

New Business Podcast

Episode #4

Dominating LinkedIn for Small Business Success, with Lewis Howes

Chris Ducker: Hey, everybody. It's Chris Ducker here. And this is the New Business Podcast where insightful how-to business strategies collide with actionable tips and tactics. Look no further. You found the podcast that you need to tune in to catapult your business into the 21st century.

Well, hello everybody and welcome to session #4 of the New Business Podcast. Thank you very much for tuning in. I'm your host, Chris Ducker coming to you live from – well, I'm not live. Let's not beat around the bush here. I'm recording this and then going to get my editor to splice it together with the actual content for the podcast session.

Then it's going to be uploaded to [iTunes](#) then you're going to check it out on the blog or download it directly to your iPhone or iTunes on your computer, maybe an iPad if you're funky and sexy. And ultimately, you're going to be listening to this a long a time after I actually record it. So it's not live but I do appreciate you tuning in. God! That was a ramble. I do appreciate you tuning in, that's for sure.

And I tell you what else I appreciate. I appreciate feedback. And I've been getting tons of it recently. And I just want to read out this one quick comment that I had on my blog posted earlier on today and this is the sort of stuff that as content creators online do everything that we do for. This is exactly what I'm talking about. I'm going to read it word for word. It's from a guy called Jason Lavis over at [OverseasPropertyProject.com](#) and this is his comment.

“Hi Chris, I just wanted to thank you for some of your recent articles. I found you just before you transition to this site from your old one. At first, I thought that what you had to offer was a little simplistic or basic. I almost unsubscribed as I signed up for way too many newsletters this year. I kept going with you and I remembered/realized two things. Number one, the best ideas are often simple or basic and we overcomplicate things in our minds. And number two, the art of communication involves breaking things down in a way that everyone can relate to. It's both an art and a skill. So thank you. I'm glad I stuck around.”

Jason, thank you. You rocked the socks off me. That was a great way for me to be able to begin my day and I hope that regardless of what time you're tuning into this session of the podcast that you're having a great day as well.

Now, in episode 1 of the podcast, I sat down and chatted with [Amy Porterfield](#) who is kind of like the Facebook expert online. Today, we're going back to social media a little bit because it is so, so important for us new business and new age entrepreneurs. And we're going to be talking about something that isn't discussed very often and it's mainly because it's not the most sexiest of networks out there and that is, LinkedIn.

Now, I've had a little bit of a love-hate relationship with LinkedIn. I had a profile on there for a number of years. I never really used it all that much. I have found a couple of decent people who worked for me before via LinkedIn but it hasn't really brought any massive, massive value to me personally in terms of an ROI on my time invested.

However, since I recorded this conversation with my guest today, which is coming up in a minute, I have started using it a lot more and I can tell you something right now, there is one tip that is in this podcast session that has absolutely made a dramatic difference in my bottom line in terms of traffic to my blog and to my articles and things like that. So you've got to listen for this tip. It's a big one. It involves LinkedIn groups.

So my guest today is not only a really smart guy, OK? But he is also happens to be one of the nicest and tallest people that you'll ever going to come across in the world of online business and probably entrepreneurship in general. He is a retired football player, OK? And that is American Football for my UK listeners out there. He has authored a whole bunch of books.

He's been featured in virtually every major press and media outlet around and he's just recently had the honor of speaking on the subject of entrepreneurship at the White House in Washington, D.C., baby. When he's not ripping it up in the business world, he's playing handball for Team USA. And today, he graces us with his presence on the New Business Podcast. My main man, Lewis Howes. Come on down.

Lewis Howes: Thanks Chris. How are you doing, brother?

Chris Ducker: I'm good. Do you like that intro? It was crafted over a crate of Red Bull earlier on today.

Lewis Howes: I should use that as my bio for all my articles from now on.

Chris Ducker: You should.

Lewis Howes: I like it.

Chris Ducker: All right. So first up, it's a pleasure to have you on the show. We're good buddies. We've never actually met in person quite yet but I think it's coming pretty soon, am I right in saying that?

Lewis Howes: Yeah, hopefully soon when you get over to the US.

