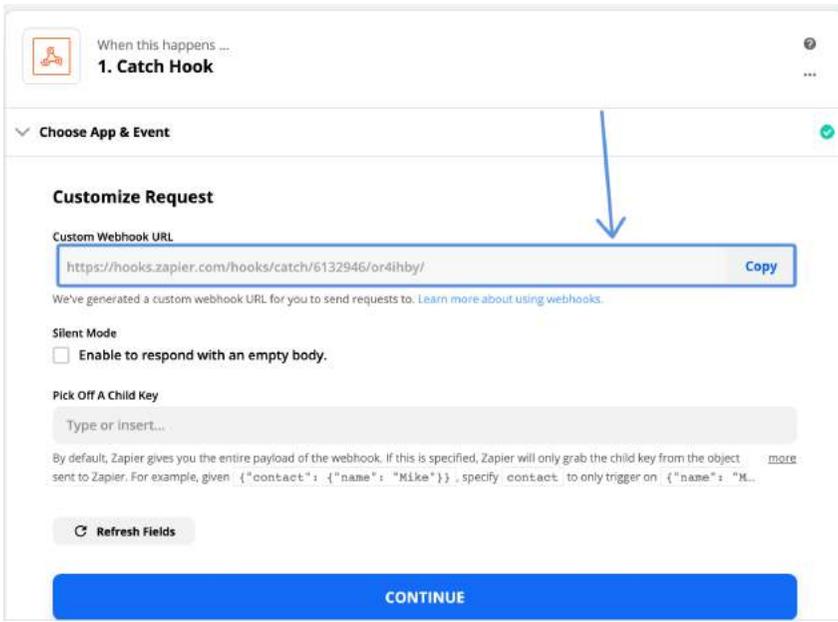
Choose App & Event

Choose App *(required)*

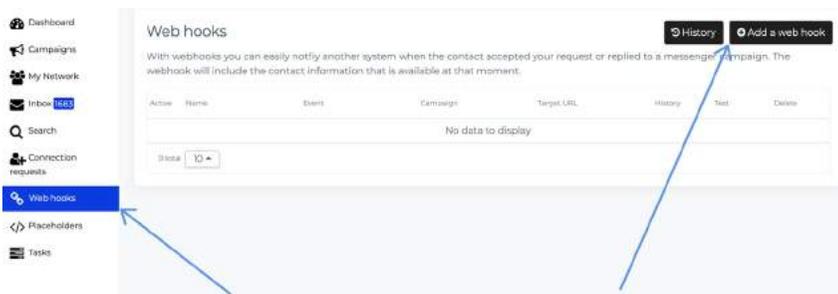
Choose Trigger Event *(required)*

CONTINUE

Click on “Continue” and now you need to copy the URL.



Now we need to put that URL (that's the webhook) to Linkedzen, so just come back to Linkedzen and go to “Webhooks”



Then choose the trigger that is shown on the screenshot and put the URL you took from Zapier:

The screenshot shows the 'Add a web hook' configuration interface in Zapier. At the top, there is a title 'Add a web hook' with a close button (X). Below this, there is a section for 'Name of web hook' with a text input field containing 'New webhook' and a blue link 'Choose this trigger'. The next section is 'The event, upon which the web hook should be triggered', featuring a dropdown menu with 'Contact Replied to Campaign Message' selected. A blue arrow points to this dropdown. Below this is a note: 'If a campaign is specified, then the web hook will activate only on events, related to this campaign. Else, it will be activated regardless of the campaign, the event relates to.' This is followed by another dropdown menu. The final section is 'The target URL, to which information should be sent upon triggering of the web hook', with a text input field containing 'https://hooks.zapier.com/hooks/catch/6132946/or4ihby/'. A blue arrow points to this field with the text 'paste the URL from Zapier'.

Now we can come back to Zapier and add people who replied to your CRM. It doesn't matter what CRM you use, you can find it on Zapier and you should always do 2 steps.

Step #1: Create a contact;

Step #2: Create a deal with that contact.

So, first of all we need to create a "person":

The screenshot shows the configuration for the third step in a Zapier workflow: '3. Create Person in Pipedrive'. It features a Pipedrive app icon and a title '3. Create Person in Pipedrive'. Below the title is a section 'Choose App & Event'. This section contains two dropdown menus: 'Choose App (required)' with 'Pipedrive' selected, and 'Choose Action Event (required)' with 'Create Person' selected. At the bottom of this section is a large blue button labeled 'CONTINUE'.

Choose parameters from the previous steps, like this:

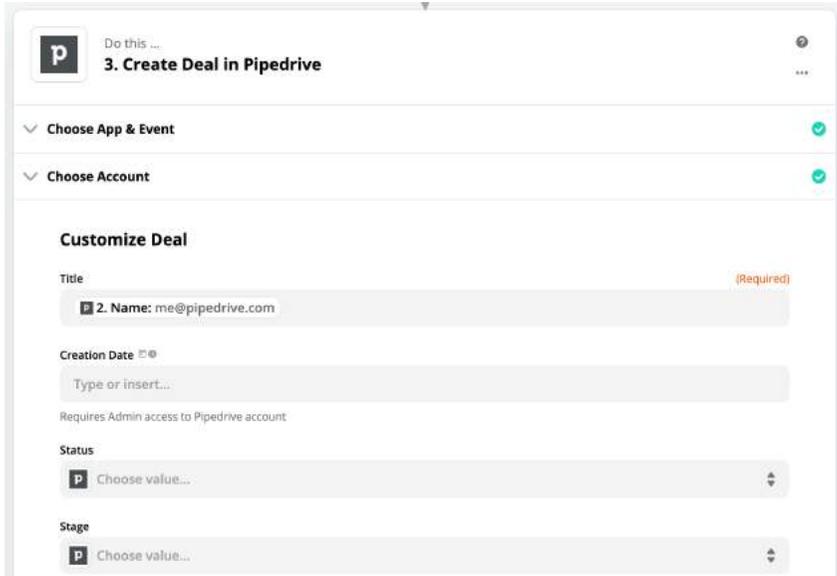
The screenshot shows a workflow step titled "2. Create Person in Pipedrive". It includes two completed sections: "Choose App & Event" and "Choose Account". The main section is "Customize Person", which contains several input fields: "Name" (with a red "(Required)" label and a value "1. Contact Company Name: Example Inc. | can be null"), "Owner" (a dropdown menu with "Choose value..."), "Organization" (a dropdown menu with "Choose value..."), and "Email" (with a value "1. Contact Email: example@example.com" and a red "(Required)" label). A "Type or insert..." input field is also visible at the bottom.

When you added all important info about a contact, you can create a deal for this specific contact:

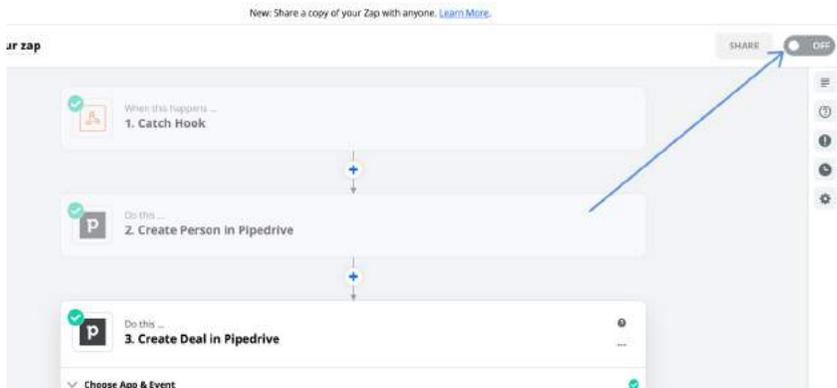
So just create “Step #3” and choose “Create Deal”

The screenshot shows a workflow step titled "3. Create Deal in Pipedrive". It includes a section "Choose App & Event" with two dropdown menus: "Choose App (required)" set to "Pipedrive" and "Choose Action Event (required)" set to "Create Deal". A blue arrow points from the "Create Deal" option in the second dropdown to the "CONTINUE" button at the bottom of the step.

Now you need to add the info about this deal:



When it's done, just run this Zap:



Now everyone who replied to your LinkedIn campaigns will be added to your Pipedrive CRM.

Again, you can do the same with other CRMs like Hubspot, Salesflare, Salesforce and so on.

The logic will be the same:

1. Create a campaign with LinkedIn;
2. Create a Zap on Zapier with a trigger - Webhook from LinkedIn
3. Action → Create a new person → Create a new deal.

HOW TO ADD CONTACTS FROM LINKEDIN TO YOUR PIPEDRIVE / ZOHU / CLOSE / HUBSPOT CRMS

Now we know how to add people from your LinkedIn outreach campaigns to your CRMs using Zapier.



But what if you want to add a specific person to your CRM if this person isn't a part of your outreach campaign....

Now you need to spend 10-15 mins to add this contact manually (add photo, email, LinkedIn profile, name, title and so on).

I'll show you the tool that will do everything for you automatically.

It's called **LinkMatch**.

You can use different versions of this tool:

1. LinkMatch for Pipedrive
(<https://x.bamf.co/linkedmatch-pipedrive>)
2. LinkMatch for Zoho
(<https://x.bamf.co/linkedmatch-zoho>)
3. LinkMatch for Close
(<https://x.bamf.co/linkedmatch-close>)
4. LinkMatch for Hubspot
(<https://x.bamf.co/linkedmatch-hubspot>)

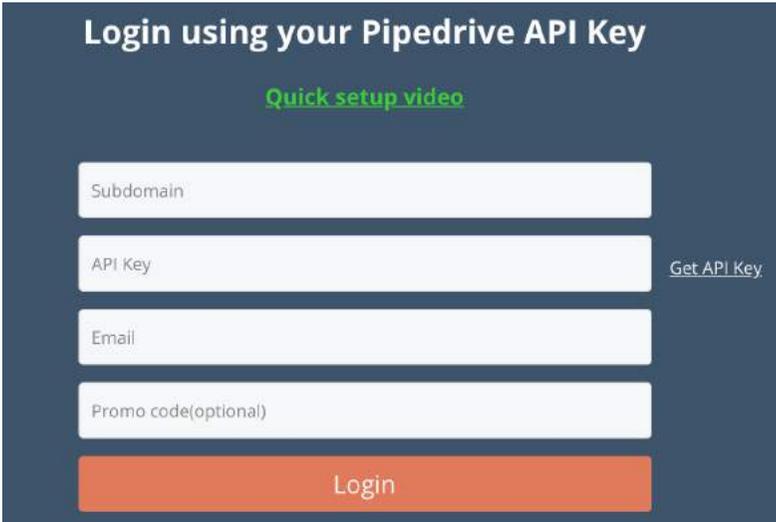
And some other cool CRMs.

I'll show you an example with Pipedrive CRM (but this logic works with all CRMs that I mentioned above):

Step #1: Install chrome extension

<http://x.bamf.co/linkedmatch-pipedrive-extension>

Step #2: After installing it'll ask you to authorize with your Pipedrive account



Login using your Pipedrive API Key

[Quick setup video](#)

Subdomain

API Key [Get API Key](#)

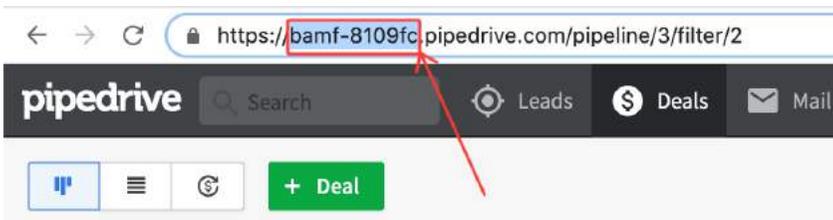
Email

Promo code(optional)

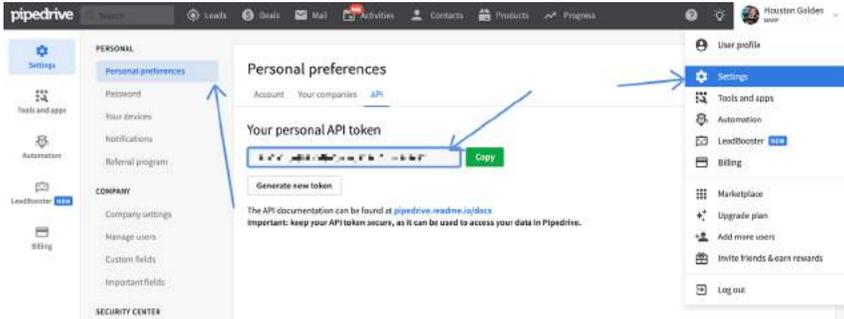
Login

Here, you'll need to fill some information:

1. You can find the Subdomain by logging in to your Pipedrive account and checking your URL. Just copy the part before “pipedrive.com”, like this:



2. You can find your API in Pipedrive settings, like here:



When it's done, you will be able to set up LinkMatch parsing & collecting info features.

My recommendation is to leave everything default — it works quite well.



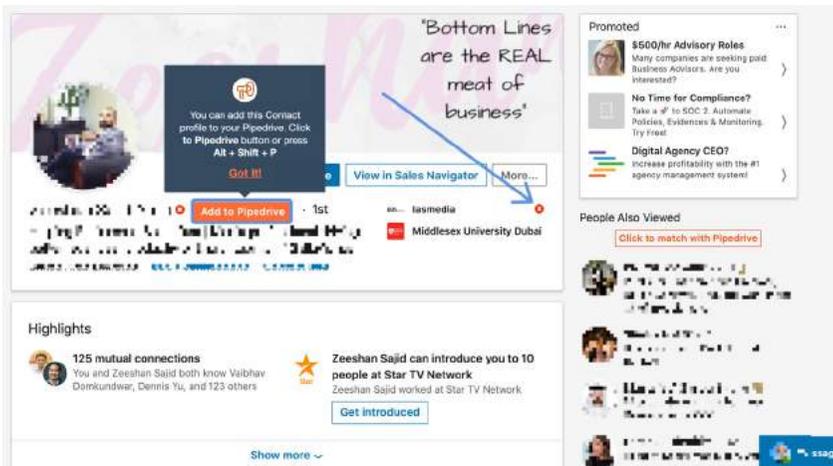
When it's done, just go to LinkedIn -> pick a person you want to sync, and next to his or her name you'll see:

HOW TO TRANSLATE YOUR AUDIENCE INTO SALES PIPELINE

- Green mark if this person was added to your Pipedrive before and you have this contact there.



- Red mark if you don't have this person on your CRM, in this case you'll have one more button - "add to Pipedrive"



When you click on it, you'll have a pop-up where you can customize the info about this person.

When it's ready -> just click on the "Create button."

Hubspot CONTACTS Profile

Profile Image Upload Picture

Salutation

First Name*

Last Name*

Email

Work email

Company Name New entry will be created

Phone Number

BE AWARE: You don't have LinkedIn url mapped into any of your CRM fields, please be sure to map it on the [options page](#). It is very important for the precise matching. Please refer to [this video on how to setup your mapping](#)

Cancel Create

You can customize everything when you're adding or updating your contacts even without leaving the LinkedIn interface.

BONUS:

The hacks I showed to you on the Pipedrive example may be used with other different CRM systems.

But there's a few growth hacks that are unique for specific CRMs like Hubspot or Nethunt.

