

Linked

How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships

by John Kremer



**108 Great Websites
for Book Authors**

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Note

Be sure to read the Useful Resources and other links to reports, blog posts, and infographics that can help you make better use of LinkedIn. These resources and links are an integral part of getting the most out of this special report.

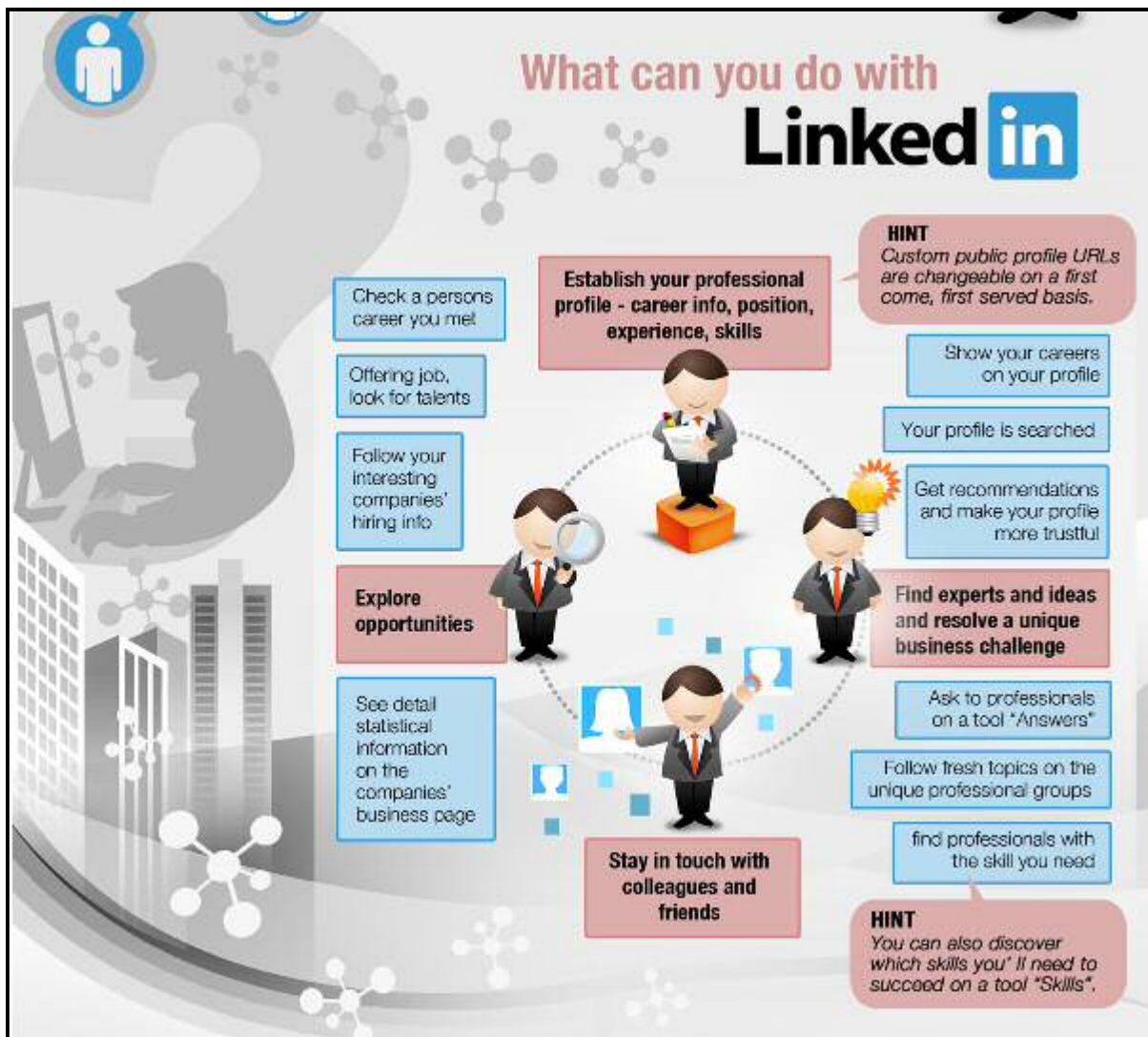
And, of course, be sure to check out the section on LinkedIn Groups, because these groups are the gold mine of LinkedIn. They are why you should be on LinkedIn.

Intro: Why Use LinkedIn?

LinkedIn is a valuable resource for authors and experts looking to target business executives and small business owners as there are over 175 million business professionals on LinkedIn.

You can also use LinkedIn to get you publicity for your book. In fact a survey from Arketi Web Watch Media states that 92% of today's journalists are now actively using LinkedIn to find experts to interview.

If you want to reach people around the world, LinkedIn provides a world-wide platform for doing so.



Here are a few more reasons to engage in LinkedIn more actively . . .

LinkedIn Stats

- ❖ LinkedIn has over 200 million members from 200 countries around the world.
- ❖ LinkedIn hosts more than a million groups.
- ❖ LinkedIn members make over 5 billion searches on the platform in 2012.
- ❖ LinkedIn counts executives from all Fortune 500 companies as members.
- ❖ LinkedIn corporate talent solutions are used by 85 of the Fortune 100 companies.
- ❖ 2.6 million+ companies have LinkedIn company pages.
- ❖ 1.3 Million+ publishers use the LinkedIn share button on their sites.
- ❖ More than 75,000 developers use LinkedIn APIs.
- ❖ 42% of LinkedIn users update their profile information regularly.
- ❖ 61% of LinkedIn users don't pay for a premium LinkedIn account.
- ❖ If LinkedIn were a country, it would have the 5th largest population in the world (bigger than Brazil, smaller than Indonesia).
- ❖ 61% of social media users prefer LinkedIn for professional networking. 22% prefer Facebook.
- ❖ Your LinkedIn profile generally shows up in the first 5 search results for your name.
- ❖ 50% of Fortune 100 companies hire via LinkedIn.
- ❖ 50% of small businesses are active on LinkedIn.
- ❖ 54% of top brands use LinkedIn.

Useful Resources

Do You Avoid LinkedIn Because You Don't Know How to Use It?

- <http://blog.bookmarket.com/2011/12/book-marketing-makeover-do-you-avoid.html> - Why book authors are not successful on LinkedIn.

8 Ways to Get More Leads for Your Business on LinkedIn -

<http://www.socialmediaexaminer.com/more-leads-for-your-business-on-linkedin> - Effective tips for promoting your business on LinkedIn.

Facebook, Twitter, and LinkedIn Drive Revenue -

<http://infographicaday.com/infographic-facebook-twitter-and-linkedin-drive-revenue> - Social networks can drive sales.

Facts and Figures about LinkedIn Marketing -

<http://infographicaday.com/infographic-facts-and-figures-about-linkedin-marketing> - Reasons why you should be involved in LinkedIn.

5 LinkedIn Marketing Tips to Grow Your Business -

<http://www.socialmediaexaminer.com/5-linkedin-marketing-tips-to-grow-your-business> - Reboot your profile. Build a deep network. Be visible. Leverage endorsements. Join and participate in groups.