Chris Ducker: I will do my best. See if Immigration let me through this time around. So all right. Look, Lewis for those of you out there that haven't heard of Lewis, I'm going to ask him to give you literally kind of like the 60, 90-second kind of elevator pitch as to what he's all about, how he came to where he is today and why he is just so damn smart and so good at what he does. So Lewis, give us that 60 seconds man. What are you all about?

Lewis Howes: It's a great question. I mean I'm an entrepreneur so whenever I tell people that question they say, "Well, what is that actually mean? Are you an unemployed?" And I tend to state it all depends on the audience I'm talking to. So I like to write a lot of books. I like to create products, digital courses, physical products. I'm an investor in a lot of kind of tech startups as well. I like to speak a lot and share my experience, my passions with other entrepreneurs.

And my main focus is really being a lifestyle entrepreneur. So for me, that means creating my perfect exact life that I envisioned in my head every single day. Creating that life and then building all my businesses around that lifestyle.

Chris Ducker: I love it. Awesome. OK. So look, you're an incredibly busy guy. I know you're always working on a load of stuff. So the one thing I really wanted to kind of laser in on in terms of focus here today is the subject of LinkedIn.

Lewis Howes: Yup.

Chris Ducker: A lot of people call it kind of Facebook for people with jobs and I've always kind of giggle at that because a lot of people on LinkedIn seem to be looking for jobs. I don't know. But it's one of those interesting, slightly less talked about social media outlets out there. So for those of you out there who haven't got your LinkedIn profile set up quite yet, and to be very honest with you, I'm a little bit guilty.

I have had a LinkedIn profile for a long, long time. I don't use it that often. It's one of those things that I haven't quite gotten into. So I guess I'm being a little bit selfish, Lewis, here as well. I'm going to sort of try and ply you for a few tips to utilize myself as well. But let's talk about foundations, OK, for a minute.

Like I said, I've had my profile on LinkedIn for a while. I've used it for things like reaching out to potential clients or even finding some management staff in the past. But there's so much that the network obviously brings to the table from the business owner's standpoint.

Let's say you haven't set up your profile yet or your profile is sort of has gathered so much dust that it could be a mummy by now kind of thing, right? So how can we set it up and optimize the profile itself to be able to give ourselves some real solid exposure on LinkedIn in general?

Lewis Howes: Well, there's a complete kind of LinkedIn profile formula that I have I guess created over the last four, five years since I've been using it. And there are a number of things you can do to really optimize it. You got to ask the question first, what is my goal for optimizing it? Am I looking for a better paying job? Am I trying to get new customers? Am I looking for leads? Am I looking for more sales? You need to figure out, OK, what is it I'm trying to do first? And then we can kind of create this formula for you around these goals.

But to make it kind of a broad pitch for everyone in a kind of a simple thing, what you really want to do is look on the right-hand side of your LinkedIn profile. It will tell you how much complete it is. Let's say, it's 55 percent complete, add three recommendations to make it 65 percent complete. So first, just complete what it tells you to do. It may tell you to add a picture or add your work experience or something like that. Just complete it to a 100 percent. That will get you a little bit further on the way.

Chris Ducker: Right.

Lewis Howes: However, that still doesn't help you achieve your goals but it kind of makes it up for a looking profile so it's a good start. The next thing you want to do is focus on a couple of things. One, creating a story throughout your entire profile. So what I mean by that, you want to tell people who you are, who do you help, and how you help them in the least amount of words possible and be as specific as possible.

So for example, if you're a realtor in Denver, Colorado, you don't want to say, Real Estate Executive or whatever this different – RE/MAX Realtor. You don't want to say that because it's very generic, it's very boring and no one really cares.

Chris Ducker: Right.

Lewis Howes: People are selfish. They want to know how you can help them right now. So in your headline, you would put something like, "I help first-time homebuyers find the home of their dreams in Denver, Colorado." So you're being very specific. You're telling people who you are, who you help, and how you help them in your headline.

Chris Ducker: Right.

Lewis Howes: And then throughout the rest of your profile, it needs to mimic that story. So in your summary, you'll be talking again about who you are and in a more detail, a little bit about your passion, your background, et cetera, et cetera. So you can make it a little bit personalized. And then you talk about who you help. I mean you say, "I help people who are first-time homebuyers, just out of college, et cetera, et cetera," or whoever it may be and you specifically talk about the needs of those people and you say how you can help them.