So, now I'll show you some cool things you can do if you have one of that softwares:

LinkedIn Hubspot integration

You know how to add new people to your sales pipeline, but you can still talk to those people via LinkedIn, and it's a huge pain to sync it with your Hubspot CRM.

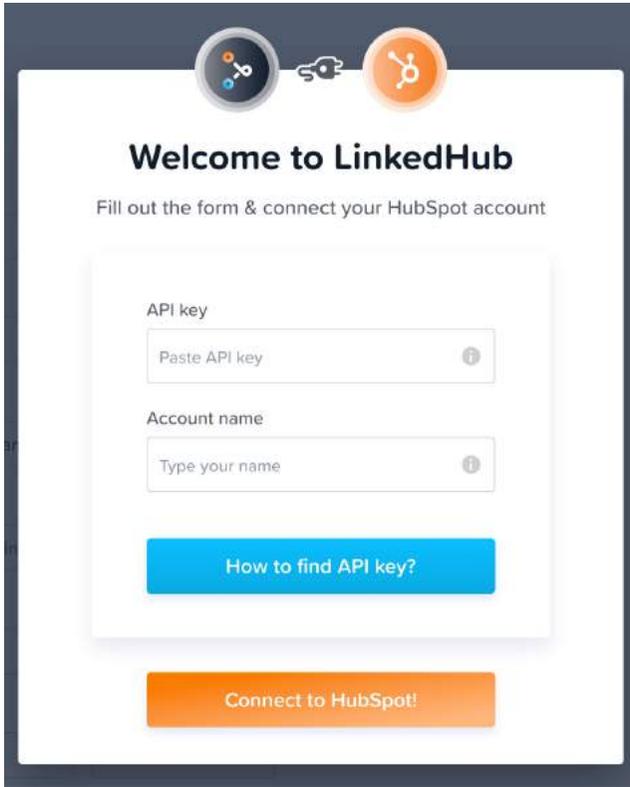
You miss lots of information, if you do it manually, so now I'll show you how to have all important messages from LinkedIn to Hubspot CRM automatically.



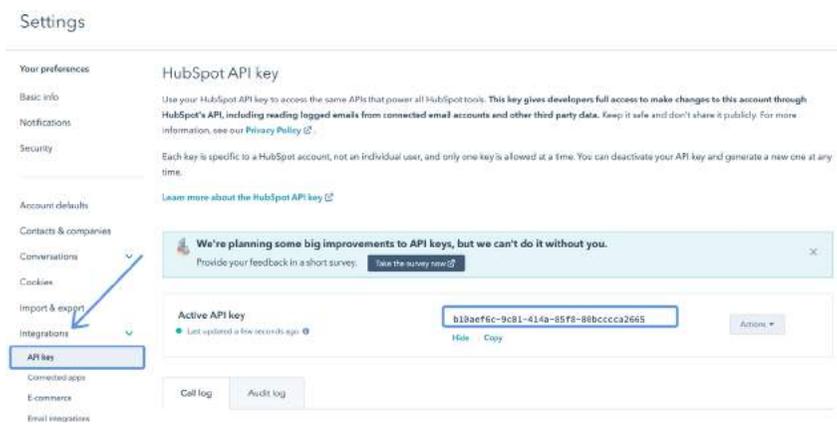
There are a few tools that do that, one of them is LinkedHub.

You can download it here: <http://x.bamf.co/linkedinhub-extension>

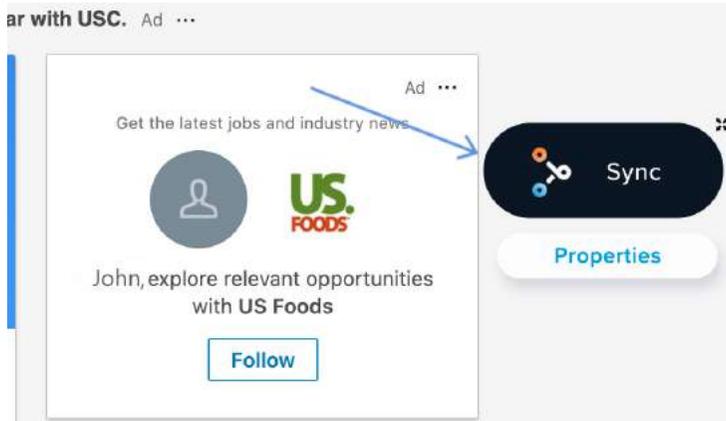
When it's downloaded, LinkedHub will ask you to connect to the Hubspot account.



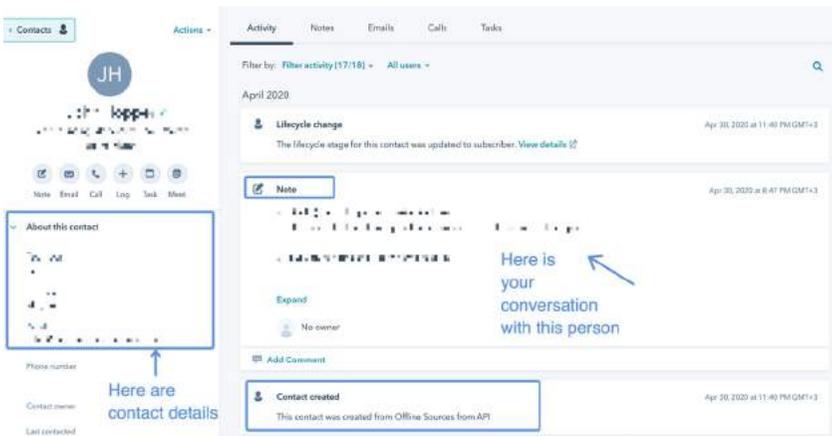
You can find your API key in Settings -> Integrations -> API Copy it and put to LinkedHub settings.



When it's done, you can go to LinkedIn -> find a person you want to add to Hubspot or update the conversation and click on the button "Sync," you will have it because of LinkedHub.

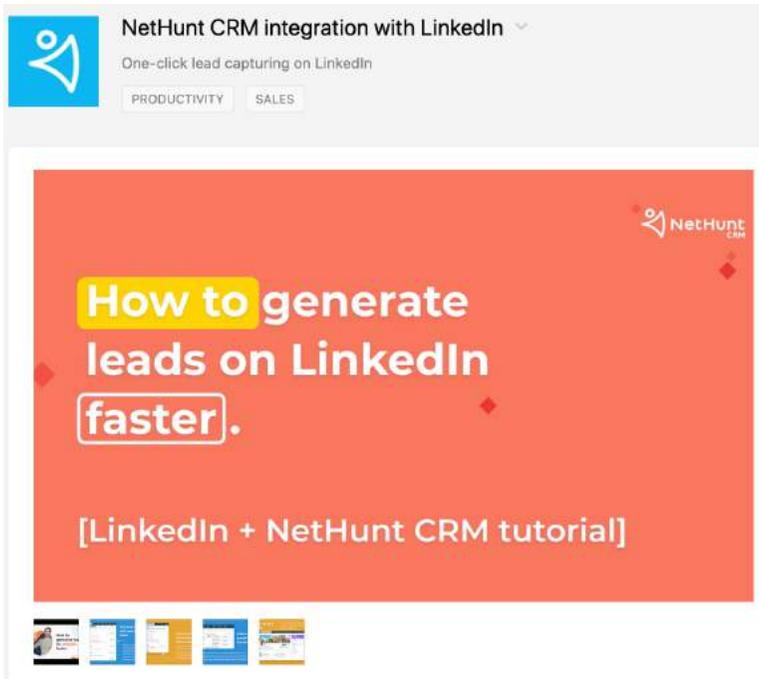


When it's done, you can see this person in your Hubspot CRM with all details and the conversation you had:



LinkedIn Nethunt CRM integration

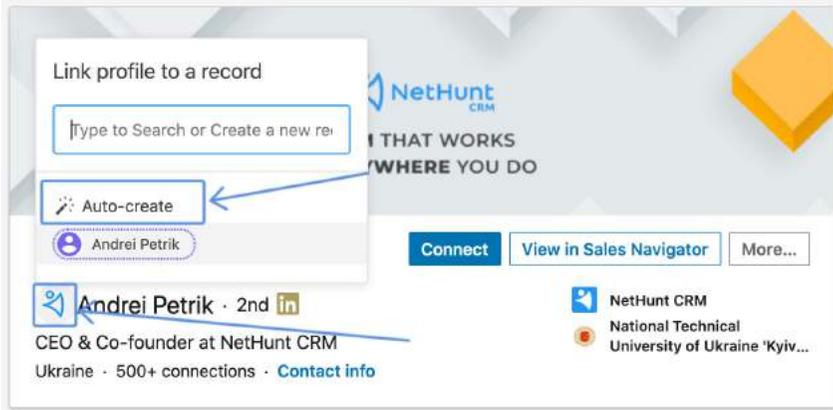
Nethunt CRM isn't that popular of a CRM, but they're growing fast. Recently, I found their new LinkedIn <> CRM integration on Product Hunt:



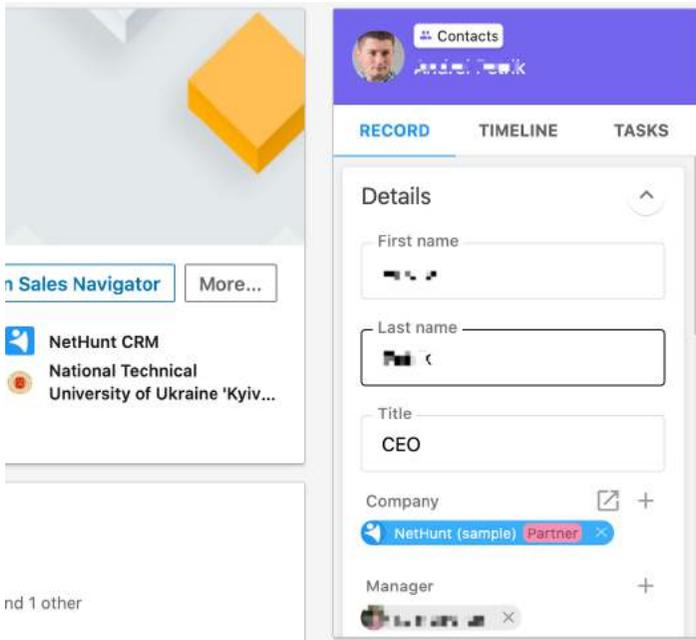
And thought - "it may be interesting to try".

And I tried.

And I must say... it works like LinkedHub for Hubspot and even better. So after installing this chrome extension , you have an option to add contact to your Nethunt CRM:



On the right side, you'll also have an option to customize the info about your leads that will be added to Nethunt:



This'll work only if you use Nethunt CRM.

SUMMARY

Now you know how to sync everything you do on LinkedIn with your CRM!

The tools you'll need:

1. LinkedZen for LinkedIn outreach;
2. Zapier to add new leads to your pipeline;
3. LinkMatch or LinkedHub for adding new people to your pipeline who weren't at your LinkedIn outreach.



PROVEN LINKEDIN OUTREACH TEMPLATES FOR EVERY SCENARIO

Proven LinkedIn Outreach Templates For Every Scenario

Now, let me share with you some of our proven outreach templates.

We put together the BAMF LinkedIn Bible as a one-stop source for our proven LinkedIn Influencer processes, and we've included 4 outreach templates. To get the full list of 50+ outreach sequences, you need to join BAMF Academy.

Irrespective of what your goals are — B2B Lead Generation, PR Hacking, Fundraising, Content Creation, or Community Building — the bonus LinkedIn Outreach Bible book includes tested templates that you can use.

We've added examples in there for every single personalization field so that it's a walk in the park for you.

Also, head over to the category that you're looking for B2B Lead Generation, PR Hacking, Fundraising, Content Creation, or Community Building.

To use the following templates, simply fill in the blanks (or merge tags) using your own data.

And again, we've given examples with every single template.

B2B LINKEDIN OUTREACH TEMPLATE

Innovative Industry Leaders Quick Chat

Category: B2B Lead Generation, Partnerships, Any Industry

Subcategory: Industry Leaders, Quick Call

Stage 1: Connection Message

Hey {first_name},

I'm growing my network with innovative leaders in the {your_industry} space. Hope we can learn from each other. - {my_first_name}

Stage 2: Welcome Message

Hi {first_name},

Thanks for connecting with me! Glad to have another innovative leader in my network.

A bit about {my_company}: we're {your_unique_value_prop}.

Our industry partners include {your_top_three_notable_clients_or_customers}.

If you're interested, I'd love to explore the opportunity of partnering with you and {company_name}.

Are you available for a quick chat?

[EXAMPLE]

Stage 1: Connection Message

Hey Tom,

I'm growing my network with innovative leaders in the growth marketing space. Hope we can learn from each other. - Houston

Stage 2: Welcome Message

Hi Tom,

Thanks for connecting with me! Glad to have another innovative leader in my network.

A bit about BAMF: We help businesses build their personal brand on LinkedIn and generate a shit-ton of leads in the process.

Our industry partners include Newchip, Pioneer & Mindvalley.

If you're interested, I'd love to explore the opportunity of partnering with you and TEDx.

Are you available for a quick chat?

B2B LINKEDIN OUTREACH TEMPLATE

Connect In Person At Upcoming Event

Category: B2B Lead Generation, Partnerships, Any Industry

Subcategory: Connect In-Person At Upcoming Event

Stage 1: Connection Message

Hi {first_name},

Are you going to be at the {upcoming_event} this year in {event_location}? I'd love to connect there in-person. - {my_first_name}

[EXAMPLE]

Stage 1: Connection Message

Hi Tom,

Are you going to be at MarTech West 2020 this year in San Jose? I'd love to connect there in person. - Houston

B2B LINKEDIN OUTREACH TEMPLATE

Industry Specific Decision Makers With A Mutual Connection

Category: B2B Lead Generation

Subcategory: Case Study Lead Magnet, Book A Call

Stage 1: Connection Message

Hey {first_name}, just saw your profile because of a mutual connection we have and I gotta say that I love what you're doing at {company_name}! I'd love to add you to my network. - {my_first_name}

Stage 2: Welcome Message

Hey {first_name}, we recently helped a food and beverage company raise more than \$200K in sales, +720% above the company's goal.

I created a case study that shows how we did it and I believe it's relevant for you and {company_name}. Would you like a copy?

[EXAMPLE]

Stage 1: Connection Message

Hey Tom, just saw your profile because of a mutual connection we have and I gotta say that I love what you're doing at BAMF! I'd love to add you to my network. - Houston

Stage 2: Welcome Message

Hey Tom, we recently helped a food and beverage company raise more than \$200K in sales, +720% above the company's goal. I created a case study that shows how we did it and I believe it's relevant for you and BAMF.

Would you like a copy?

B2B LINKEDIN OUTREACH TEMPLATE

Insert Personal Assistant To Take Over Conversation

This works great for lead qualification and simplifying your process for booking consistent calls through LinkedIn. Also, it is a nice "power move" and positions you as more of an executive since no truly important executive should have time to be messaging people on LinkedIn all day.

Stage 1: Current Connection Message

So great to hear from you.

Hey this is Ana, {my_first_name}'s social media manager. {my_first_name} is currently laser focussed on supporting {their_current_clients} to achieve their goals, and I'd love to help you find a time to have a conversation with him.