5 Simple Steps for Improving Your LinkedIn Visibility -

<http://www.socialmediaexaminer.com/5-simple-steps-for-improving-your-linkedin-visibility> - Complete your profile (with great tips). Use keywords. Leverage your existing connections. Post timely updates.

5 Ways Book Authors Can Profit from LinkedIn -

<http://blog.bookmarket.com/2008/04/5-ways-authors-can-profit-from-linkedin.html> - While published in 2008, it still offers great ideas on how book authors can use LinkedIn.

4 Ways to Profit from LinkedIn -

<http://www.socialmediaexaminer.com/linkedin-for-business> - Set up a weekly routine. Generate leads with LinkedIn Groups. Create and optimize ads. Find new customers.

How LinkedIn Works - <http://infographicaday.com/infographic-how-linkedin-works>

- An infographic overview featuring everything you need to know to use LinkedIn.

7 Steps to Building a Business Using LinkedIn -

<http://www.socialmediaexaminer.com/linkedin-case-study> - Brush up your profile. Join groups. Scour group digests. Engage in discussions. Connect. Move conversations offline. Re-evaluate.

7 Ways to Drive More Blog Traffic Using LinkedIn -

<http://www.socialmediaexaminer.com/drive-more-blog-traffic-using-linkedin> - Add links. Build connections. Be engaged. Use LinkedIn on the Go. Post blog articles as updates. Leverage LinkedIn tools. Include the LinkedIn Share button on your blog and website.

7 Ways to Prospect for New Customers With LinkedIn -

<http://www.socialmediaexaminer.com/7-ways-to-prospect-for-new-customers-with-linkedin> - Develop connections. Monitor the newsfeed. Jump on recommendations. Mine LinkedIn Groups. Use Advanced Search. Map target companies. Reach decision makers.

6 Ways to Use the New LinkedIn Features to Get More Business

- <http://www.socialmediaexaminer.com/6-ways-to-use-the-new-linkedin-features-to-get-more-business> - How to connect with more people to do more business. Great succinct tips.

Ten Ways to Use LinkedIn by Guy Kawasaki -

http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html - A blog post from 2007, but still offers great ideas on how to use LinkedIn to build business and sell more.

37 Ways to Thrive on LinkedIn Cheat Sheet -

<http://infographicaday.com/37-ways-to-thrive-on-linkedin-cheat-sheet> - A great idea list for LinkedIn users featuring profile creations, status updates, group participation, Company Pages, connections, and more.

3 Ways Marketers Can Leverage the New LinkedIn Home Page -

<http://www.socialmediaexaminer.com/new-linkedin> - Update your status frequently. Use images in updates. Be active on LinkedIn Today.

Using LinkedIn to Its Fullest Potential -

<http://infographicaday.com/infographic-using-linkedin-to-its-fullest-potential> - Connect with professionals. Complete your profile. Add apps to add your blog posts, tweets, books, and more.

Viveka von Rosen on LinkedIn Marketing -

<http://bookmarketingbestsellers.com/viveka-von-rosen-on-linkedin-marketing> - Insights into what's new with LinkedIn and how marketers can cash in on all that LinkedIn is doing. Features changes to Company Pages, targeted updates, company follow buttons, Influencer Program, LinkedIn Skills Endorsements, LinkedIn Notifications, and LinkedIn Mobile.

Creating Your LinkedIn Profile

Why should you create and update your LinkedIn Profile? Very simple: It's your resume for finding jobs, hiring experts, locating joint venture partners, and ultimately selling more books. So be sure to create an interesting and professional LinkedIn Profile.

Before, you can begin marketing on LinkedIn, you must have a strong LinkedIn profile foundation that will entice prospects, referral sources, potential product buyers, and the media to connect with you.

Useful Resources

9 Ways to Make Your Networking on LinkedIn More Social - <http://denisewakeman.com/social-media-marketing/make-linkedin-social> - Write an interesting profile summary. Add personal info. Add a video. Personalize invitations. Take initiative. Comment on other's status updates. Reach out to people who view your profile. Add the Amazon Reading List app. Be a connector.

7 Places You Should Be Looking for Your Next Marketing Job or Your Next Hire - <http://blog.hubspot.com/blog/tabid/6307/bid/33782/7-places-you-should-be-looking-for-your-next-marketing-job-or-your-next-hire> - What's great about applying for jobs through LinkedIn is that your resume is already done. If, that is, you've completed your LinkedIn profile.

6 Ways to Promote Your Book on Your LinkedIn Profile

1. Use your LinkedIn profile headline to promote your book.

By simply stating that you are the author of *Your Book Title*, you are not telling the reader of your profile anything. You need to use your headline to showcase a result or benefit of your book or ebook. For example, here is the headline I created for James Lange, JD, CPA:

CPA, Lawyer, Bestselling Finance Author & Roth IRA Expert Seen on CNN & Bloomberg Shows How to Build Tax-Free Wealth

Here's a headline template, you can also use:

"Inside (insert book title) This (insert industry) Author Reveals (insert secret information shared within book).

2. Link to a squeeze page that offers a sneak preview.

In your website postings on your LinkedIn profile, link to a squeeze page that offers a sneak preview of your book – in other words, a couple of free chapters. This way, you can collect names and emails and provide them with even more information.

When you add the website URLs to your LinkedIn profile, do not just put the default “Company Website.” You can label the website URL “Free Book Chapters.”

3. Create a position that describes how your book will help a specific audience.

For example here is the position I created for my client Ron Karr to promote his book:

“Sales Leadership Author Shows the 7 Traits of Great Sellers in Lead, Sell or Get Out of the Way Book at Karr Associates - Sales Leadership and Business Transformation Expert”

This is the copy that we include in his profile to further explain his position:

If you don't take a leadership role in producing results for your clients, someone else will. In my book, "Lead, Sell, or Get Out of the Way," I reveal what great sellers do and this is based on decades of research. And, I show how anyone can implement the same powerful principle.

In my book, you will find an in-depth exploration of the seven critical traits all sales leaders share.

Today's top sales leaders:

- ❖ Have a clear vision of where they're going.
- ❖ Position themselves powerfully in the minds of customers.
- ❖ Build alliances rather than go it alone.
- ❖ Ask powerful questions that result in new sales opportunities.
- ❖ Create a value proposition that neutralizes the competition.
- ❖ Communicate well and persuasively.
- ❖ Embrace accountability and responsibility.

Many sales leaders learn these principles through trial and error. This book helps you avoid the trial and error part and skip straight to the success part. Why learn the hard way when you can read this book, learn these principles, and start — today — selling more, faster, and at a higher profit?

We then add endorsements for the book within the position copy plus we provide a link to get the book.

4. Promote your book on LinkedIn using Amazon's Recommended Reading List App.

LinkedIn offers a great application called "Reading List with Amazon" but the key is to use it correctly. It is nice for the person who is reading your profile to know what you are currently reading or what you recommend. But if they click on the link of the book you posted, they will quickly be taken away from your profile. Use this app to promote you as the author and show your books.

5. Add a media kit for the book on your LinkedIn profile.

Using the box.net application you can include files like your:

- ❖ author bio
- ❖ book cover pictures that the media can use to publicize your book
- ❖ book reviews
- ❖ testimonials
- ❖ endorsements
- ❖ media mentions
- ❖ any other information about your book that should be included in your media kit

This way when you do connect with key media professional they have all your book information right at their finger tips.