And you list your information, you list your cell phone to make them call you right away or your office phone number and you hope that people will start taking action and reach out to you.

Chris Ducker: Yeah. I mean it's like anything else, right? People can't physically contact you unless you give them the means to be able to do so. And it never ceases to amaze when I see an online profile on any website which is just quite blatantly obviously incomplete. I don't get it. Like what's the point of setting it up? You wouldn't be able to swim in a pool and then not fill the thing with water. You know what I mean? So I never quite understood, right?

All right. So look, we're all set up. We want to grow our network, let's talk about finding new connections as they call, right?

Lewis Howes: Right.

Chris Ducker: Perhaps, a little bit on LinkedIn groups particularly. I've had some really cool success with that particular strategy and I know you're a big fan of groups on LinkedIn as well. So let's touch base on those couple of little subjects.

Lewis Howes: Yeah. I mean the goal for a lot of startup entrepreneurs or business owners is leads and getting more customers to the door. So for me, LinkedIn groups have been probably the biggest asset of my businesses over the last four years and it still continues to bring in a lot of leads and a lot of sales for me for all my products. So here's what I want you guys to do. I want you to think about the industry that you're in. So I'll give you an example. I've got a sports marketing company.

So for me, when I was originally on LinkedIn, I wanted to find other people who are in the same industry. So I went to the group section. So you're just going to click on top right-hand corner of your profile, there's a little search box. You can just click on that and it will say for groups. So go to groups and type in keywords for your industry. So for me, it was sports, sports marketing, sports business, sports professionals. I was just typing in different keywords and seeing what the different groups were out there.

I started to join a lot of the larger targeted groups. And when you join groups, you are able to message those people in the groups if they had a notification on but also, you are able to share your content from your blog through those groups. So every time I post an article, I share it to 50 different groups that have a few million members in all these different groups.

Chris Ducker: OK. I'm curious to know. I've also seen that feature myself. Are you doing that literally individually per group or is there some kind of tool that you use that posts to everything?

Lewis Howes: Yeah. There is a way to post to kind of all of them within about 30 seconds where you click on a – if you add the LinkedIn share button to your articles on

your blog, then you can click that. It will pop up a popup box that says, do you want to share it to your status, do you want to also send it to individuals and do you want to send it to groups.

When you click on the group section then you just start typing in the first letter of the group that you're a member of. It will pop up. You just click enter. So there's a little bit of manual. You don't have to go in in each one and add it and then submit it. You can just type it in in this kind of one status box. It takes about 30 seconds if you have 50 groups to type them all out.

Chris Ducker: That's cool. I didn't even know you could do that. So I mean myself, I know I'm in a lot of outsourcing related groups. I type in OUT and there's probably going to be a whole load I can pick from, right?

Lewis Howes: Yeah, exactly. So you can just join 10, 20, 30 of those and then you start sharing. Every time you have an article, a podcast you just submit it. It takes – it might take a minute max where you can outsource that.

Chris Ducker: Right, right. OK. That's cool.

Lewis Howes: So joining these groups is very powerful because it's going to help you kind of get your name out there, drive more traffic to your site for free. And some of these groups are very active. So you're going to see a lot of traffic come to your site. For me, it's like the top five – this LinkedIn is like the top five traffic resource for me. So you're going to see a lot of free organic traffic.

And a lot of people are looking for jobs but there's also a lot of people who are very successful who have a lot of money and who are just looking for great information or they're looking to hire a talent or to hire someone as consultant. So a lot of people have money and they're decision-makers on LinkedIn.

In fact, \$109,000 is the average household income per user on LinkedIn whereas on Twitter and Facebook, it's under the \$100,000 mark, \$100,000 income. So you're dealing with people who have more money overall. And 45 percent of users on LinkedIn are business decision-makers whereas it's in the 25 to 30 percent range on Facebook and Twitter who are decision-makers. So you're dealing with again, people who are taking action, who have more money.

The next thing you want to do is after you join all these groups that are specific to your industry and that have a lot of members that you can reach out to, you want to then think of where something is missing in these groups. Think about what group that you could create that could be unique, that could build a large audience around, and that you can have complete control of.