Use this link and make sure you fill out the form to reach his calendar. See you on the other side! <https://bit.ly/yourconsultationform>

[EXAMPLES]

Stage 1: Current Connection Message

So great to hear from you.

Hey this is Ana, Houston's social media manager. Houston is currently laser focussed on supporting B2B clients to achieve their goals, and I'd love to help you find a time to have a conversation with him.

Use this link and make sure you fill out the form to reach his calendar. See you on the other side! <https://bit.ly/yourconsultationform>

PR LINKEDIN OUTREACH TEMPLATE

Connecting To Industry Influencers For PR Campaign & Product Reviews

Category: PR Outreach, Influencers

Subcategory: Product Reviews, Product Giveaway

Stage 1: Connection Message

Hey {first_name}, I saw you were in the {your_Industry} space and local to {your_city} (me too!), so I wanted to reach out to share our new {your_product}.

Would love to hear your thoughts! Hope to chat soon. Cheers
- {my_first_name}

Stage 2: Welcome Message

Hey {first_name}, thanks for connecting! You're Awesome! 🎁

I'm {my_first_name}, the {your_job_title} of {my_company}, we are changing the industry with {your_disruptive_mission} and making major waves having {your_most_notable_milestone} the past year.

So, what is {my_company}? It is your {your_crazy_5_word_pitch}.

We help {your_amazing_feature_1}, {your_amazing_feature_2}, {your_amazing_feature_3}, and provide peace of mind for {your_target_customer} looking to {pain_point_you_solve}.

I may be able to ship you a product in exchange for an honest review, social share, interview, or blog post— just let me know how you'd like to collaborate.

Would you be interested?

Hit reply and let's chat!

{my_first_name}

PS - Check out some of our happy customers who've already posted videos after getting their free {your_product} on Instagram :)

<https://bit.ly/linktoIGhashtagforUGC>

Stage 3 (If 'Yes') : Follow Up Message #1, Link to Influencer Order Form

Hi {first_name}, thanks for your interest!

Please fill out our Influencer Order Request form to get your free {your_product}: <https://bit.ly/linktoTypeformToOrderFreeProduct>

Let us know when you've submitted your details, and we'll follow up with next steps before we ship your free product.

Looking forward to speaking soon!

- {my_first_name} 📩

Stage 4 (If ‘Yes’) : Follow Up Message #2, Influencer Terms (If They Filled It Out)

Perfect!

And just a reminder about the product partnering before I confirm shipping, we'd love if you could do 1 quick video post for each week within a span of 3 weeks to show how it helps {{who_the-product_is_for}} your pet/pets adjust over time and how they improve mentally and physically.

Week 1 (Video 1 + Photo 1 + Story 1): Unboxing and what is your opinion on our product and how you think this can {your_solution_to_customer_pain_point}. Maybe show how {your_product_in_action}

Week 3 (Video 2 + Photo 2 + Story 2): Your final opinion on our product, who can benefit from this product, and any other benefits you see based on your experience with it over the last 3 weeks.

We'd like to ask if you could give us full rights to these posts so we can edit and/or post and promote on our own channels— we'll tag you too, so it's a win-win!

The caption for photos should include:

- Mention Hashtags (feel free to check out the links on Instagram too!)
- Direct link to the product page on our site
- And anything awesome you might like to add!

If you have any other platforms (Facebook, Instagram, Youtube, Twitter, and Blog), please let us know! We'd love to have you post on there and spread the word, too.

Please confirm you agree to the above terms, and we'll send your free product right away!

Cheers,

{my_first_name}

Stage 5 (If 'Yes') : Follow Up Message #3, Influencer Terms (If They Agree)

Amazing! We're excited to partner up on this! You can expect your free {your_product} to arrive at your doorstep in two weeks or less!

We look forward to seeing your unboxing videos and other content. Please don't hesitate to reach out if you have any questions in the meantime.

Your partner,

{my_first_name}

Stage 3 (If 'No') : Follow Up Message #1, Convince Them Your Not Crazy

Hey {first_name}, I know that a {your_product_concept} sounds pretty crazy, but it's actually amazing and our customers - and their {your_secondary_customer_persona} - LOVE IT!

We're truly the first product like this to market in {your_industry} — but what we're doing is already big in {existing_early_adopter_industry} — so you can get ahead of this new trend before it goes mainstream.

I may be able to ship you a product in exchange for an honest review, social share, interview, or blog post— just let me know how you'd like to collaborate.

Would you be interested?

Let's chat!

{my_first_name} 🙌

[EXAMPLE]

Stage 1: Connection Message

Hey Tom, I saw you were in the growth marketing space and local to Venice (me too!), so I wanted to reach out to share our new BAMF LinkedIn Bible. Would love to hear your thoughts! Hope to chat soon. Cheers - Houston

Stage 2: Welcome Message

Hey Tom, thanks for connecting! You're Awesome! 🙌

I'm Houston, the Founder and CEO of BAMF, we are changing the industry with cutting-edge growth marketing and making major waves having made it to the Forbes Top 12 Innovative Founders List the past year.

So, what is BAMF? It is your outsourced growth marketing wing.

We help set and automate marketing funnels, scale up inbound and outbound lead generation, establish ROI focused marketing funnels, and provide peace of mind for businesses looking to grow fast looking to iron out any lead acquisition problems.

I may be able to ship you a free book in exchange for an honest review, social share, interview, or blog post— just let me know how you'd like to collaborate.

Would you be interested?

Hit reply and let's chat!

Houston

PS - Check out some of our happy customers who've already posted videos after getting their free BAMF LinkedIn Bible on Instagram :)

<https://bit.ly/linktoIGhashtagforUGC>

Stage 3 (If 'Yes') : Follow Up Message #1, Link to Influencer Order Form

Hi Tom, thanks for your interest!

Please fill out our Influencer Order Request form to get your free BAMF LinkedIn Bible: <https://bit.ly/linktoTypeformToOrderFreeProduct>

Let us know when you've submitted your details, and we'll follow up with the next steps before we ship your free product.

Looking forward to speaking soon!

- Houston 🙌

Stage 4 (If 'Yes') : Follow Up Message #2, Influencer Terms (If They Filled It Out)

Perfect!

And just a reminder about the product partnering before I confirm shipping, we'd love if you could do 1 quick video post for each week within a span of 3 weeks to show how it helps B2B founders and executives over time and how they solve marketing pain points of B2B businesses.

Week 1 (Video 1 + Photo 1 + Story 1): Unboxing and what is your opinion on our product and how you think this can solve marketing pain points of B2B businesses. Maybe show how the book helped you generate more leads on LinkedIn?

Week 3 (Video 2 + Photo 2 + Story 2): Your final opinion on our product, who can benefit from this product, and any other benefits you see based on your experience with it over the last 3 weeks.

We'd like to ask if you could give us full rights to these posts so we can edit and/or post and promote on our own channels— we'll tag you too, so it's a win-win!

The caption for photos should include:

- Mention Hashtags (feel free to check out the links on Instagram too!)
- Direct link to the product page on our site
- And anything awesome you might like to add!

If you have any other platforms (Facebook, Instagram, Youtube, Twitter, and Blog), please let us know! We'd love to have you post on there and spread the word, too.

Please confirm you agree to the above terms, and we'll send your free product right away!

Cheers,

Houston

Stage 5 (If 'Yes') : Follow Up Message #3, Influencer Terms (If They Agree)

Amazing! We're excited to partner up on this! You can expect your free {your_product} to arrive at your doorstep in two weeks or less!

We look forward to seeing your unboxing videos and other content.

Please don't hesitate to reach out if you have any questions in the meantime.

Your partner,

Houston

Stage 3 (If 'No') : Follow Up Message #1, Convince Them You're Not Crazy

Hey Tom, I know that a book revealing our most well-guarded LinkedIn growth hacking secrets sounds pretty crazy, but it's actually amazing and our customers - and their partners in the B2B space - LOVE IT!

We're truly the first product like this to market in growth marketing — but what we're doing is already big in the SaaS space — so you can get ahead of this new trend before it goes mainstream.

I may be able to ship you a product in exchange for an honest review, social share, interview, or blog post— just let me know how you'd like to collaborate.

Would you be interested?

Let's chat!

Houston 🤖

INVESTOR LINKEDIN OUTREACH TEMPLATE

The Fundraising Template

Hi {first_name},

I hope you're having a good week so far. My company, {my_company_and_bio} is looking for investors to embark on our journey.

After {my_company_success} we are now looking to close our first round of funding.

After looking through LinkedIn, I thought I would message you to understand if this opportunity is relevant?

Please let me know and we can discuss further if you'd like to be part of an innovative project in {your_industry}.

Thanks for your time,

{my_first_name}

[EXAMPLES]

Hi Tom,

I hope you're having a good week so far. My company, a full-stack growth marketing agency we lovingly call BAMF (Badass Marketers and Founders) is looking for investors to embark on our journey.

After we hit 3MN ARR last year we are now looking to close our first round of funding.

After looking through LinkedIn, I thought I would message you to understand if this opportunity is relevant?

Please let me know and we can discuss further if you'd like to be part of an innovative project in growth marketing.

Thanks for your time,

Houston

WHAT ABOUT LINKEDIN AUTOMATION TOOLS??

I personally, Houston Golden, and our company, BAMF Media, DO NOT officially endorse the use of third-party tools to automate LinkedIn. This is because doing so violates their terms of service and could lead to having your account suspended or even permanently removed. We cover these topics only for educational purposes.

Look, we know you want to learn how to automate.

But we're dedicated to playing it safe so we don't get our accounts banned for promoting naughty things.

We love LinkedIn toooooo much!

If you want to access more advanced guides, they're available only in our LinkedIn Influencer Academy and in The LinkedIn Community Bible (for educational purposes ONLY).

Get The LinkedIn Community Bible here [👉 https://x.bamf.co/cares](https://x.bamf.co/cares)

Join The LinkedIn Influencer Academy here [👉 https://x.bamf.co/academy](https://x.bamf.co/academy)

See you on the inside!

FINAL THOUGHTS ON CONVERTING LINKEDIN LEADS TO SALES

And that concludes our training on how to become a LinkedIn Influencer.

As always, if you have any questions, please feel free to drop them in the BAMF Facebook Group [🔗 http://x.bamf.co/group](http://x.bamf.co/group)

We're always available to answer your questions and help out.

Also, if you start to get some wins with that, share that in the group as well. Maybe we will even highlight your profile as ***BAMF Of The Week!***

We're always around to check up on people and provide feedback as needed.

But now, it's time to jump into the GRAND FINALE.

THE LAST and most advanced chapter of your training on becoming a LinkedIn Influencer.

We're going to cover how to truly become omnipresent to your audience.

How to show up over and over and over again until they take action.

So, without further adieu...

Let's do this!

CHAPTER 05

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS- CHANNEL CONTENT STRATEGIES & AUTOMATION

UNDERSTANDING THE OMNIPRESENCE STRATEGY

LinkedIn might be the largest professional social network in the world, but Facebook still trumps it by sheer numbers.

This explains why we've consistently been experimenting and making waves with our cross-promotion tactics across both platforms over the years.

Cross-channel marketing doesn't stop at Facebook either.

We've already shared how to take your LinkedIn leads and start email nurture sequences, and how to invite targeted people from LinkedIn to join your Facebook group.

Next, we're going to share how to add Facebook Messenger (chatbot) subscribers from LinkedIn...

Now, let's take a moment and count the touchpoints of your full omnichannel strategy:

1. LinkedIn newsfeed content
2. LinkedIn messages
3. Invite to Facebook Group
4. Facebook newsfeed content from Group
5. Email follow ups and nurtures
6. Facebook Messenger (chatbot) notifications
7. Facebook & Instagram ads retargeting

8. AdRoll retargeting Display ads on publications
9. SMS follow ups from Calendly calls booked
10. Email newsletter
11. Instagram organic newsfeed
12. YouTube channel
13. Podcast

13 CHANNELS RIGHT THERE. Crazy, right?

The list could go on and on....

But I was already starting to reach a little bit at the end there (at least for what I'm currently comfortable to speak on... don't even get me started on TikTok, Snapchat, Pinterest, and all the other channels, I'm not quite that Omni yet — gotta have goals!)

As for this list of 13 above, I'm currently building out our marketing on all of these channels... except the last three haven't seen the light of day yet.

So, I'll stick to what I know.

Here's what I KNOW... like REALLY REALLY KNOW.

You need to use LinkedIn as your foundation.

LinkedIn is your foundation to build your audience, test your content, and funnel people to your personal brand profiles, business pages, and community groups.

Omnichannel is king.

But don't suffer death by distraction.

Stick to what you know, and build your content repurposing strategy from there (obviously, for me that's LinkedIn!)

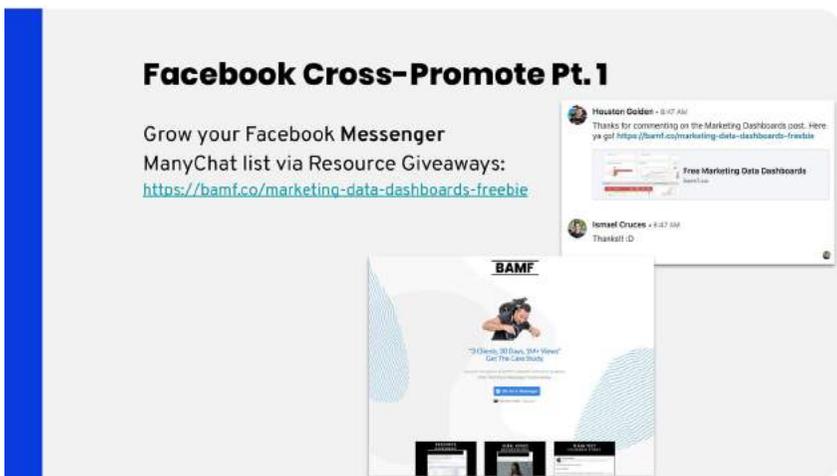
Omnipresence

Use LinkedIn as your foundation to build your audience, test your content, and funnel people to your personal brand profiles, business pages, and community groups.

Omnichannel is king.



HOW TO RAPIDLY BUILD YOUR FACEBOOK MESSENGER FUNNEL USING RESOURCE GIVEAWAY POSTS ON LINKEDIN



Facebook Messenger is one of the best ways to nurture leads and get subscribers to convert.

Using the right set of tools, you can easily turn LinkedIn engagement into a Facebook Messenger following.

Facebook is one of the best ways to remarket to your followers on LinkedIn. You get to hit two of the major platforms that your audience is usually present in.

In this guide, we'll show you how you can turn your LinkedIn posts into an avenue for the growth of your Facebook Messenger list.

First thing's first.

This isn't a complicated process.

The objective here is to send people on LinkedIn who are interested in a giveaway to subscribe to your Facebook Messenger list. This way you can reach them on both LinkedIn - the largest professional social media platform - and Facebook - a platform that everyone's in.

With Facebook Messenger, you can give a list of updates about new deals that you have and what else your company has in store for them. It is more engaging for a prospect than a landing page or a simple post. You get to bring the conversation to them.

Remarketing is vital to any campaign that you're running. By being able to target a prospect on two platforms, you're able to nurture the lead through the pipeline.

Another benefit to remarketing is the amount of resources that you spend. It is far cheaper to remarket to people than to try and penetrate new markets.