6. Get video testimonials for your book and add it to your LinkedIn profile.

Powerful video testimonials provide more credibility as you can watch the body language and see the customer. You can upload video testimonials using SlideShare and Google Presentations apps. Plus, you can add your own videos and not only be able tell people

what they can learn from your book but you will be able to show them your strategies in action.

Once You Create a LinkedIn Profile That Effectively Promotes Your Book...

You can create your own LinkedIn group, where you can create discussions based on the content of your book. This way you are regularly putting your book in front of your prospects, referral sources and the media's faces.

Plus, you can share your discussions with other groups that your prospects belong to. This way you get information about your book in front of hundreds of thousands of potential buyers. But, you need that strong LinkedIn profile first if you want people to take your information seriously.



About the Author

LinkedIn Expert Kristina Jaramillo creates online marketplace opportunities for book authors who want more website traffic, prospects and profits. She is also the creator of the first and only *Instant LinkedIn Marketing Templates* that hold you by the hand and take you through every step of the LinkedIn marketing process. Grab her *Instant LinkedIn Marketing Templates* now at:

<http://www.InstantLinkedInMarketingTemplates.com/bookmarket>.

Source: <http://blog.bookmarket.com/2012/01/book-marketing-makeover-how-to-create.html>



Your LinkedIn Profile

- 1 Update your status regularly with relevant information that shows you're a thought-leader in your industry
- 2 Make sure you have a great photo: it should be professional, should look like you, and should be a front-facing headshot
- 3 Complete all of the available fields: Including some of the newer fields like projects, courses, and publications
- 4 Update your jobs to have keywords in the title and descriptions so that you show up more frequently in searches
- 5 Update applications that show your interests, like your Amazon reading list, your blog, or your slideshows
- 6 Write a catchy headline and summary - this is your first impression and it should be an attention grabber

LinkedIn Status Updates

In your Status Updates, post breaking news, industry trends, sneak peaks. Ask questions to increase engagement.

Limit the text length to 50 characters if you want more engagement.

Include a URL in every update. Send people to a blog post, video, landing page, etc.

Use LinkedIn Insights to get to know your audience and increase the relevance of your status updates.

Target your post to a specific subset of your audience (by industry, role, region, company size, etc.).

Stay engaged with the conversation. React to comments. Ask questions.

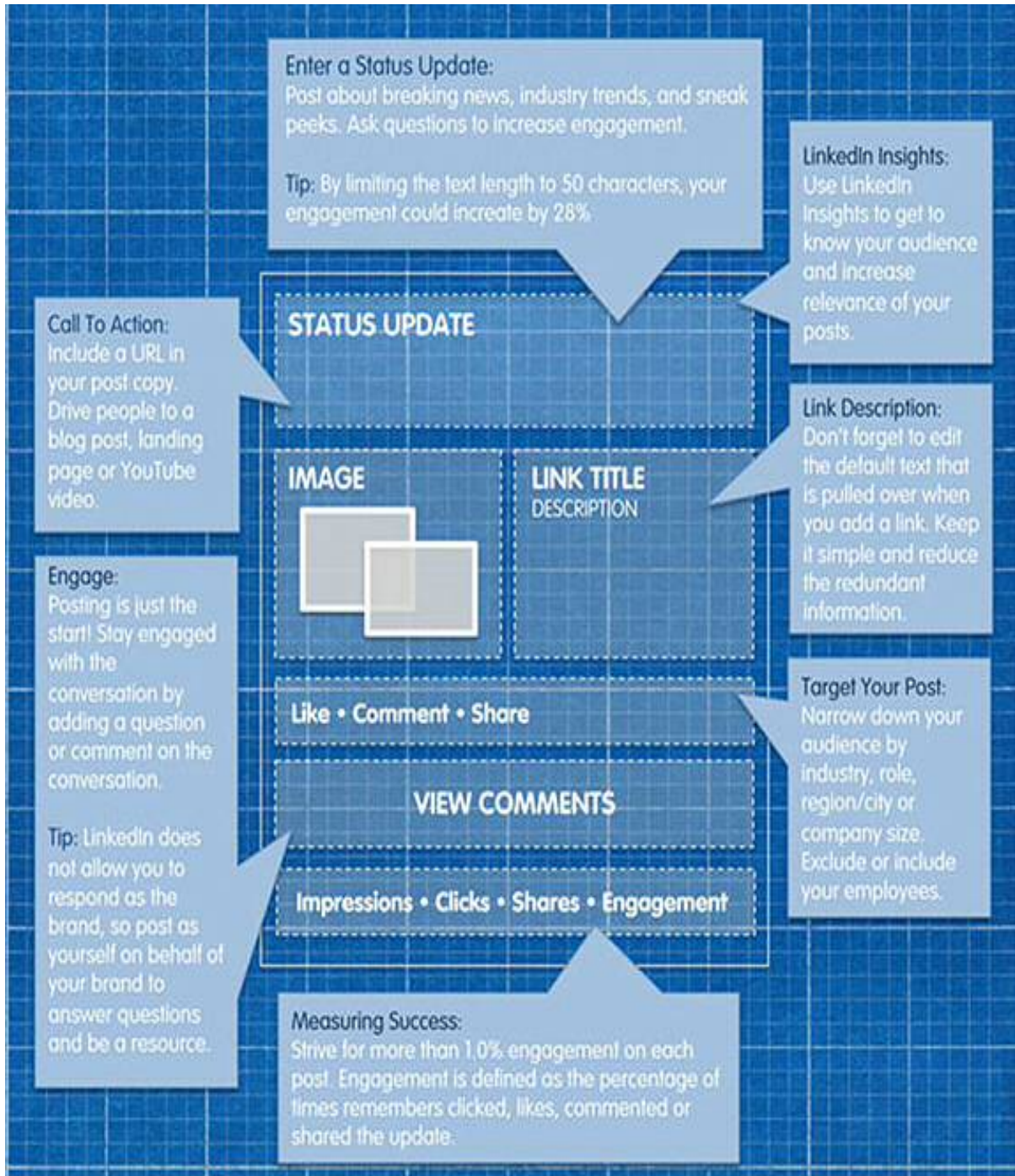
Useful Resources

The Best and Worst Times to Post on Major Social Networks -
<http://infographicaday.com/the-best-and-worst-times-to-post-on->

[major-social-networks](#) - Posting on Facebook, Twitter, LinkedIn, Google+, and Pinterest.

Blueprint for the Perfect LinkedIn Status Update -

<http://infographicaday.com/infographic-blueprint-for-the-perfect-linkedin-status-update> - See below:



LinkedIn Skills Endorsements

As a LinkedIn user, you can list your skills in your profile. You can find the link under the More tab in your main menu bar and then add the skills you feel you have.

Endorsements (<http://www.linkedin.com/skills/skill/Endorsements>) allow other people to recommend you for those skills. The recommendation also includes a gravatar picture of the person giving the endorsement.

These endorsements can help you get more notice in LinkedIn as well more credit outside of LinkedIn.