You can only have ten groups. I've got ten myself and over I think 180,000 members on all the groups. And it allows me to send a message once a week for free to these

groups. So, one of my groups is called the Sports Industry Network. I think it's around 90,000 members right now and it's got 90,000 of the top sports executives from all around the world who are members. Now, when they join, they see my name as the owner of the group, give me instant credibility to be pursued.

Chris Ducker: Oh yeah.

Lewis Howes: They also – once a week, I'm able to send a message to all of them with links back to my website for webinars to products or whatever it is I want to send them to. And that drives a lot of traffic and it's completely free. So, if you had a 100,000-person email list, that could be upwards to \$500 or \$600 a month for email marketing service.

Chris Ducker: Right.

Lewis Howes: But for here, it's completely free.

Chris Ducker: Wow, that's huge.

Lewis Howes: And there's one cool thing about being group owner. We all know as entrepreneurs especially online entrepreneurs that – what's our most valuable asset, Chris? I'll ask you.

Chris Ducker: Well for me, it's time.

Lewis Howes: Time. What's our most ...

Chris Ducker: Second is – I mean in terms of online, it's your list, it's your email list.

Chris Ducker: Exactly. Obviously, our most valuable asset is ourselves then time but as a physical thing or I guess a digital thing, it would be our email list.

Chris Ducker: Right.

Lewis Howes: So every entrepreneur knows that their money is on the list, it's very important to build an audience to interact with that audience, engage with them and have them open your emails and things like that and be aware of who you are. So with LinkedIn groups, when you own a group, every time a member joins the group, you can set it up in the backend of your group to send an automated email to that person.

So for me, what we've done is we send an email that says, "Thanks for joining the Sports Industry Group. Confirmation required or requested or something in the subject line." So we tell them, "Wait, you've got to take one more step." And this is an email that comes pretty much within seconds after they've joined. Right after that, we say, "Thanks again for joining this group. Make sure to confirm your registration for free by clicking here and signing up for our newsletter."

And we tell them the benefits of why they sign, et cetera, et cetera. And we're getting about 30 percent of people who are joining the group who are then opting in to our newsletter on a daily basis. So I'm getting about 3500 new people who joined every week to my LinkedIn group and then close to a thousand joining my email list every week from LinkedIn with me having it all automated and just setting it up in the background. So it's a pretty cool and powerful.

Chris Ducker: That is huge right there. That's huge. So I mean it's – some people might see that as being a little sneaky because you don't necessarily have to click to that link, right? Am I right to actually confirm being in the group?

Lewis Howes: Yeah. And you can word it however you want.

Chris Ducker: Right.

Lewis Howes: You just want to make sure that they open it and that they're aware of it. You don't need to lie to them. But ...

Chris Ducker: No, no, no. I hear you. I did a similar thing when I was in the process of launching ChrisDucker.com. The site wasn't live. I had the squeeze page on the home page. And when they would fill it out, they get the email, "Click here to confirm." They'd clicked on it and then I would send them directly to my Facebook page that already had 600, 700 people live on that page waiting for the launch of the site and getting involved with each other. So that was a nice solid way to be able to get that kind of community over at Facebook a little kind of pumped up before I even printed a single word on the blog itself.

Lewis Howes: That's pretty cool, yeah.

Chris Ducker: Yeah, it worked pretty good. And I did have a couple of people say, "Hey, sneaky, sneaky." But it worked. It is what it is. So all right. Let's talk – and that's such a great tip. I'm so going to think about starting a group on LinkedIn. I really am. So let's talk about leads. Without a doubt, the single most kind of solo off the topic for information for pretty much every entrepreneur out there today, how do I get more leads?

It's a tough market. We need as many good prospective leads coming our way as possible. Obviously, they help our businesses to continue to grow. How do we get leads from LinkedIn? What are some tips that you can share on that? Because I'm sure you've got a boat load.

Lewis Howes: Right. Beside – I mean, the biggest one is doing – creating your own LinkedIn group because if you can get 3,000 to 5,000 leads every week that day automated then it's pretty cool.

Chris Ducker: Yeah. That's pretty huge straight out of the gate right there.

Lewis Howes: So for me, that's my biggest thing. The next thing is I'm joining a lot of groups and sharing your articles and driving them back to your site and getting leads that way. But other than that, the best way to get leads is to build connections, to get more followers or connections, whatever you want to call it, on LinkedIn.