Your LinkedIn post serves as a springboard:

- You'll inform them that you have a giveaway that they really need.
- Get them to comment on the post if they want it
- Message them and tell them that they need to subscribe to your Facebook Messenger list if they want to receive it.

Who doesn't like free stuff?

The other benefit that people don't realize about free things is the perceived reciprocity. This means that they are more likely to do something for you because you want to do something for them.

It's the classic free breadsticks in a restaurant, you're more inclined to buy more food because they've given you something for free.

When prepping a LinkedIn post keep it short and simple. In any case, you want the giveaway to be the main star of the show.

However, the question becomes: "What sort of things should you be giving away?"

The trick is to look for giveaways that are actionable. People's propensity to subscribe to your Facebook Messenger funnel will be higher because they'll want to be able to use their giveaway right away.

Check out this list of 60+ Facebook Groups for Marketers (<http://x.bamf.co/fb-groups-for-marketers>) that you can use for instance. It isn't complicated or anything extra special, but because you can do something about it right off the bat, it makes it more attractive.

Don't be shy, add a photo of the giveaway.

Even a simple screenshot with some text will work wonders for your cause.

Once you've created a short intro and given a peek of the giveaway, you can now invite them to comment on the post and that's where the fun begins.

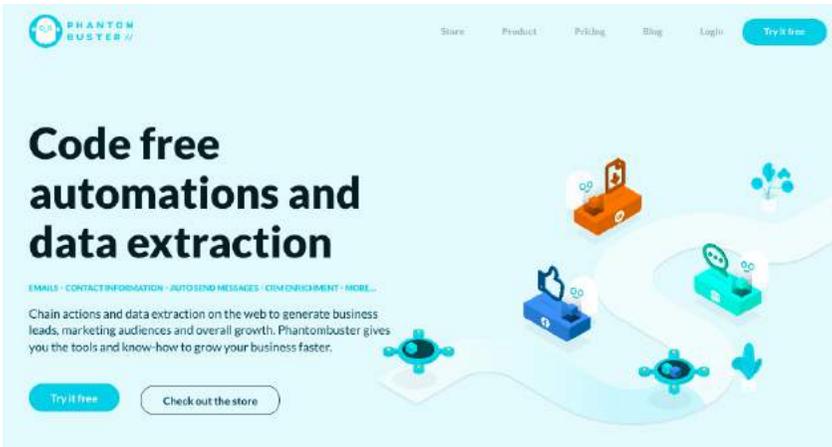
Scraping the Comments

Now if you had only a couple of people engaging with the post, then it would be easy to communicate with them and get them to subscribe

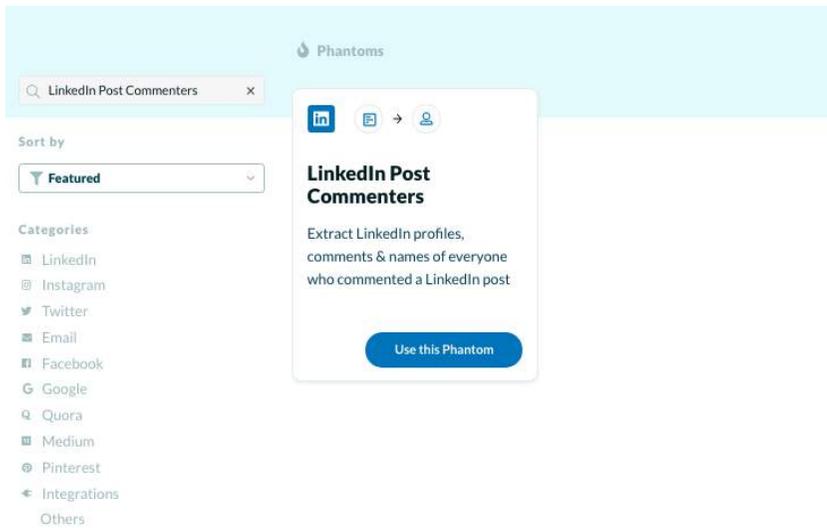
on Facebook Messenger, but as soon as the numbers start coming in, then you have a problem.

You need to do it quickly and efficiently.

To expedite the process, we use PhantomBuster.



Sign up for the service on Phantombuster and go ahead and look for the “LinkedIn Post Commenters” phantom. Click on “Use this Phantom.”



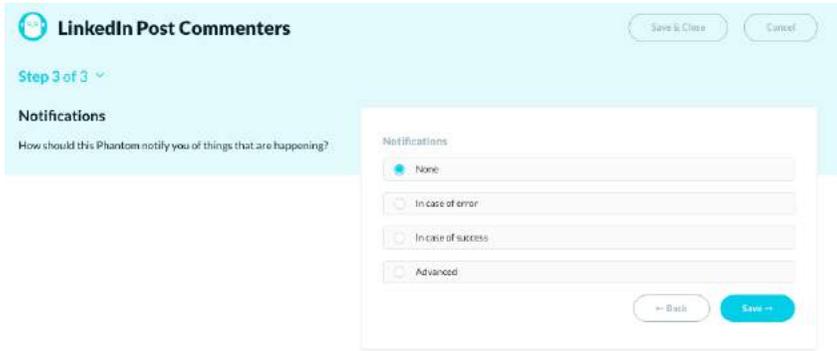
You'll be taken to the settings page of the Phantom.

The screenshot shows the 'LinkedIn Post Commenters' settings page, Step 1 of 3. The page has a light blue header with the title and 'Save & Close' and 'Cancel' buttons. Below the header, there's a section titled 'Extract LinkedIn profiles, comments & names of everyone who commented a LinkedIn post' with a sub-note: 'This Phantom needs some input from you. Please provide the necessary info by filling the form on the right.' The main form area contains several fields: 'Session cookie (li_at) (?)' with a value 'your_session_cookie' and an 'Install chrome extension' button; 'Spreadsheet OR Post URL (?)' with a value 'https://www.linkedin.com/feed/update/urn:li:activity:(')'; a note 'Paste a LinkedIn post URL or a public Google Spreadsheet / CSV URL'; 'Column name for which to get posts URLs' with a value 'column'; 'Number of posts to scrape per launch (all when input is empty)'; and 'Name of resulting CSV file (?)' with a value 'result'. There is also a checkbox for 'Reprocess all articles' and a 'Save' button at the bottom right.

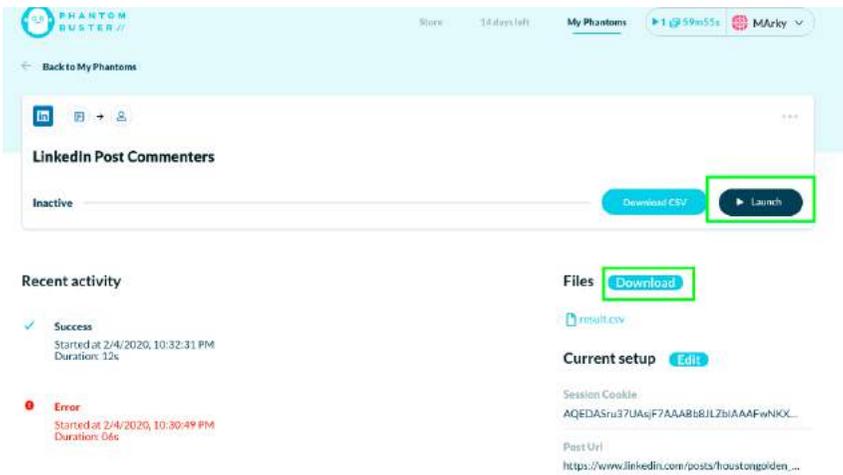
We strongly advise that you install their Google Chrome extension so that session cookie field will be filled out for you. Next place in the link to your LinkedIn post. Click “Save.”

The screenshot shows the 'LinkedIn Post Commenters' settings page, Step 2 of 3. The page has a light blue header with the title and 'Settings'. Below the header, there's a section titled 'Settings' with a sub-note: 'You might want to configure automatic launches of your Phantom and other advanced settings.' The main form area contains a 'Launch' section with two radio buttons: 'Manually' (selected) and 'Repeatedly'. There are 'Back' and 'Save' buttons at the bottom right.

You'll be taken to launch settings, you have a choice of either manually or repeatedly. We usually pick manually, go ahead and click “Save.”



Now you have a choice of notifications that you will be receiving. Pick one that you like and hit save.



Launch the Phantom and after some time your results will be ready for download in CSV format.

Keep this file in a safe place, you'll need it for the next step.

THE POWER OF MANYCHAT

You will be using ManyChat to communicate with your prospects.

Create a ManyChat account by signing into the platform using your Facebook account. There are a couple of permissions that you have to give them, so go ahead and do that.

ManyChat

Connect Facebook account Business Information Connect Facebook page Page Information Done

Would you share a little bit about yourself?

Sharing info about your business will help us enhance ManyChat experience for you.

What best describes your role *

Business Owner

Marketing Agency

In-House Marketer In A Company

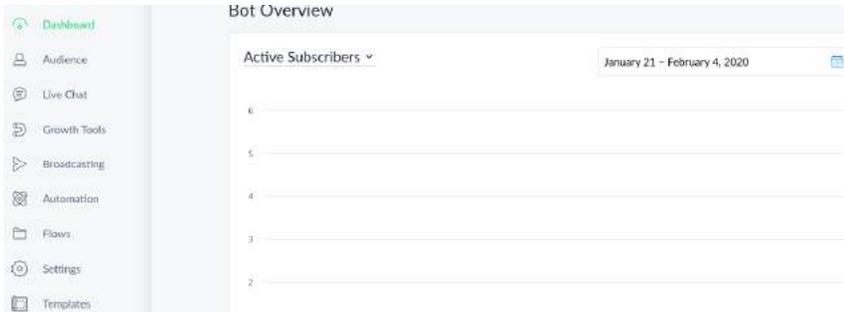
Independent Marketing Consultant

Solopreneur

There's a questionnaire that you have to fill out next and then it will take you to a screen that will allow you to choose your FB page.

You'll need to create a Facebook Public Figure page to connect to your Facebook Messenger and ManyChat account. You can't connect your personal profile — it must be a business page. (we'll go over this more in the Retargeting your LinkedIn connections with FB ads chapter).

We've found that Messenger chatbots that are connected to pages that appear to be "real people" rather than brands and get much more engagement — and they build tremendous trust with your audience at scale, who — especially the less tech savvy folks- will actually think that YOU personally are sending them tips every week.



Once you link your page you will be taken to your Manychat dashboard.

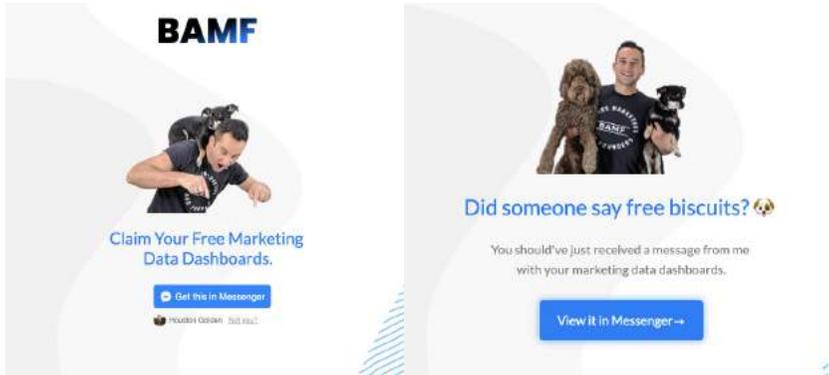
Go to Growth Tools and then make your way to Widgets. Click on Landing Page.

This is the first thing we need to create before we start getting subscribers.

Here are some examples of landing pages we use- the Marketing Audit Checklist freebie page (<https://x.bamf.co/marketing-audit-checklist>) and the Marketing data dashboards freebie page (<https://x.bamf.co/marketing-data-dashboards>).

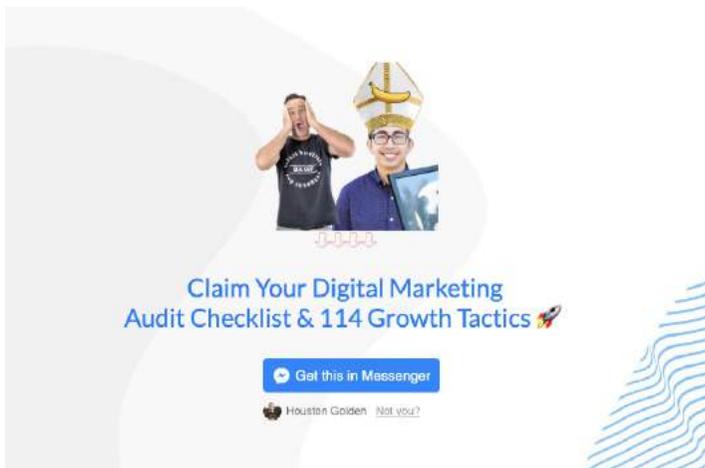
LinkedIn is so serious, and FB Messenger is a good chance to have a little fun and show people the real you- even if that means being weird and having a dog on your back, or your friend the banana pope-

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH
CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION



And another awesome example with my dude, Daniel Doan, in a pope hat... because, obviously this works like a charm.

Catch people off-guard, surprise and delight always wins.



We prefer using drag and drop page builders like Divi or Instapage to quickly design and publish landing pages like these.

ManyChat also offers an inbuilt landing page tool, which is one of the Growth Tools that they offer:

Choose Widget Type

Overlay Widgets



Bar



Slide-In



Modal



Page Takeover

Embeddable Widgets



Button



Box

Other Growth Tools



Landing Page



Messenger Ref URL



PRO

Facebook Ads JSON



BETA

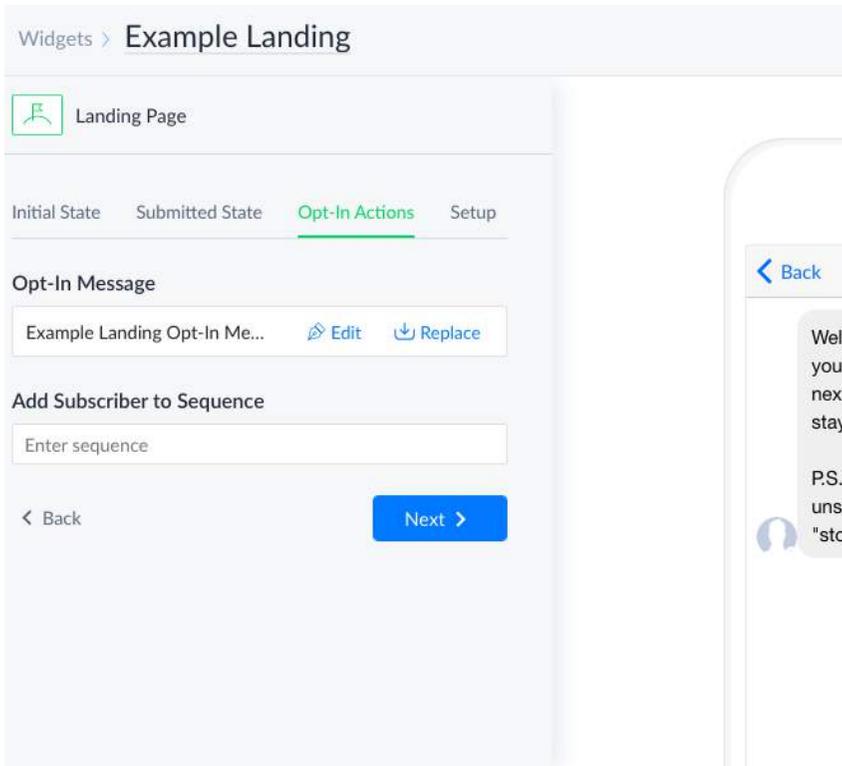
Facebook Comments



QR Code



Customer Chat



Next, we need to configure your opt-in messages, which is the first set of messages that anyone who subscribes to your manychat bot will receive. You can place the link to your resource/freebie in this message or drip sequence.