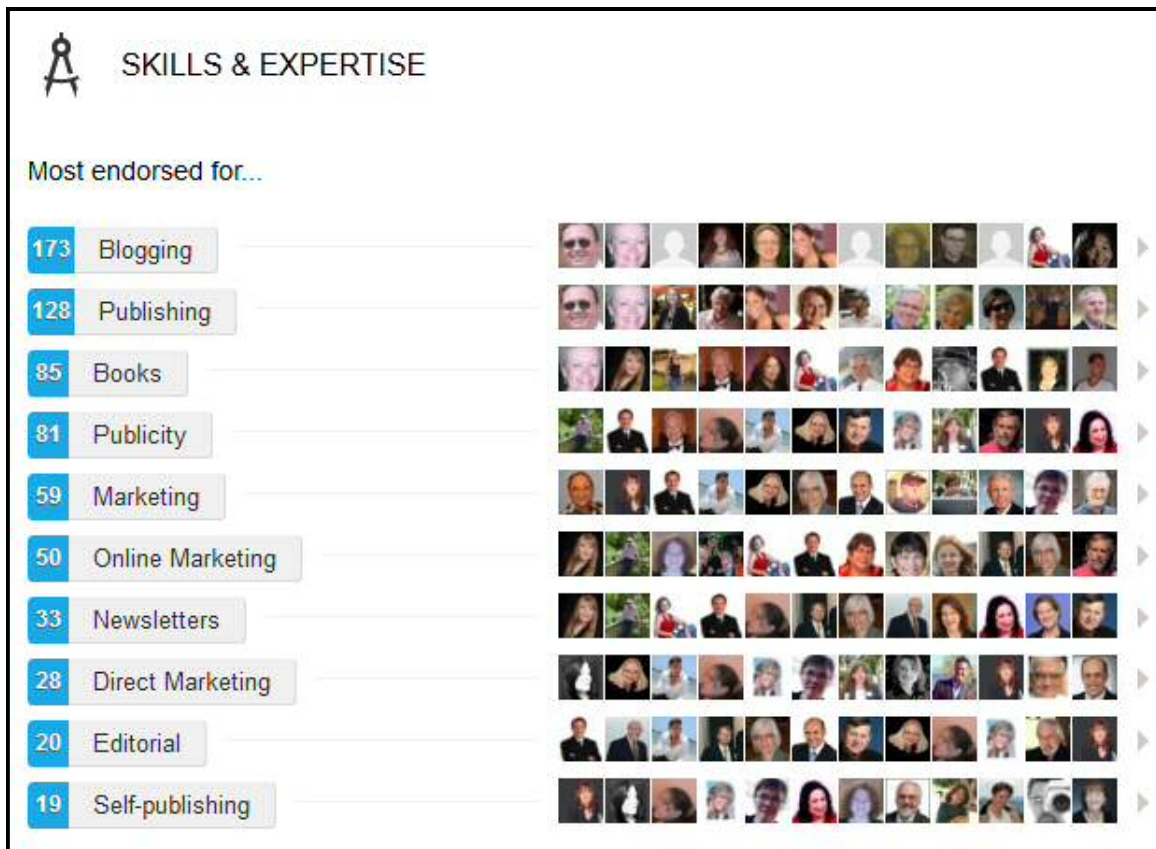
The neat thing is that LinkedIn users might endorse you for skills you don't usually promote. You might discover that you have more skills to promote.



Connecting With Your Connections

- 17** Comment on the status of your connections so you're always on the top of their minds
- 18** Add the email tool Rapportive (rapportive.com) onto your email - it provides a sidebar with a link to your contact's LinkedIn profile and your own
- 19** Write a recommendation for one of your close professional contacts
- 20** Request a recommendation from a business contact that you have a good relationship with
- 21** Request a "LinkedIn introduction" to someone you think you could collaborate with
- 22** Send messages to those in your network - holiday greetings, birthday wishes, articles they would find interesting, etc
- 23** Search for people who it would be good to have in your network
- 24** Always respond to messages in your inbox promptly and enthusiastically

Below is a recent look at the endorsements I've received on blogging, publishing, books, publicity, marketing, etc. These endorsements can really help build your credibility with potential clients, book buyers, joint venture partners, etc.



Useful Resources

6 Tips for Using LinkedIn Endorsements -

<http://www.socialmediaexaminer.com/linkedin-endorsements> - Add your skills. Endorse and be endorsed. Get more endorsements. Hide endorsements. Get notified. Add more skills.

LinkedIn Groups

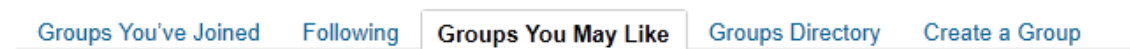
The great power of LinkedIn is in its groups. Join a few (not too many) and participate fully. LinkedIn groups are a great place to make connections, find joint venture partners, and create lasting relationships.

LinkedIn Groups still present a great opportunity to develop rapport with the members of your target markets and industry peers. There are over 1 million groups on LinkedIn and many of them are both active and well-managed.

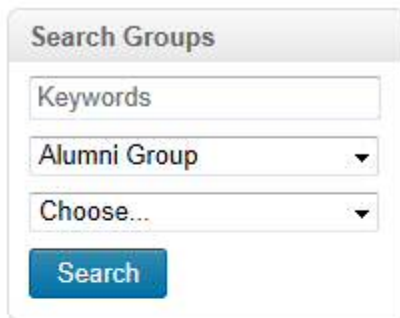
Locating Great Groups to Follow

For LinkedIn, you can search their Groups by going to: http://www.linkedin.com/search-fe/group_search. They have many more active groups than Facebook – and much larger groups. Very useful.

In LinkedIn, you can search for Groups by the following criteria:



You can also search Groups by keyword and, if you like, limit that search by language and by Alumni Group, Corporate Group, Conference Group, Networking Group, NonProfit Group, Professional Group, or Other.

A screenshot of the LinkedIn "Search Groups" form. It features a text input field for "Keywords", a dropdown menu for "Alumni Group", and another dropdown menu labeled "Choose...". A blue "Search" button is positioned below the input fields.

Of course, you can also create your own Group.

Below are a few of the LinkedIn Groups that might include a lot of bloggers. Note how much larger these groups are than the ones in Facebook.

After being a member for a few weeks and sharing some insights, you can then ask for help with any joint venture: blog tour, Amazon bestseller campaign, website launch, or any other need you have. Be sure to wait a few weeks before asking for help. Contribute first, ask for help later.

I would join many of these LinkedIn Groups as well as many others you'll find for your specific keyword search. The more, the merrier. Again, contribute something to each and then ask. You should get hundreds of potential partners using these Groups – if you ask in a sharing way.

Authors of Romance helping Authors of Romance

Note: Groups with a little padlock before their name are closed Groups. You have to join the Group to write comments. Groups without the little padlock are open Groups where you can add comments without being a member of the Group.

Be sure to check out the **Social Media Marketing** group below. It has over 200,000 social media members who will easily understand why you ask for help in your joint ventures. At least a few hundred should respond to your request. Of course, don't ignore all the book-related and keyword-related Groups. They should be good sources as well.

LinkedIn Book and Writing Groups

This is just a sample of the LinkedIn Groups for books, authors, novelists, children's book authors, book marketers, and publicists.

Note: The numbers below were taken from 18 months ago. Most groups would have grown since then.