Here's the sequence I used for one of the above examples if you want to copy for yourself:

🔥 BOOM, {{first_name}}! 🔥

Here comes the value bomb 🌍 in the form of your totally free “DIGITAL MARKETING AUDIT CHECKLIST & 114 GROWTH TACTICS 🌸”

Are you ready to stop letting customers slip on all the banana peels in your funnels 🍌🍌🍌🍌🍌

I already know the answer is YES...

(wait 8 seconds... typing)

Don't worry...

(wait 5 seconds... typing)

I'm uploading your tasty delicious freebies right now...

(wait 11 seconds... typing)

Here it is:

<https://docs.google.com/spreadsheets/d/1WTAUmfYLxGTP5ZXeWx1obWxTa2agigJjz68is2csE00/edit?usp=sharing>

(wait 8 seconds... typing)

Just click on "File" and "Make a copy" and re-use this digital audit checklist for yourself or your clients to gain mastery of your marketing funnels.

(wait 5 seconds... typing)

One last thing...

Just in case you are interested in working with Daniel Doan to take your marketing and copywriting to new heights, I wanted to share some more info below.



I highly recommend recording some simple GIFs to give your chatbot the experience of your personal brand.

Here's another example of an opt-in drip sequence I use:

Hey {{first_name}}!

Time to level up your marketing dashboards.

(wait 5 seconds... typing)

Uploading now...

(wait 17 seconds... typing)

Marketing dashboards:

FB Ads: <https://bit.ly/fbadsdash>

Paid Mix: <https://bit.ly/paidchannelmix>

LinkedIn: <https://bit.ly/linkedinadsrprt>

Google vs FB: <https://bit.ly/gglevsfbads>

Twitter: <https://bit.ly/twtradsre>

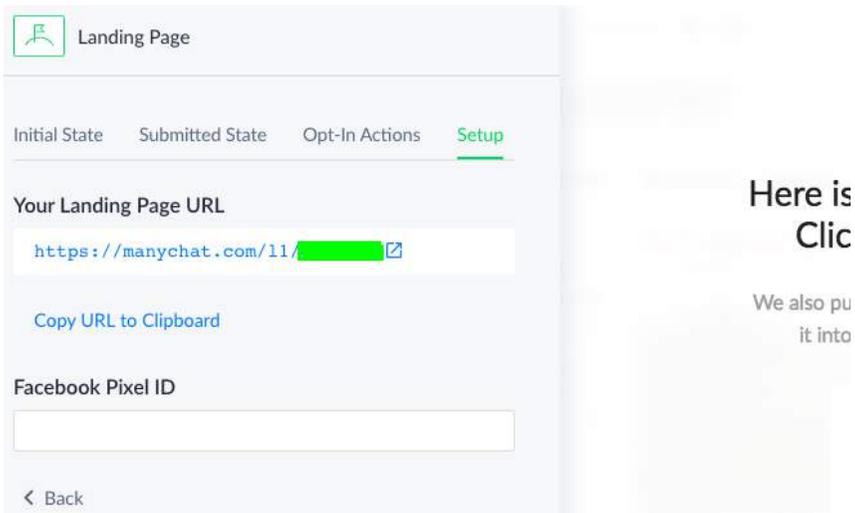
FB Page: <https://bit.ly/fbpgrep>

FB Insights: <https://bit.ly/fbinsig>

IG: <https://bit.ly/iginsig>

Once you've set up your landing page and the opt-in message (or messages), it's time to start getting subscribers.

Grab the URL of your landing page. We'll need this later.

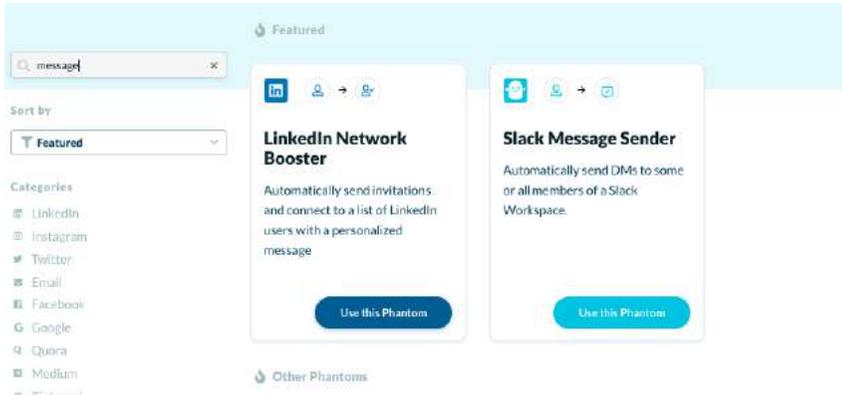


Now, on to the next step... Sending the LinkedIn message to everyone to drive them into your new Messenger funnel.

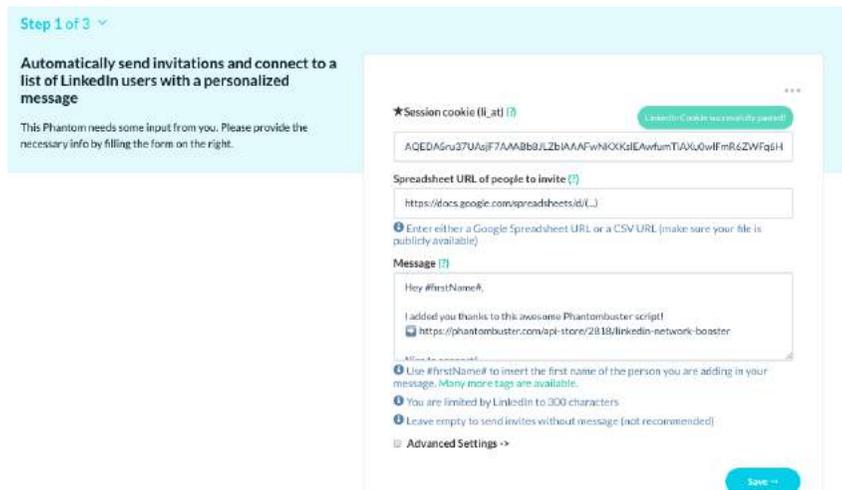
Sending Everyone an Automated Message

Now that you have a list of everyone that has engaged with your page, you want to send them a personal message asking them to subscribe to your Facebook Messenger List to get the freebie or resource.

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION



Go back to the Phantombuster store and look for the “LinkedIn Network Booster” and the “LinkedIn Message Sender” APIs.



Remember that CSV file you had a while ago?

What you want to do is upload that to your Google Drive and get its link. (Make sure you set the sharing permissions to ‘Anyone who has the link can view’ is edit access.)

The issue here is that some of the commenters may be already in your network, and some may be 2nd or 3rd degree connections.

You'll need to send a personalized invite to all commenters that aren't 1st degree connections (using the LinkedIn Network Booster API) and a personalized message to all commenters that are 1st degree connections (using the LinkedIn Message Sender API).

It's a super simple setup process for both the APIs, but make sure you set the LinkedIn Message Sender API to send out messages to all the commenters first, so that it only messages your 1st degree connections and skips the rest, and then setup the LinkedIn Network Booster API to connect to everyone on the list — it'll skip all the 1st degree connections and only reach out to the 2nd and 3rd degree connections.

Here are examples of similar messages and invites I've sent. Although I always send manually, you could easily use Phantombuster to automate this process.



Houston Golden • 3:28 PM

Thanks for your comment about the "copywriting swipe file". Here's the link to the full resource
<https://airtable.com/universe/expO99tPV3dOC5y22/copywriting-swipe-files?explore=true>



Copywriting Swipe Files - Airtable Universe
airtable.com



Robert Masters • 3:44 PM

Thanks for sharing



And another example....



Houston Golden • 8:13 PM

Thanks for commenting on the 🚀 ULTIMATE ORGANIC TRAFFIC BUNDLE 🚀 Here's the link
<https://manychat.com/l2/badassfounder>



Landing Page – by ManyChat
manychat.com



Daut Sadikoviq • 11:45 PM

Cool Houston. Thanks a lot!

Congratulations, now you have a funnel!

KEEPING IT CONSISTENT

One giveaway isn't enough.

You've got to keep it as consistent as possible.

There are two benefits to consistency in this case- It makes your LinkedIn profile appear more active and helps you establish thought leadership in your space.

It also allows you to continuously build the number of subscribers to your Facebook Messenger list.

Voila.

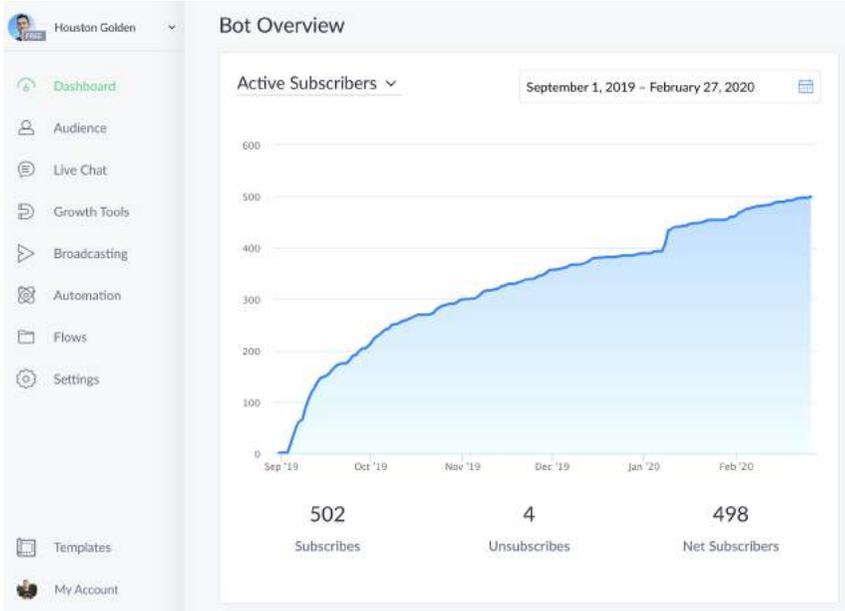
Using these simple steps, you can build your Messenger list quickly and effectively.

All with the power of automation.

Now, I'm no ManyChat guru by any means, but I've been able to grow from 0 - 500+ subscribers in a matter of months — using nothing but LinkedIn Resource giveaway posts and following up with personal messages to people who leave comments asking for the resource.

I would consider this a successful experiment worth investing more energy into growth and nurture strategies.

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION



HOW TO BUILD A TARGETED COMMUNITY ON FACEBOOK WITH LINKEDIN

This is my favorite strategy to connect with people.

And it's the best.

I invite them to join our Facebook group when I reach out and connect. It's easy, and works every time.

And that's why it's my favorite strategy.



Here's another example of one of my connection messages inviting a targeted founder or marketer to join our Facebook group.

SEP 17, 2018



Houston Golden • 8:23 AM

Hi Brooks! I'm Houston, co-founder of BAMF Media and Badass Marketers and Founders, a global movement of 20,000 top founders and marketers. Mark Zuckerberg named us as one of his favorite Facebook groups.

I'd love to invite you to join our community. May I send you more info?

Brooks Robinson is now a connection.

Now, why does this work so well?

Because we're not pitching them anything- we're making them feel special by inviting them to our community.

Everyone wants to get access to insider exclusive secret private communities that are for elites only, and to gain access to exclusive content.

So let's take a look at how we do this, step-by step.

Before you get started, you need an FB group.

Don't have a group? Make one.

In our LinkedIn content repurposing chapter, we show you how you can just repurpose your LinkedIn content for your Facebook group and automate it so that you don't need to spend any additional time creating and sharing new content for your Facebook community.

Facebook groups are amongst some of the best platforms to build a thriving and engaged community that engages with each other, and LinkedIn Sales Navigator can help you build one with its hyper targeting options.

This guide will show you how you can start using your LinkedIn presence to build a targeted community.

A lot of people might find the task daunting but it really isn't. You can use your LinkedIn account to supercharge your targeted community's growth on Facebook.

LINKEDIN SALES NAVIGATOR

Just in case you cheated and skipped Chapter 2, here's a quick refresher on Sales Navigator in the context of building your community...

Otherwise, you can skip this if you're a Sales Nav expert already (which you should be by now!)

LinkedIn's Sales Navigator is one of the most powerful tools in a marketer's arsenal. This is because you can use it to look for people who fit your ideal customer profile.

It has an intuitive interface and you can use its search feature to look for your target prospects.

Here's what:

You want to be able to pick out the best filters to make sure that you're targeting the right people.

Let's take a quick look at the filters you can use in Sales Navigator.

Geography

In digital marketing, geographical targeting is important.

In the age where everything is hyperlocal, it only makes sense to market to companies that you understand from a geographical perspective.

There is a lot of benefit to knowing the little idiosyncrasies that come from a location.

At BAMF, we even advocate matching your materials to the locale you're trying to target.

Job Titles

Don't target everyone.

You can make connections with almost everyone, but the goal is to target people of influence. These are the people that can purchase from you, boost your credibility, and are people that you can even learn from.

Industry

You will want to focus on industries that will be interested in what you have to offer. Alternatively, target those with the same specialty.

Relationship

Ideally, always focus on prospects outside your existing network- your second and third degree connections so that you're not re-selling or remarketing to the same folks.

PUTTING IT ALL TOGETHER

Say you want to target people who are highly involved in the digital marketing or internet industry, what we'd do at BAMF is to set the filters to these sample parameters.

Geography - United States - we keep it broad so that we can hit up a lot of people.

Industry - Internet - the industry we want to target.

Relationship - Second and Third Connections and group members

Job Titles - CEO, CMO, Founder, Co-founder, Entrepreneur, Managing Director and VPs - you want to target people who are key decision makers. People in these positions are thought leaders, responsible for making things happen, and potential prospects.

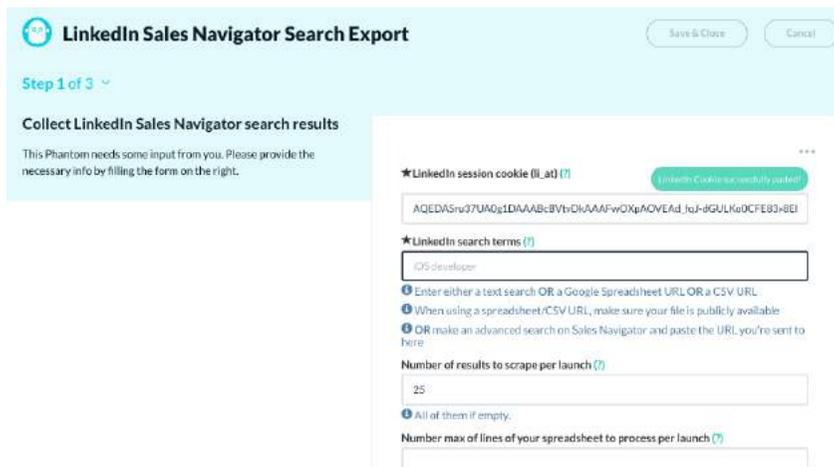
Also, from the various lists that Sales Navigator offers us, we choose to use the 'People Who Have Posted in the Past 30 Days' filter so that you're reaching out to prospects who are active on LinkedIn.

Inactive people are a waste of marketing resources and it's better to tailor-fit your campaigns to people who want to actively engage. People who are active are more likely buy into the product or service that you are selling.

Once your search list is ready in LinkedIn, go ahead and save the list—we'll be needing this later on.

SCRAPING SALES NAVIGATOR DATA

Create an account with Phantombuster so that you can start using their APIs and nifty tools.



The screenshot shows the configuration page for the "LinkedIn Sales Navigator Search Export" API. The interface is light blue and includes a "Step 1 of 3" indicator. A message states: "Collect LinkedIn Sales Navigator search results. This Phantom needs some input from you. Please provide the necessary info by filling the form on the right." The form fields are:

- *LinkedIn session cookie (ll_at)**: A text input field containing a long alphanumeric string: "AQEDASrv37UA0g1DAAABcBVt+DhAAAFwOXpAOVEAd_foJ-fGULKoDCFE83+BEI". A green tooltip above the field says "Click here to copy this cookie".
- *LinkedIn search terms**: A text input field containing "iOS developer". Below this field are three instructions:
 - 1 Enter either a text search OR a Google Spreadsheet URL OR a CSV URL
 - 2 When using a spreadsheet/CSV URL, make sure your file is publicly available
 - 3 OR make an advanced search on Sales Navigator and paste the URL you're sent to here
- Number of results to scrape per launch**: A text input field containing "25". Below this field is instruction "1 All of them if empty."
- Number max of lines of your spreadsheet to process per launch**: An empty text input field.

Go to the Phantombuster store and look for the “LinkedIn Sales Navigator Search Export” API.

This will allow you to start grabbing the profiles from the search earlier.

While you're at it, install the Phantombuster chrome extension so that your LinkedIn session cookie can be automatically fetched.

In the field labeled “LinkedIn search terms” you can paste in the URL you get from Sales Navigator.

Keep going until you can launch your scrape.

Click “Launch” at the last screen and presto, you’ve started scraping.

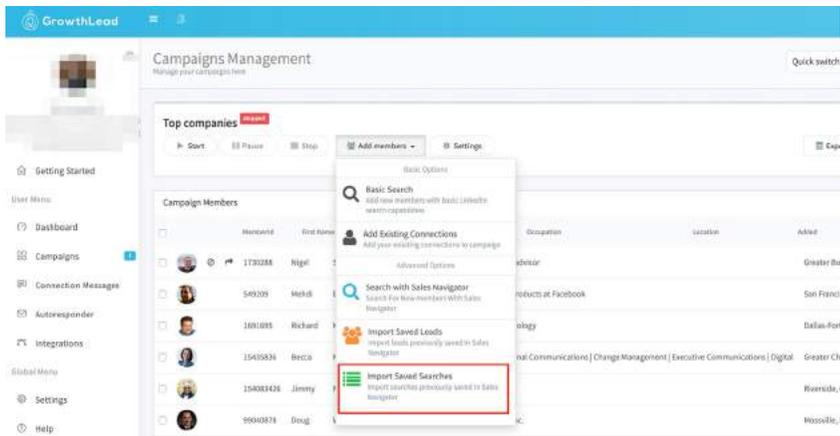
Once you have a list of profiles from Phantombuster, we can start setting up an automation tool like GrowthLead.io or Linkedzen to auto-message prospects on LinkedIn and invite them to your Facebook group.

SETTING UP GROWTH LEAD

For LinkedIn messaging automation, you can use GrowthLead.io

If you check out our chapter where we show how to build your FB Messenger Subscriber list using a resource giveaway post on LinkedIn, you’ll see how you can set up connection and messaging automation. Let’s take a look at how we can do this using Growthlead.

After you sign up to Growthlead, copy the Sales Navigator search URL from your browser and import the list:



So to ‘Settings’ and start filling out the fields:

The screenshot shows the 'Campaign Settings' form in LinkedIn. The form includes the following fields and options:

- Campaign Name***: A text input field with the placeholder 'New Campaign' and a character count of 15.
- Description**: A text area with the placeholder 'A short description of your campaign'.
- Connection Message**: A dropdown menu showing 'New Message: New Campaign' and a 'Create New Connection Message' link. Below it is a checkbox for 'Send empty connection request without a personal note'.
- Connection Requests Limit**: A range selector with 'from' 95, 'to' 100, and 'per day'.
- Autoreponder Messages Limit**: A range selector with 'from' 95, 'to' 100, and 'per day'.
- Enable Run By Schedule**: A checked checkbox.
- Campaign Schedule**: A list of days with checked checkboxes: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.
- Enable Working Hours**: A checked checkbox.
- Working Hours**: A range selector with 'from' 8:00 AM, 'to' 11:00 PM, and circular icons for time selection.
- Run Campaign**: A range selector with 'every' 3, 'hrs'.

At the bottom of the form are two buttons: 'Save' (with a checkmark icon) and 'Cancel' (with an X icon).

Name your campaign, and set the Connection Requests Limit- I'd recommend slowly starting with 20 a day and then stepping it up to 100 max a day. Anything more could get your account banned.

Also, set the Run Campaign field to 'every 3 hours', and click 'Save'.

Next, goto 'Connection Messages'. This is where we can configure the connection invites and drip messaging sequences:

Here are some typical invite templates we use:



I love name-dropping Zuckerberg — builds instant trust.

Here are some other examples of templates we've used:

1. "LinkedIn Influencer" - industry influencers executives outreach:

Marissa McDonough Available on mobile ...

 **Marissa McDonough** · 1st
Live From the Laundry Room

NOV 6, 2019

 **Houston Golden** · 7:13 PM
Hi, Marissa! I wanted to introduce myself and invite you to the BAMF Community, an exclusive group of bad*ss marketers and founders. We help entrepreneurs and executives become industry influencers on LinkedIn. Want in?

 **Marissa McDonough** · 7:26 PM
Sounds great

NOV 11, 2019

 **Houston Golden** · 9:24 AM
BOOM 🚀 It's totally free to join.

To get access to our exclusive community content and LinkedIn growth resources, please join our group on Facebook here:
<https://www.facebook.com/groups/hackgrowth/>

See you in the group! 🙌
Houston

Security Check Required
facebook.com

2. The local community of founders angle:

Talia Witkowski ...
Digital Disruptor, Freedom Fighter, Business & Technology Strategist, Mus

You haven't connected with **Talia Witkowski** 

NOV 14, 2019

 **Houston Golden** • 10:47 AM
Hi, Talia! I saw you're a local Venice/LA-based founder and wanted to introduce myself and invite you to the BAMF Community, an exclusive group of bad*ss marketers and founders. We help entrepreneurs become industry influencers on LinkedIn. Want in?

 **Talia Witkowski** • 10:47 AM
Yes!!! Email me please at Talia@mavericksdigitalmanagement.com

NOV 15, 2019

 **Houston Golden** • 8:19 AM
BOOM 🎆 It's totally free to join.

To get access to our exclusive community content and LinkedIn growth resources, please join our group on Facebook here:
<https://www.facebook.com/groups/hackgrowth/>

See you in the group! 🙌
Houston

Security Check Required
facebook.com



Amber McAdoo

CEO at Morie Fine Art

...



Amber McAdoo · 1st

CEO at Morie Fine Art

OCT 24, 2019



Houston Golden · 6:05 PM

Hi, Amber! I wanted to introduce myself and invite you to the BAMF Community, an exclusive group of bad*ss marketers and founders. We help entrepreneurs and executives become industry influencers on LinkedIn. Want in?



Amber McAdoo · 6:29 PM

Awesome! Thanks



NOV 4, 2019



Houston Golden · 10:37 PM

...

BOOM 🌟 It's totally free to join.

To get access to our exclusive community content and LinkedIn growth resources, please join our group on Facebook here:

<https://www.facebook.com/groups/hackgrowth/>

See you in the group! 🙌

Houston

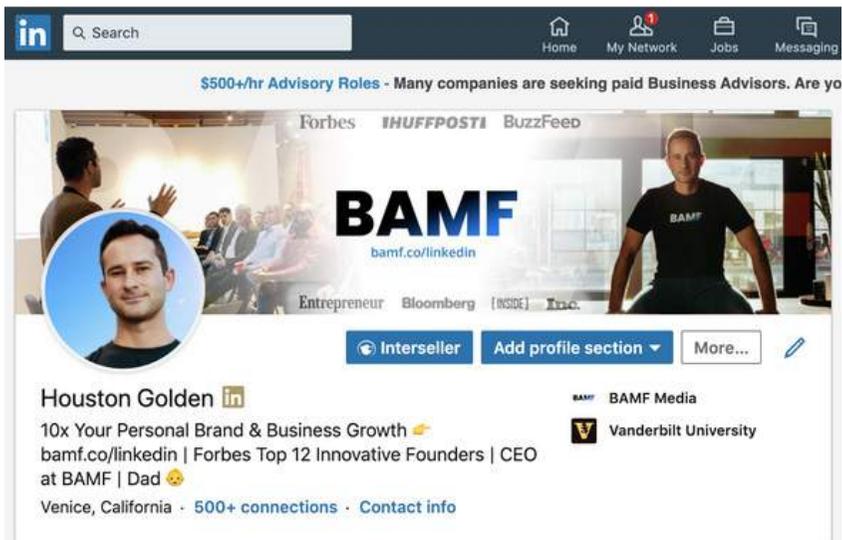
Security Check Required

facebook.com

STREAMLINE YOUR BRAND PRESENCE ACROSS FACEBOOK & LINKEDIN

Besides all the automation, You want your presence on both Facebook and LinkedIn to be streamlined. It's cleaner and it allows for an omnichannel experience. This makes things look professional.

Check out how I do it:



See the similarity?

My professional public figure Facebook page is a mirror reflection of my LinkedIn profile.



Plus, it's a great way to make yourself visible, even before or after they get your invite to join your group.

Think of it as subconscious persuasion.

TO CONCLUDE

The great thing about all of this is that you will be able to group everyone that fits into a specific persona into one group if you follow all our steps above.

It's simple really.

Find the people that you want in a group, communicate with them and get them to join.

Building a targeted community on Facebook can do wonders to your growth and revenue in the long run. A hyper targeted group will allow you to create bespoke campaigns that create engagement and boosts sales.

These groups are important to any marketer. They can be used to raise awareness and stimulate engagement. You can harness a group's reach to increase your brand's reach.

Creating a group might seem daunting in the beginning, but after you get the momentum going and automate the process, it's only a matter of time before you're basking in all the attention.

HOW TO REPURPOSE YOUR LINKEDIN CONTENT FOR YOUR FACEBOOK GROUP TO DRIVE UP ENGAGEMENT

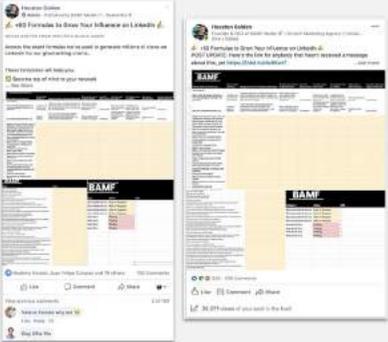
You don't have to post original content across all your social media channels.

Trust us — we built the largest growth hacking community on the Earth using community generated growth hacking content.

Facebook Cross-Promote Pt. 3

Repost your top performing LinkedIn content in your Facebook Group to drive engagement with proven content:

FB: 160 Comments, 81 Likes
LI: 439 Comments, 366 Likes, 36k+ Views



So, if you're running out of original content ideas for both your LinkedIn and Facebook, it's time that you repurpose content from LinkedIn for your Facebook account.

This is key, even if you're still on a creative roll.

Here's why.

How Repurposed Content Works

Repurposing content allows you to create a seamless form of marketing on both platforms.

People who are following you will know that you're active on both Facebook and LinkedIn. It makes you look professional and consistent.

As a bonus...

Ideas tend to dry up, so sometimes we're pressured into thinking that we have to release something new all the time.

Repurposing content allows you to create new content out of ideas that you've released before, so it meets a need without much effort at all.

How to Repurpose Content from LinkedIn

There are many ways to go about it, but we've come up with a way that covers you at scale.

Which means you can grow and boost engagement faster.

The quickest way?

Hire a VA to go through all of the content that you have on LinkedIn. Platforms like Upwork and FreeUp are great places to find VAs...

Just instruct your VA to go through your LinkedIn posts and look for posts that would be good-value shares in your Facebook group.

To make life easier, create a separate list on your board for your Facebook group.

From here, the VA should focus on content they find relevant, pull out specific details (copy, images, freebies), and slap them into new, fresh pieces.

Take a look at some of our own examples.

LinkedIn Post

Houston Golden • 3rd+
10x Your Personal Brand & Business Growth bamf.co/linkedin | Forb...
5mo • Edited • 🌐

📊 9 Marketing Dashboard Templates to Track Your Growth 📊
POST UPDATE: Access the resource here <https://lnkd.in/dYr4-4S>
...see more

The post displays several marketing dashboard templates. The top row shows a light-themed dashboard with metrics for Page views (1,057), Page video RPM (0.37), Ad Impressions (3,552), Ad clicks (29), and CPC (0.11). It includes line charts for trends and a donut chart for platform breakdown. The middle row shows a dark-themed dashboard with metrics for Impressions (698.5k), Conversion Rate (13.0%), and Cost Per Click (2.27k). It features line charts and donut charts for campaign type breakdown. The bottom row shows another dark-themed dashboard with metrics for Impressions (340.9k), Conversion Rate (43.10%), and Cost Per Click (440.50). It includes line charts and donut charts for platform breakdown. A central 'Facebook Page Report' template is also visible, showing a line chart for ad spend and a list of ad creatives.

Facebook Group Post

 **Houston Golden** is 😄 feeling excited.
September 3, 2019

9 Marketing Dashboard Templates to Track Your Growth

LABOR DAY SURPRISE GIFT FOR YOU ALL!!!

Instantly see your numbers without needing expensive and confusing software!

I just got access to these amazing templates to track your:

✔ Facebook Ads ...
[See More](#)





Houston Golden

Published by BAMF Media [?] · 6 September 2019



👉 +60 Formulas to Grow Your Influence on LinkedIn 👉

NEVER SUFFER FROM WRITER'S BLOCK AGAIN

Access the exact formulas we've used to generate millions of views on LinkedIn— excited to share the full resource with you!

These templates will help you:

- ✅ Become top of mind to your network
- ✅ Increase engagement on your content
- ✅ Grow your follower base for inbound opportunities to speak, get on podcasts, hire top talent, close more sales

We've used this format to help our clients become omnipresent on LinkedIn— excited to share the full resource with you!

Want an editable copy?

Leave a comment below and I'll send it to you ASAP!