Novelists, of special interest: **Bold Red** – You can also search Groups for novelists, novels, fiction, and other keywords.

Children's Books, of special interest: **Bold Green**

Authors of Romance Helping Authors of Romance:

<http://www.linkedin.com/groups?home=&gid=122671> - 298

members. Description: *This is a self help group for Romance authors to share promotion ideas, honest quotes, tips, support, guest blogging*

opportunities, heads-ups when topics of interest to each other crop up on social and book networking sites.

Book Marketing: <http://www.linkedin.com/groups/Book-Marketing-1848415> - 1,177 members. Led by social media maven Phyllis Zimbler Miller. Description: *Effective book marketing starts with a call-to-action book author website whose URL you can use with all your social media profiles. Then start using book marketing strategies to get exposure through cyberspace for your books.*

Book Publicity and Marketing:
<http://www.linkedin.com/groups?home=&gid=2155972> - 612 members. Description: *This group is for everyone interested in the marketing and/or PR related to books. Those in the biz and those writing and publishing books are welcome.*

Book Publishing Professionals:
<http://www.linkedin.com/groups?home=&gid=63223> - 20,779 members. Description: *This is an International platform for book publishing professionals to come and share the expertise and resources. People from Book Sales, Marketing, Editorial and Production are most welcome. Job opportunities and new ideas will be discussed and executed.*

Book Writing, Self Publishing, and Marketing for Business People: <http://www.linkedin.com/groups/Book-Writing-Self-Publishing-Marketing-1812052> - 2,370 members. Description: *Want ongoing help and resources writing, publishing, and marketing your book to promote yourself and brand your business?*

Books and Writers:
<http://www.linkedin.com/groups?home=&gid=1697027> - 12,015 members. Description: *Book, Writer and Publisher group to network around writing and publishing, marketing and selling your books. This group is for authors, publishers, editors, book literary agents and even future writers.*

Children's Books: <http://www.linkedin.com/groups/Childrens-Books-754987> - 4,317 members. Description: *Provides a place where professional, independent, and talented writers & illustrators can have a place to discuss topics, advertise upcoming books, and announce published materials. It can also be used to find an illustrator &/or writer to best fit your style.*

Children's Book Authors & Illustrators:
<http://www.linkedin.com/groups?home=&gid=890407> - 521 members. Description: *Children's Book Authors & Illustrators share*

information plus promotional and sales ideas. We combine our talents to expand the prosperity of all our members.

Children's Book Authors: <http://www.linkedin.com/groups?home=&gid=1851208> - 715 members. Description: *Bringing children's book authors and illustrators together.*

Children's Media: <http://www.linkedin.com/groupRegistration?gid=1199887> - 2,907 members. Description: *A gathering spot for all those involved or interested in producing, distributing (and consuming) children's media, be it music, TV programming, films, books, magazines, online, etc.*

Independent Book Publishers Association: <http://www.linkedin.com/groups?home=&gid=2489713> - 476 members . You don't have to be a member to join. So you can network with IBPA members without belonging to IBPA. Description: *The Independent Book Publishers Association (formerly PMA), founded in 1983, is the leading professional trade association for independent book publishers. IBPA serves the needs and fosters the growth of emerging and established independent book publishers through education and professional development, cooperative marketing programs, advocacy and collective buying power.*

The Pen: <http://www.linkedin.com/groupRegistration?gid=87044> - 766 members. Description: *The Pen is a group for established and aspiring novelists and writers who wish to help each other in polishing their stories, finding literary agents, and having their works published.*

Practical Issues/How-to: <http://www.linkedin.com/groups?home=&gid=2789027> - 341 members. A subgroup of the larger Ebook, Ebook Readers, Digital Books and Digital Content Group. Description: *For book publishers that want to know how to actually publish and market eBooks. This group is focused on the practical issues of 1) how to produce eBooks, 2) how to distribute eBooks and 3) marketing eBooks. The larger group has about 10,000 members. Both were created by Dominique Raccah, publisher at Sourcebooks Trade.*

The founder of [epublishabook.com](http://www.epublishabook.com) posted the following in this subgroup: *Looking for guest bloggers about the technical sides of book formatting. <http://www.epublishabook.com> is looking for guest bloggers to help our readers who are mainly writers to understand better the processes of eformatting a book for the various ereaders.*

Tools of Change for Publishing:

<http://www.linkedin.com/groups?home=&gid=104765> - 6,089 members. Description: *TOC connects the people, companies, and organizations asking and answering the questions that will define the future of publishing.*

Travel Editors & Freelance Journalists:

<http://www.linkedin.com/groups?about=&gid=104502> - 2,905 members. Description: *This group will post opportunities for press visits and will serve as a resource for best practices for public relations professionals, editors, journalists and freelance writers. We hope to encourage each other in professional practices.*

Travel Media Pros: <http://www.linkedin.com/groups?about=&gid=87439> - 3,898 members. Description: *Welcoming travel writers, journalists, guide book authors, photographers, bloggers, CVBs, public relations specialists, travel publication editors and other travel media professionals. Members of NATJA, SATW, IFWTWA, ITWA and similar organizations are cordially invited to join.*

Writers subgroup of Creative Designers and Writers:

<http://www.linkedin.com/groups/Creative-Designers-Writers-2215425> - 5,244 members. Description: *Devoted for helping writers to refine & polish their writing skills through group interaction and critiquing. (Literature, Books, Novelists, Authors, Script Writer, Sci-Fi, Screenwriters, Copywriters, Technical, Content Creators Developers, Publishers, Editors, Editing, Poets).*

Linked-In Blogging and Social Media Groups

The Blog Zone:

<http://www.linkedin.com/groups?about=&gid=2045776> - 5,768 members. Description: *We are a community for blogs / bloggers that wish to collaborate with fellow bloggers to properly share content, ideas, tips and news, while driving traffic to their blog with social media & SEO and protecting against copyright infringement. Blogging is fun with this group! Please join us!*

The Blog Zone has a subgroup, **The Guest Blogger:** *The Guest Blogger subgroup is designed for bloggers that wish to invite other bloggers to write a post for their blog or wish to be a guest on other blogs. If you want a guest blogger or you want to be a guest blogger, this is for you. Join/leave at will without leaving our main blogging group.*

Social Media Marketing: <http://www.linkedin.com/groups/Social-Media-Marketing-66325> - 203,538 members. Description: *This is the LARGEST and most active social media group on LinkedIn.com with over 195,000 members and 20 special interest subgroups. It is intended for interactive advertising, marketing and other professionals who are actively engaged in social media and community-oriented websites.*

Natalia Price created the following Discussion for the above Group. The Discussion already had 22,225 comments after 7 months.

Post your Facebook Business page here!

We all know how it can be challenging for a new business to grow a fan base., So let's follow each other's business on FB.

If you've got a business page on Facebook simply leave a link to your page in a comment.

This is a simple, easy, painless networking tool and can benefit everyone in the group!

I am borrowing this brilliant idea from other Member on LinkedIn - Mitch Rushing; thank you Mitch.

A similar post asking for Twitter profiles only received 119 comments. Facebook is obviously hotter and more productive for the 203,538 members of this Social Media Marketing group.