#linkedin #audience #influence #growthhacking

| What did I do? |
|--|--|--|--|--|--|--|
| 1. I used a specific formula to grow my audience... | 2. I used a specific formula to grow my audience... | 3. I used a specific formula to grow my audience... | 4. I used a specific formula to grow my audience... | 5. I used a specific formula to grow my audience... | 6. I used a specific formula to grow my audience... | 7. I used a specific formula to grow my audience... |
| 8. I used a specific formula to grow my audience... | 9. I used a specific formula to grow my audience... | 10. I used a specific formula to grow my audience... | 11. I used a specific formula to grow my audience... | 12. I used a specific formula to grow my audience... | 13. I used a specific formula to grow my audience... | 14. I used a specific formula to grow my audience... |
| 15. I used a specific formula to grow my audience... | 16. I used a specific formula to grow my audience... | 17. I used a specific formula to grow my audience... | 18. I used a specific formula to grow my audience... | 19. I used a specific formula to grow my audience... | 20. I used a specific formula to grow my audience... | 21. I used a specific formula to grow my audience... |
| 22. I used a specific formula to grow my audience... | 23. I used a specific formula to grow my audience... | 24. I used a specific formula to grow my audience... | 25. I used a specific formula to grow my audience... | 26. I used a specific formula to grow my audience... | 27. I used a specific formula to grow my audience... | 28. I used a specific formula to grow my audience... |
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| 36. I used a specific formula to grow my audience... | 37. I used a specific formula to grow my audience... | 38. I used a specific formula to grow my audience... | 39. I used a specific formula to grow my audience... | 40. I used a specific formula to grow my audience... | 41. I used a specific formula to grow my audience... | 42. I used a specific formula to grow my audience... |
| 43. I used a specific formula to grow my audience... | 44. I used a specific formula to grow my audience... | 45. I used a specific formula to grow my audience... | 46. I used a specific formula to grow my audience... | 47. I used a specific formula to grow my audience... | 48. I used a specific formula to grow my audience... | 49. I used a specific formula to grow my audience... |
| 50. I used a specific formula to grow my audience... | 51. I used a specific formula to grow my audience... | 52. I used a specific formula to grow my audience... | 53. I used a specific formula to grow my audience... | 54. I used a specific formula to grow my audience... | 55. I used a specific formula to grow my audience... | 56. I used a specific formula to grow my audience... |
| 57. I used a specific formula to grow my audience... | 58. I used a specific formula to grow my audience... | 59. I used a specific formula to grow my audience... | 60. I used a specific formula to grow my audience... | 61. I used a specific formula to grow my audience... | 62. I used a specific formula to grow my audience... | 63. I used a specific formula to grow my audience... |

Formula	Status	URL
Formula 1	Work In Progress	---
Formula 2	Work In Progress	---
Formula 3	Work In Progress	---
Formula 4	Work In Progress	---
Formula 5	Pending	---
Formula 6	Pending	---
Formula 7	Pending	---
Formula 8	Pending	---

BAMF

👍👍👍 Pim Hogeweg, Shiekh Usama and 86 others

191 comments

Notice how almost everything is the same, including the emojis?

Not much effort was put into these, because we didn't need to do much. The key is in scheduling everything in a way that allows for community growth.

Which means scheduling posts in advance.

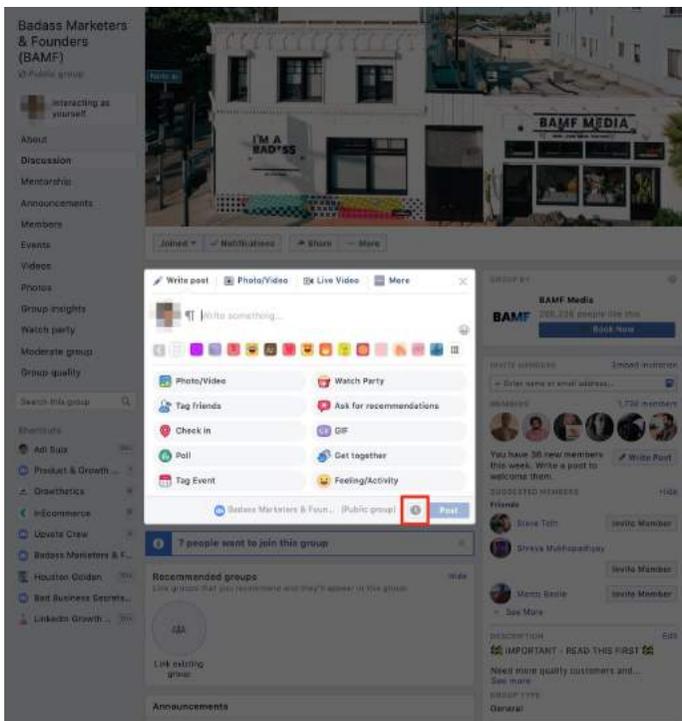
Scheduling Content

Your content release schedule is as important as the content itself.

Each platform has its own peak time for content release. Heck — even your group will have a specific peak time for engagement.

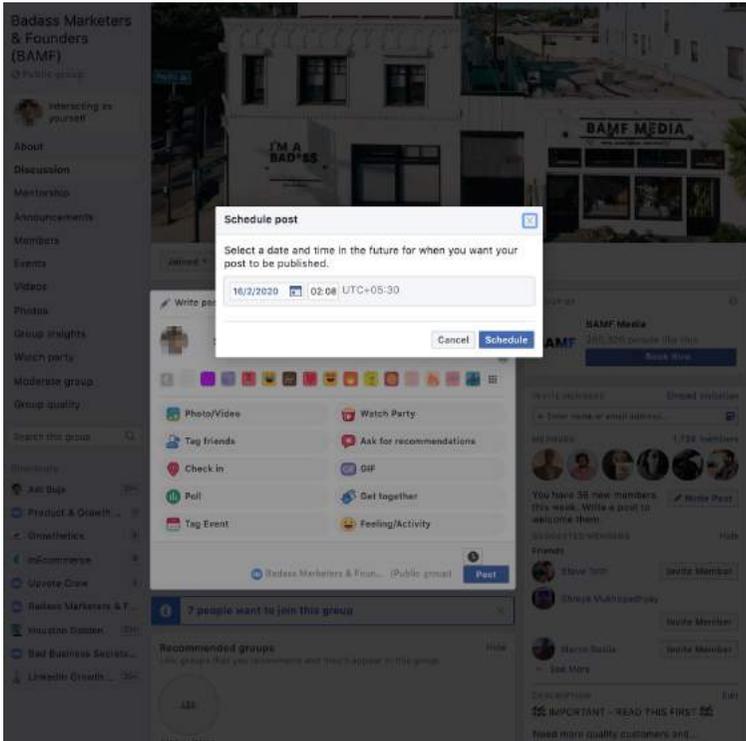
So, use a scheduling tool.

For instance, FB groups have a built in scheduling function that we can use to schedule repurposed content:



BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION

The clock icon can be used to schedule posts in advance for your group:



If you want something more sophisticated, stick to something like SocialPilot.

But whatever you do, don't overlook this.

More engagement = more clients, so if you want to skyrocket to business success, this is the way to do it.

Content takes forever to make as it is, so why not reuse it if you can? Get the most out of it.

HOW TO RETARGET YOUR LINKEDIN CONNECTIONS WITH FACEBOOK ADS

Remarketing is one of the best things you can do to amplify your online presence.

So, if you're not already doing it, you're not making the most out of LinkedIn connections.

A LinkedIn and Facebook combo makes for a powerful campaign that ensures no leads escape from your pipeline unnurtured.

So let's dive in and learn a bit about remarketing.

Facebook Cross-Promote Pt. 4

Repurpose your top LinkedIn content as **retargeting ads** on Facebook and Instagram.

Use two ad accounts. Company page, plus your personal "Public Figure" page with the same avatar as your LinkedIn profile photo.

Best "Resource Giveaway" posts [like this one](#) as lead magnets, or use viral founder stories to drive any conversion.

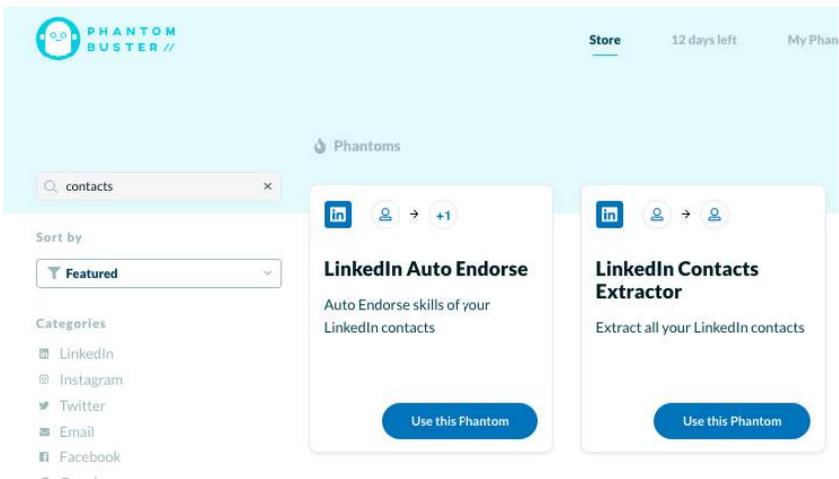


Grabbing Personal Emails of All Your LinkedIn Connections

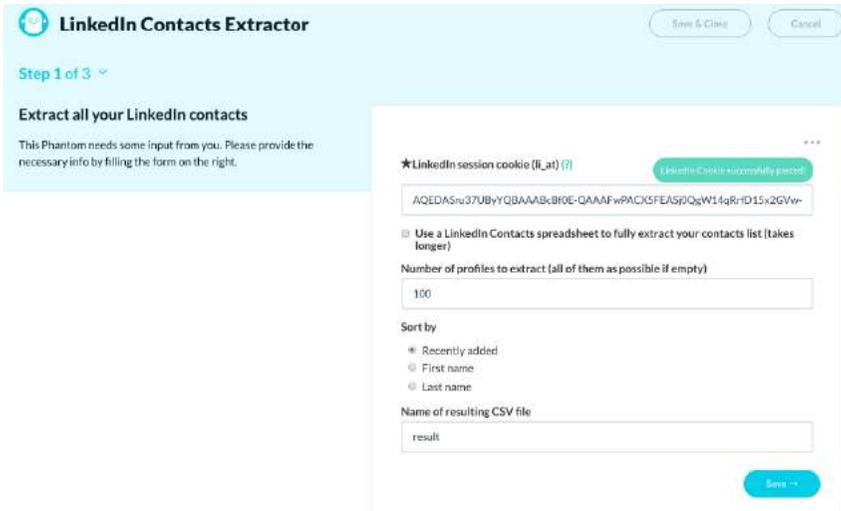
If you've been growing your LinkedIn list of connections, this is a great way to start harnessing its full potential.

We'll use Phantombuster for this.

Creating an account is easy and if you've followed our guides in the past, you'll find that it's one of the most powerful tools at your disposal.

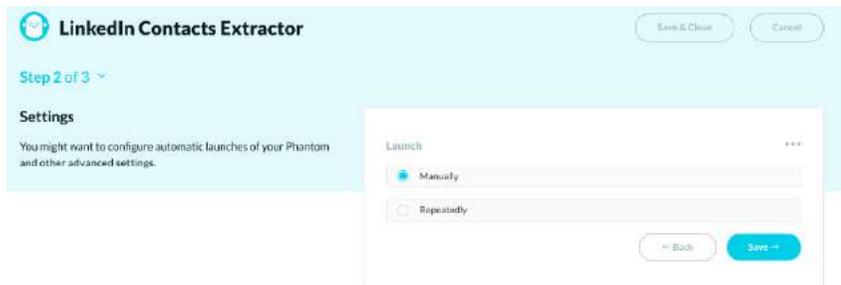


Look for the “LinkedIn Contacts Extractor” in the Phantombuster store.



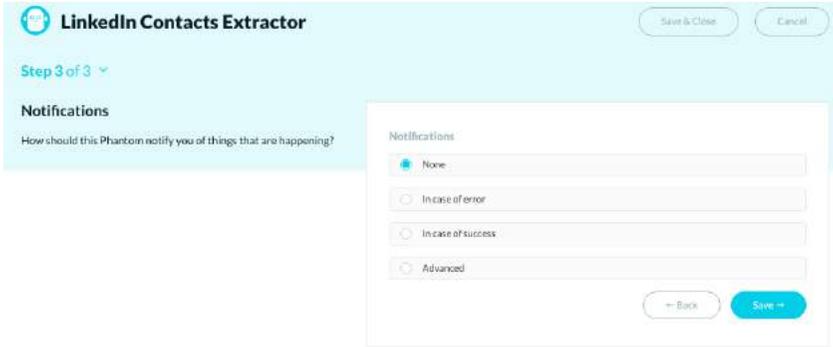
Make sure you install their extension beforehand so that it can automatically grab your cookie from LinkedIn.

Click on “Save” to go to the next pane.

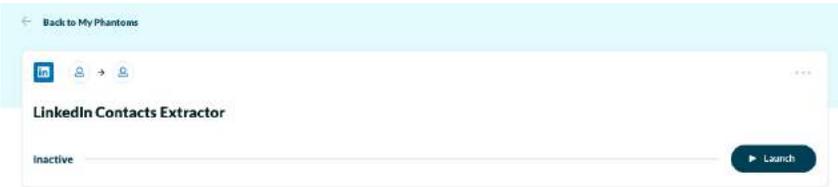


Click on launch “manually.”

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION



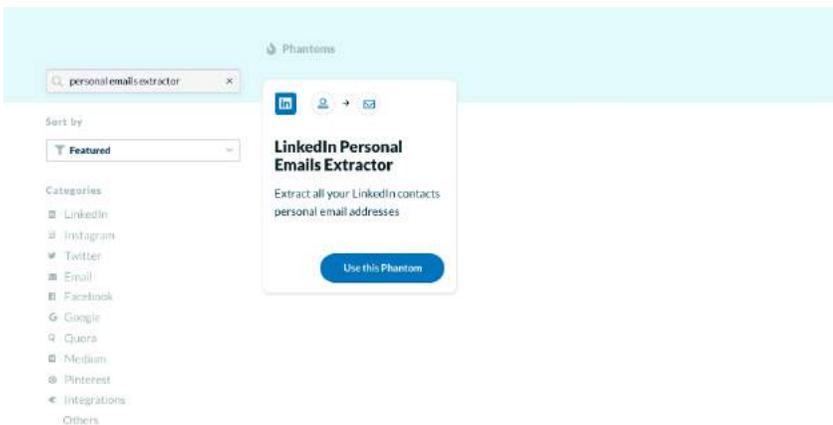
Choose your type of notification and then go ahead and hit “Save.”



Hit “Launch” and you’re all set.

In a short amount of time, you’ll have a solid list of connections.

Now let’s try Phantom.



To grab the full list of emails of your LinkedIn connections, go to the Phantombuster store and look for the “LinkedIn Personal Emails Extractor.” Click “Use this Phantom.”

Step 1 of 3

Extract all your LinkedIn contacts personal email addresses

This Phantom needs some input from you. Please provide the necessary info by filling the form on the right.

★ LinkedIn session cookie (li_at) [?]

AQEDASni37UByYQBAAAABzB0E-QAAAFwPACX5FEAS0QgW14qRrID15x2GVw-

LinkedIn Contacts Spreadsheet URL

Use an archive from LinkedIn with your Connections and paste that spreadsheet link here

Number of lines of your spreadsheet to process per launch

100

All of them if empty

Extract each profile's personal email and phone number

Extract each profile's full data (takes longer)

Use an email discovery service

That's if you also need their professional email addresses

Name of resulting CSV file

result

Save →

Fill out the URL of the spreadsheet that contains the names of your LinkedIn connections.