WordPress Blogging for Non-Profits: - 219 members. Description: *The purpose of this group is for nonprofits to share with each other how they are using hosted WordPress blogs to achieve business goals. This is an open forum, anyone can join and anyone can comment. BUT If you're posting any promotional items (even charity events), it will get deleted.*

Since the notice about deletions from the moderator, you'd have to share a story of how you are using your WordPress blog to create a blog tour, or something like that. That's permissible. Direct sales are not.

Other LinkedIn Groups

Here are a few other LinkedIn Groups you might want to join, get involved with, and eventually join in joint ventures with members:

Legal Blogging: <http://www.linkedin.com/groups?home=&gid=63909> - 5,977 members. Description: *Legal professionals and those serving the profession discuss the use of blogging, Twitter, LinkedIn, Facebook, and other social media for business and professional development.*

Mommy Bloggers:

<http://www.linkedin.com/groups?home=&gid=727287> - 303 members. Description: *This is a group for mommy bloggers and moms who blog to connect, network, promote and support one another.*

Parent Bloggers: <http://www.linkedin.com/groups/Parent-Bloggers-1843257> - 340 members. Description: *Parent Bloggers network to discuss all aspects of blogging, advertising, sponsorships and promotions. PR representatives, businesses, and crafters are welcomed to search for bloggers to network with.*

Children's book author Caron B Goode posted the following in this Group: *Review and live chat details with author Caron B. Goode. Caron is the award winning author of Kids Who See Ghosts ~Guiding them through fear, Raising Intuitive Children and many more. Everyone is invited to join in on our live interactive free chat Tuesday 8-2 (online chat) PRIZES!*

SalesBlogcast.com:

<http://www.linkedin.com/groups?home=&gid=71410> - 35,654 members. Description: *Sales and Leadership Blog - This is a group for sales, leadership, management, marketing, recruiting, and business development professionals to use the power of technology, social media, and Web 2.0 strategies to network, share best practices, selling tips, training, blogging, find sales jobs, build career opportunities, and develop innovative ideas for success!.*

Sales Playbook: <http://www.linkedin.com/groups?home=&gid=1832739> - 23,850 members. Description: *Topics: Sales, leadership, management, marketing, CRM, Salesforce, recruiting, business development, selling tips, lead generation, prospecting, training, networking, jobs, career, Web 2.0, technology, software, strategy, social media, blogging, LinkedIn, Facebook, Twitter.*

Women in Blogging:

<http://www.linkedin.com/groups?home=&gid=3691802> - 217 members. Description: *This group is for women bloggers worldwide to get together and network. Great Group if you are a woman.*

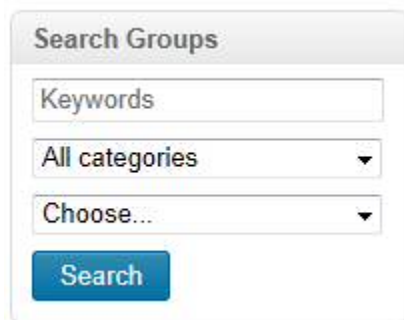
Some other interesting blogging Groups include The Social Marketing Forum, Blogging for Coaches, EduBloggers, Project Management

Bloggers, Food Blogger Connection, Fashion Bloggers, Journalists and Bloggers Covering Finance and Economics, Marketing Bloggers, Bed & Breakfast Bloggers, Global Fashion Bloggers, REBlogWorld (real estate), Green Bloggers, Soccer Bloggers, B2B Bloggers, Sports Bloggers Network, and more.

You get the idea. There are multiple Groups for any interest you might have.

Even local Groups such as Social Media Marketing Vancouver (598 members), New Media Cincinnati (639 members), Cleveland Inbound Marketing Group (337 members), Ottawa Technology Sales & Marketing (282 members), Cincinnati Women Bloggers (179 members), and Nashville Geek Breakfast (397 members).

For additional groups, again use the keyword search tool for Groups at <http://www.linkedin.com/groupsDirectory>. When I searched for book bloggers, I found a wonderful travel writing group as well as other resources.

A screenshot of the LinkedIn Groups search interface. It features a search box labeled "Keywords", a dropdown menu for "All categories", another dropdown menu labeled "Choose...", and a blue "Search" button.

Be sure to do research for LinkedIn Groups devoted to your keyword subject: philosophy, fiction, gardening, parenting, business, etc. There are a ton of groups with thousands of members. An incredible resource for making connections.

LinkedIn Group Success Story

In early June 2011, Sylvia Ramsey posted the following request in the Children's Book group (<http://www.linkedin.com/groups/Childrens-Books-754987>):

Looking for Children book authors to interview on my blog, Thoughtful Reflections.

By August 1st, 2011, she wrote:

Thank you for all the wonderful responses. Right now, I am booked until the end of the year. *If you are interested in an interview after December, then send me an email. I haven't started scheduling dates yet, but I have had writers reserving spots in advance.*

You may want to check my blog to get an idea of how I handle interviews.

The way I normally handle setting up interviews is to have the individual send me an email to my author blog page with the subject line "Interview Request" at sylvialramsey@sylvialramsey.com.

I attach a questionnaire to the reply email that also has a request for photos. Once I receive your information and I have all that I need, I will schedule a date.

During those two months, she featured 20 author interviews with links to their Amazon book sales page. Apparently she'll be featuring another 40 author interviews before the end of the year.

Useful Resources

5 Ways to Use LinkedIn Groups to Build Influential Connections

- <http://www.socialmediaexaminer.com/5-ways-to-use-linkedin-groups-to-build-influential-connections> - Identify the best groups. Target popular group discussions. Start your own discussion. Follow up and follow through. Start your own group.

Groups You May Like Feature -

<http://blog.linkedin.com/2011/08/23/linkedin-gym/> - A great way to find new groups to join.

LinkedIn Group Features to Build Your Influence -

<http://blog.wiredadvisor.com/new-linkedin-group-features-a-major-opportunity-to-build-influence> - Share rich links. Popular discussions rise to the top. Receive email updates. Highlight top influencers.



LinkedIn Groups

- 7 Join new groups that are relevant to your industry so you can share interesting content or learn from others
- 8 Start a discussion on something relevant to the group - get your name out there!
- 9 Comment on discussions that others have started - people will start to realize you have something interesting to contribute
- 10 Add a "promotion" if you have a special event or upcoming class that you want to promote and share
- 11 Connect with people that you've interacted with in the groups you're part of
- 12 Start a group so you can connect with like-minded people and come off as a passionate expert in your field
- 13 Read the popular discussions in groups to learn what people in your field want to talk about

LinkedIn Group Tips

Join Relevant Groups

Look for the quality groups to join and participate in those that have genuine discussions going on and have a visible group leader.

Join up to the 50 groups that LinkedIn allows, but spend time focusing on 3-5 quality groups, rather than all 50, for the best results.

Join groups that are relevant to your business and target markets. For example, if you have a local business, look for groups that are organized around where you live or work!

Consider joining alumni groups, peer groups and groups that are organized around professional and personal topics that you are most interested in.

Consider groups where your target markets might be hanging out so you can find ways to be creatively visible and valuable to them with the resources and insights you share.

Participate in Groups

For the top 3 to 5 groups you join, review and participate in group discussions at least once per week.

Share relevant, resourceful, rich content with your groups that can help other members. Ask questions and respond to comments!

LinkedIn reduced the automated weekly emails that highlight discussions from all of the groups you belong to but are not active in.

In order to stay current with your groups, you are going to need to proactively visit them on LinkedIn to review and participate in LinkedIn discussions.

Post discussions that involve asking and answering questions in groups to position yourself as a resource.

Point to reputable sources of information that are relevant to group members and to specific discussions in order to build relationships and credibility within the group.

Ultimately people do business with people, so make sure that you always have a relationship-focused mindset on LinkedIn. LinkedIn members are there to develop and grow their professional network and gain valuable insights.

Don't ever spam or make public sales pitches on LinkedIn. Always be professional and you will be very successful in marketing your business.

Create Your Own LinkedIn Group

If you can't find the right groups for your target markets or your industry, you can always start your own LinkedIn Group. LinkedIn Groups allowed you to cultivate an engaged niche following and build stronger relationships with members of your target market.

Here are six reasons to start your own LinkedIn Group:

- Build more awareness with your target markets.
- Position you and/or your company as an industry thought leader.

- Nurture valuable industry relationships.
- Showcase and highlight your own thought leadership content.
- Generate interest and inquiries for your company.
- Convert group members to subscribers and advocates for your brand.

5 Tips for Effectively Managing a LinkedIn Group -

<http://www.socialmediaexaminer.com/managing-linkedin-groups> -

Develop a great group name and description. Create a group policy. Screen new members and discussion posts. Use Group Announcements. Lead your group.

LinkedIn Company Pages

LinkedIn has added more functionality and a new look/design to their Company Pages. You can now add a banner photo across the top, which adds to the branding possibilities and the attractiveness of Company Pages. Make your banner photo 646 x 220 pixels in size.

This new design means that people will go beyond one-on-one connections and follow Company Pages.

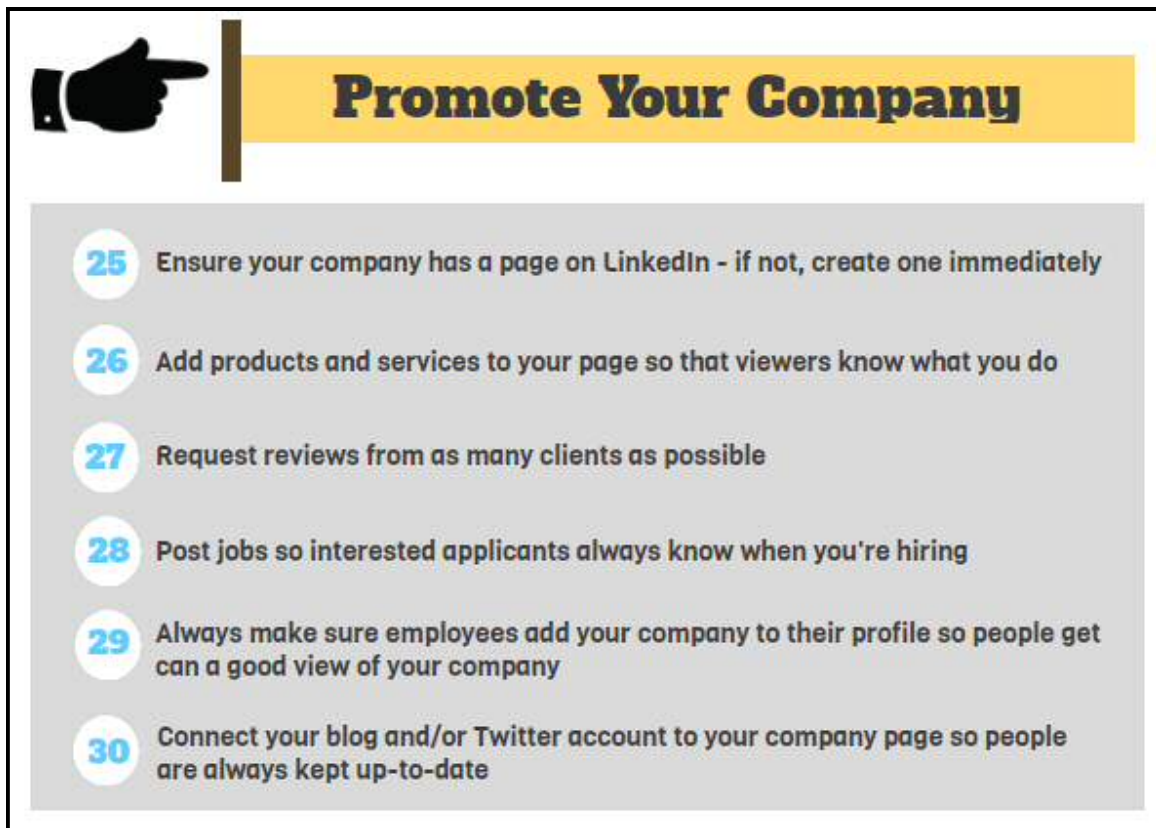


Useful Resources

A Step-by-Step Guide to LinkedIn's New Company Pages -

http://cdn1.hubspot.com/hub/53/Intro_LinkedIn_Company_Pages_Single_Page-Final-01.pdf - A 62-page guide on how to use the new LinkedIn company pages. Very useful.

Preparing for the New LinkedIn Design: How to Optimize Your Page and Profile - <http://www.socialmediaexaminer.com/preparing-for-the-new-linkedin-design-how-to-optimize-your-page-and-profile> - A useful introduction.



Promote Your Company

- 25** Ensure your company has a page on LinkedIn - if not, create one immediately
- 26** Add products and services to your page so that viewers know what you do
- 27** Request reviews from as many clients as possible
- 28** Post jobs so interested applicants always know when you're hiring
- 29** Always make sure employees add your company to their profile so people get can a good view of your company
- 30** Connect your blog and/or Twitter account to your company page so people are always kept up-to-date

How to Use Targeted Updates

When sharing updates on your Company Page, you can now target the audience you want to reach. You can, for example, choose to share specific updates with everyone who is following you or you can choose a specific industry or location.

Companies can now check the results of their updates via LinkedIn statistics.

How to Drive Followers With Your Company Page

You can put a Company Follow widget (<https://developer.linkedin.com/plugins>) on your website to drive people directly to your company profile.

Build a Company Follow button

Enter a company name

 ?

Choose a count mode

<p>Vertical</p> <p>216</p> <p>in Follow</p> <p>✓</p>	<p>Horizontal</p> <p>in Follow 312</p>	<p>No Count</p> <p>in Follow</p>
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Get Code

When users click on your Company Follow button on your website, they will automatically begin following your Company Page. To expand your influence, you can also put the link to your Company Page in your email signature.

Be sure to let people know why they should follow your Company Page. You need to tell people what they are going to get out of it.

LinkedIn Influencer Program



A section under LinkedIn Today features around 150 influencers whom you can follow. These thought leaders include Mike Bloomberg, Jeff Weiner (CEO of LinkedIn), Guy Kawasaki, Deepak Chopra, Richard Branson, Tony Robbins, Daniel Goleman, Eric Ries, Gretchen Rubin, Pete Cashmore, Nancy Lublin, Tim O'Reilly, and Arianna Huffington.