Then indicate how many lines you want to process in the spreadsheet and what parameters you want.

100/day works well for most. Safe zone.

Extracting each email's personal email and phone number is enough — it's also a faster option than to extra full data.

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION

Name	LinkedIn profile	Company	Title	Location	Email	Phone	Website	Twitter	IM	Status	Notes
Seeh Gordon	https://www.linkedin.com/in/seehgord	Access to more i	Greater Chicago	seehgord@g	314.749.1479					Old Connect	
JJames Taylor?	https://www.linkedin.com/in/jameta	Helping B2B i	RealEstate, United K	James@jowlead	7015141480		http://www.zouh	R/ficoufz	SKYPE:james_3	Old Connect	
Nick Milano	https://www.linkedin.com/in/nick-milano	Helping Cannabis	Greater Denver	nick@greenumbi	(303) 917-6260			NickMilano95		Old Connect	
Kristal Solares	https://www.linkedin.com/in/kristal-solares	PatentPop inc.	Manager of Sales Development	k.solares@live.com						Old Connect	
Andrea Audisio	https://www.linkedin.com/in/andrea-audisio	Digital Marketing	Turin Area, Italy	andrea.audisio@	+3906336073824		http://www.audisioandrea.com		SKYPE:helita	Old Connect	
Sierra Tucker	https://www.linkedin.com/in/sierra-tucker	Canite Global	Marketing and Communications	C sierra.tucker14@	7143054172		https://spark.adobe.com/baga/ssi8EqPwwY/			Old Connect	
Erika Wassser	https://www.linkedin.com/in/erika-wassser	Prospr At Work i	Co-Founder	Greater New Yor	wasssererika@gmail.com				WorldOfWassser	Old Connect	
Gina Winstead	https://www.linkedin.com/in/ginawinstead	Proscor	Vice President & Director	Innovati	ginawinstead@gmail.com				GinaEstate	Old Connect	
Wasani Praboso	https://www.linkedin.com/in/wasani-praboso	Penske Media Co	Affiliate Marketing	Performance	wasani.praboso@gmail.com				WasaniP	Old Connect	
Elena Wang	https://www.linkedin.com/in/elena-wang	MSA, Marketing	Greater Los Ang	elenayiwang@gr	3104864877		http://www.king.com/be			Old Connect	
Krystian Koronow	https://www.linkedin.com/in/krystian-koronow	Helping companies	to learn ho	krystian.koronow	+46 537898678		http://www.netmoo		koronowki	Old Connect	
Iwan Post	https://www.linkedin.com/in/iwan-post	Freelance Online	Marketer / Medi	awanpost@hotm	+31 619 844 565		https://www.warpcast.nl			Old Connect	
Brandon Van Mo	https://www.linkedin.com/in/brandon-van-moorteghem	Invisible Puppy	Digital Marketer	/ Gent Area, Belgi	brandon.van.moorteghem@outlook.com					Old Connect	
James Baldry	https://www.linkedin.com/in/james-baldry	Sales, Marketing	United Arab	Emi jtbaldry@gmail.com			http://www.youruj	WorldOfWassser		Old Connect	
Juan Andres Vall	https://www.linkedin.com/in/juan-andres-vall	Customer Servio	Greater Chicago	amv.andres@comcast.net						Old Connect	
Shounak Gupte	https://www.linkedin.com/in/shounak-gupte	SEO, Google Ad	/ & Melbourne based	Digital M	shounakgupte@	+61 406602082	http://www.shour		ShounakGupte	Old Connect	
Theresa Summe	https://www.linkedin.com/in/theresa-summe	grow your busine	Get the right sized	team in place	theresa.summerlin@belaysolutions.com					Old Connect	
Marco van den A	https://www.linkedin.com/in/marco-van-den-a	Fin the Cloud	Evo Rotterdam Area,	akkerpriva@gnm	+31 (0)6 43 43 95	https://www.evan			SKYPE:marco.v	Old Connect	

You'll go through the same choices and the option to launch the Phantom.

Download the list of emails and you're almost ready to remarket.

First though, let's clear something up, in case you're wondering:

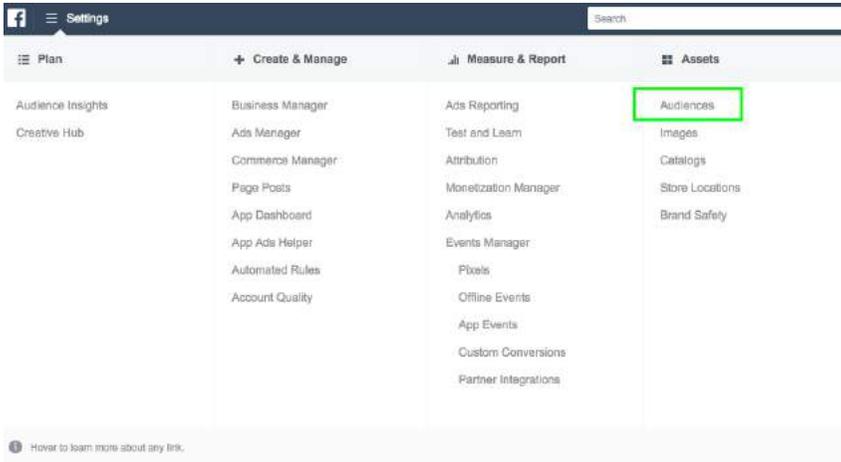
While you could use email discovery to do this quickly...

Most Facebook users sign up on Facebook using their personal emails. Not exactly great for businesses, unless you immediately want to be associated with spam.

Creating a Custom Audience on Facebook

Now that you have a list of email addresses, you can throw them into a custom audience on Facebook where you can hit them with targeted ads.

Creating a custom audience is pretty straightforward, get your list ready and head over to Facebook's Ad Manager.



Head over to “Assets” and click on “Audiences.”

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

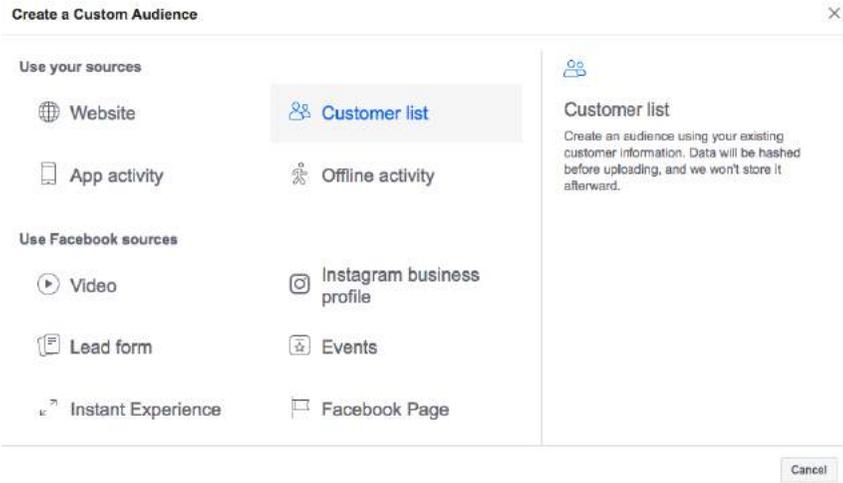
[Create a Saved Audience](#)

Special Ad Audience

Reach new people who have similar online behavior as your most valuable customers. Only available for ads in Special Ad Campaigns.

You’ll have an option to create a number of audiences, pick “Create a Custom Audience.”

BECOMING ONNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION



A popup will appear with a number of options from where to upload your list of contacts. You can upload via your website, app or even with offline activities such as your physical store.

Click on “Customer list”, since you’re uploading emails.

Pick out your parameters and save the list. You now have a list that you can target ads to.

Here are some examples of ads we use to remarket to our LinkedIn audience:

1. Our LinkedIn Influencer video ad (<https://x.bamf.co/linkedin-influencer-ad>)

BAMF BAMF Media
November 26, 2019 · 🌐

Want to become a LinkedIn Influencer but not sure where to start? It sounds like you need to grab your seat in the BAMF LinkedIn Influencer Program!

Whether it's to get more leads, grow your audience, or both, our ghostwriters and growth hackers know what it takes to get you Influencer status.

MEETING 1-ON-1 IS GREAT...

BAMF.CO/LINKEDIN-INFLUENCER

10X Your Thought Leadership & Sales Now 🖱️

We get you 100,000+ organic post views per month, guaranteed.

Learn More

BECOMING OMNIPRESENT TO YOUR AUDIENCE THROUGH CROSS-CHANNEL CONTENT STRATEGIES & AUTOMATION

2. Founder story ads:

 **Houston Golden**
Sponsored Like Page

I never wanted to be in sales...
I admit,

Being a founder means being a sales person.
Thus, SALES is the number one skill founders should learn.

You need to sell your vision to your co-founders.
You need to sell your vision to your investors.
You need to sell your vision to your team-members.
You need to sell your vision to your clients.

Yes, you can hire a sales team but you can't expect anybody to ever care as much about your company as you do.

It's YOUR company.

You are the last line of defense.

The last year has been extremely taxing but I've learned that when you believe in your team and product selling becomes fun.

You're not really convincing people.
You're helping them solve a problem.
You're asking questions and finding solutions.

If you're talking more than the prospect when you're selling you're not doing it right.

Show up day after day, listen to hundreds of people and help them solve their problems, charge them for it and there's your business.

And as a founder – that's your job.

Agree?

#marketing #sales #business



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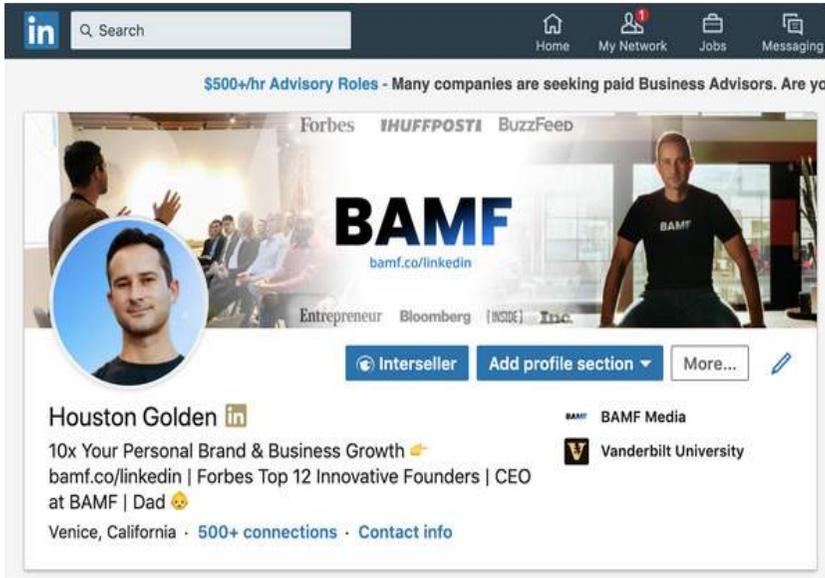
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Just like we explain in the chapter on how to build your Facebook group using LinkedIn, it's important that you portray a consistent brand image on both Facebook and LinkedIn.

Check out how we do it:



You want your presence on both Facebook and LinkedIn to be streamlined. It's cleaner and it allows for an omnichannel experience. Keeps things professional.

READY FOR MORE?

This little book is just the beginning...

The full LinkedIn collection contains 5 books with more information than you can shake a stick at.

Not to mention, the full LinkedIn Influencer Academy with more than 10 hours+ of video lessons and walkthroughs along with additional resources available nowhere else...

If you're looking for more insider tips, step-by-step instructions to blow up your LinkedIn presence and get more leads, these are the resources for you.

Click the link for your full collection of BAMF books covering all things LinkedIn...

<https://bamf.co/books>



... so you can go wayyyy deeeper into the ways of the force...

All step-by-step, with clear instructions and examples you can follow along with — learning how to scale up your LinkedIn has never been easier.

And if you think that's the best we got, take a look at what the full collection offers:

- **The 126-page LinkedIn Bible: Handbook:** Our BAMF introduction to LinkedIn growth... This handbook is the first book that we give our new team members to hit the ground running. It's easy to digest in a single day. It provides a solid foundation for anyone new to LinkedIn while giving enough new advanced knowledge to help even people who've been killing it on LinkedIn level up.
- **The 534-page LinkedIn Bible (available in print only):** Our Ultimate Written LinkedIn Training System AND the Official Guide to Our LinkedIn Influencer Academy. This book is seriously way too good to let leak out, so we only sell it in print to prevent those pesky PDF pirates from bootlegging it.
- **The 215-page LinkedIn Content Bible:** featuring over 42+ fill-in-the-blank posts designed to rapidly speed up your content creation. With this blueprint, you'll know exactly what to write on LinkedIn to maximize post engagement and drive more leads on autopilot.
- **The 131-page LinkedIn Outreach Bible:** with over 50+ fill-in-the-blank message sequences and examples designed to help you reach out to more prospects in a fraction of the time (these are proven, done-for-you sequences).
- **The 603-page LinkedIn Community Bible:** with over 20+ guides created by top LinkedIn Influencers. This guide will teach you all about the tools to use, and the

steps to take to generate more predictable leads with your content.

- **The BAMF LinkedIn Influencer Academy:** with over 4 hours of premium video training, a private members only community, live Q&A sessions, and more, BAMF Academy is a full-course training system designed to supercharge your growth through proven strategies and tactics from the industry leads in growth on LinkedIn.

You can get all of this, and so much more.

To join the **LinkedIn Influencer Academy**, just go to <https://bamf.co/academy>

ABOUT THE AUTHOR

The name's Houston Golden.

I'm the Founder & CEO of BAMF — a company I've grown from \$0 (yes, really) to well over \$4M in revenue over a span of 3 years.

How did I do it? Well, it's quite simple, really.

I've helped hundreds of business owners and executives get major traction on LinkedIn (because when they win, we win).

Our proven process has turned hundreds of unknown founders into LinkedIn Influencers, capable of churning out viral content and generating over 350M+ organic views. 

Using my growth hacking mindset and drive to win has proven beyond essential to our business here at BAMF...

These days, we're driving ROI for growing companies using cutting-edge content and growth marketing tactics. We basically turned being a "growth hacker" into a career.

No wonder we're best known as the masterminds behind some of LinkedIn's top influencers.

To me, LinkedIn is more than just a social media platform.

LinkedIn is unlimited potential.

Want to **grow your
business or become a
LinkedIn Influencer?**

Get in touch  houston@bamf.co

Schedule Free Consultation 
<https://bamf.co/linkedin-consultation>

ABOUT THE EDITOR

In addition to editing technical resources like this...

For the past 10 years, direct-response copywriter **Daniel Doan** has used persuasive wordsmithing to generate millions of dollars in attributable revenue for hundreds of clients.

He increases engagement, lifts conversions, and drives new revenue for VC-backed SaaS startups, household eCommerce brands, and enterprise B2B companies with his conversion-optimized copy.

Think your company could benefit from improved conversions?

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Whether it's a landing page, a product page, Facebook Ads, or an email nurture sequence...

Get in touch and let him work his magic to improve your copy.

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