These featured influencers are LinkedIn's way of building a richer content platform (rather than a simple Rolodex of contacts).

The articles these influencers are sharing are more than just updates (more like long blog posts that are more likely to get shared).

While LinkedIn has chosen who to feature as an influencer, keep watching for the opportunity to nominate yourself as an influencer. In the meantime, follow these influencers and share their content. It's a great way to get more notice on your other social networks.

Get updates from thought leaders - right on your homepage.



Mike Bloomberg
Entrepreneur, Mayor of New York City, Philanthropist.
Making New York a World Class Tech Community
What do BuzzFeed, Foursquare, Etsy, Fab, Gilt, Kickstarter, Makerbot, PaperlessPost, Songza and Tumblr have in common?...
Feb 20, 2013

Follow

17,813
followers

LinkedIn Advertising



Now you can advertise on LinkedIn as well and reach 1.3 million small business owners, 4.2 million corporate executives, 5.5 million high tech managers, and more.

To create a LinkedIn ad campaign, go to <https://www.linkedin.com/ads>.

Acquire New Customers for Your Business

Reach your exact audience with LinkedIn Ads.
Start with as little as \$10/day.

Start NowLearn More

Useful Resources

A Simple Guide to Setting Up Your First LinkedIn Ad Campaign - <http://blog.hubspot.com/blog/tabid/6307/bid/34069/a-simple-guide-to-setting-up-your-first-linkedin-ad-campaign> - A step-by-step guide to starting an advertising campaign on LinkedIn. Very useful.

LinkedIn Answers

On January 31, 2013, LinkedIn scrapped LinkedIn Answers. Too bad, it was an incredible resource for putting yourself before potential clients and book buyers.

LinkedIn Events

LinkedIn Events is also no longer supported as of November 26, 2012.

LinkedIn Mobile

Why is LinkedIn Mobile so important? Because 50% of the users of LinkedIn are from Europe and Asia (where users tend to access the Internet via mobile phones), LinkedIn has been focused on releasing more mobile apps. Get to know these apps to discover some interesting promotional opportunities.

LinkedIn Notifications



- The Notifications tab is represented by a small flag on the top row of LinkedIn.

The new LinkedIn Notifications tab shows you notifications of who has viewed your profile, discussions you have been active in, and activity in your own groups. Using this tab helps with building relationships within your network and making new and valuable connections within the LinkedIn network.

LinkedIn Signal

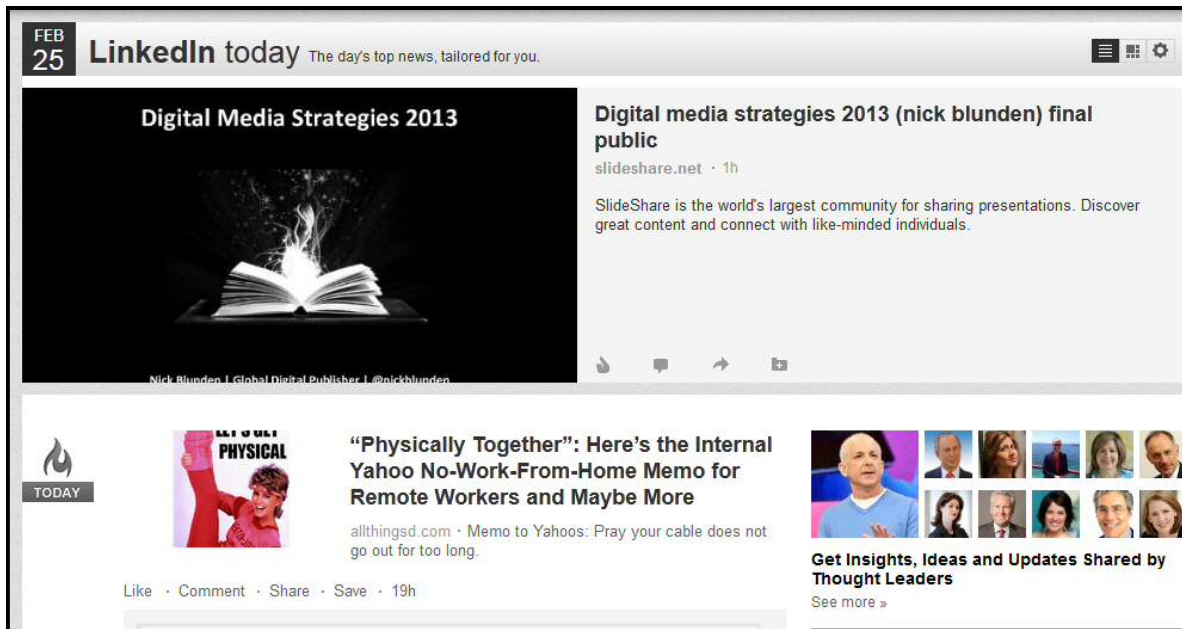
With LinkedIn Signal (accessible under the News tab), you can search your own name, your Twitter handle, product, services and clients and see what people are saying on LinkedIn on those particular topics.

Here, for example, are several updates on my name, John Kremer, on March 25, 2013.

The screenshot shows two notification posts. The first post is from Nigel Hey (Books and Writers) posted a link: "Ask John Kremer: Book Marketing Q&A askjohnkremer.com". The link text is "Book Promotion Expert John Kremer answers your questions on book publishing and book marketing - Get the answers to your book promotion questions here." Below the link are the options "Unlike • Comment • Share • 11 hours ago". The second post is from Barbara Kline: "I'm listening to John Kremer (1001 Ways to Market Your Books) at the NSA meeting today. I expect it to take months off the completion of my next book! He's incredible." Below the text are the options "Like • Comment • Share • 1 day ago".

Because it's update-based, you're not restricted to communicating with your first-degree connections. If a second- or third-degree connection mentions you, your product or your competition, you can respond and start a conversation.

LinkedIn Today



The screenshot displays the LinkedIn Today interface. At the top left, it shows the date "FEB 25" and the text "LinkedIn today The day's top news, tailored for you." The main featured article is titled "Digital Media Strategies 2013" by Nick Blunden, with a thumbnail image of an open book emitting light. Below this, there is a news update titled "Physically Together": Here's the Internal Yahoo No-Work-From-Home Memo for Remote Workers and Maybe More" from allthingsd.com. To the right of this update is a grid of profile pictures of thought leaders. At the bottom right, there is a section titled "Get Insights, Ideas and Updates Shared by Thought Leaders" with a "See more »" link.

Browse through LinkedIn Today for top news. It's a useful tool for connecting the latest news with what you are doing.

You can customize your news updates by industry and easily share relevant stories with your connections. Top news is surfaced by the people, not by an editorial staff!

How to Use LinkedIn Today to Find Popular Content -
<http://www.socialmediaexaminer.com/how-to-use-linkedin-today-to-find-popular-content> - Customize your LinkedIn Today updates. Scan updated headlines every day. Share articles from LinkedIn Today.

Keep in Touch

Email me if you have any questions. I can incorporate the good questions with my wonderfully insightful answers into another addendum for this report.

Thanks for your feedback and support.



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