Chris Ducker: Right.

Lewis Howes: And right now, I've got 20,000 people that I'm connected to on LinkedIn and a lot of people don't know this but you can export that database at anytime. So some people want to have just a hundred or few hundred close connections on LinkedIn and they think that it's only be your most trusted valuable network of people that you talk to on a daily basis but I feel like that's a waste of time to be honest because if you already know about all the opportunities from the most trusted people in your network then why not start reaching out to new people, getting new contacts, and see what type of opportunities and leads you can get from them.

Chris Ducker: Right, right.

Lewis Howes: So some of like the [LinkedIn](#) purest say that they only connect with people that they have met and who are their blood brothers or something. And I'm like, this is ridiculous. If you want to grow your business, you've got to start offering value to other people, sharing content on your status updates so people can see it when you're connected to them and really making introductions for people once you get to know them. So, you want to connect with everyone. So you want to start promoting your LinkedIn profile basically everywhere.

When I was first starting out, I was sending it to my email list. When I would go to events, I would have it on my business card and tell people to connect with me there.

Chris Ducker: Right.

Lewis Howes: I would do a webinar and tell people. Everyone who connects with on LinkedIn was on the webinar. I post it in Facebook, Twitter, and YouTube, everywhere. And in my email signature and I would just promote the crap out of my LinkedIn profile and I would say I'm happy to connect with everyone. By doing that, I probably get about 40 to 50 invites a day from people now who've just seen my stuff all over the web or they just met me or seen speeches of whatever it may be.

And so, I'm getting leads every single day from that. People email me to say, "Hey, I saw this video online. You said to connect with you. I'd love to have you come speak at our conference." So it's like different opportunities come here. People find me. They connect with me and they say, "Wow! I just saw you profile. I love to connect with you." And they they're like, "Oh, I just bought your book."

So I'm getting leads and sales all the time from people.

Chris Ducker: Right, right.

Lewis Howes: Just by putting my profile and saying that I'm like going to accept everyone and by doing that, you can also export that list. So I've got an additional 20,000-person email list that I can export and use at any time to message.

Chris Ducker: Yeah. I found that when I've put out opportunities particularly for management staff and things like that, if I was to do the same kind of thing on Facebook, even though I do – I guess I do spend a little bit of time on Facebook in terms of sort of vetting who I approved as a friend or not.

But I mean, I think the quality of people that hang out on LinkedIn are just – they're just better, right? For me, like the people who really utilize it, they just tend to be more professional. They've got more clout behind them business wise. Do you think the reason behind that is because it's kind of pitched as a more professional social network or has it evolved like that and people have kind of try to stay away from just posting pics of what they ate for breakfast and stuff like that like they do on Facebook?

Lewis Howes: Yeah. I mean when you go to LinkedIn, you go there for a specific reason. You don't go there to browse videos and pictures and really check like gossip sites like you would necessarily would on Facebook or Twitter. You go there for a reason. You just don't say, "I'm going to go to LinkedIn.com today and just check it out for fun."

Chris Ducker: Right.

Lewis Howes: You go because you're thinking to yourself, "Man, I really need to get – I need to find an expert in this topic. I need to hire someone. I need to get more leads. I need to promote this article. I need to figure something on my business." So you have this thought processed in your mind then you type in LinkedIn.com and your focus is completely different. Your focus on the results you want, not just browsing for fun like you do on Facebook or Twitter. And because of that, people are more focused on taking action or more aware of the business mindset when they're on LinkedIn.

Chris Ducker: Yeah. No, I think you're right. I know you don't work for LinkedIn so I don't expect you to sort of bring this number off the top of your head but roughly, have you got a rough idea how many users as of right now?

Lewis Howes: Yeah. At the time of us recording, there's over a 175 million on LinkedIn.

Chris Ducker: OK. So it's predominantly smaller than that of Facebook obviously.

Lewis Howes: Right. Yeah, there's billion on Facebook right now I think.

Chris Ducker: Yeah. It's insane but it is what it is. So ...

Lewis Howes: But the thing is, it's much more – I mean people aren't as focused on Facebook. And how many people actually buy stuff on Facebook as compared to taking action, business decision or taking business actions on [LinkedIn](#). It's much more targeted and focused. I'll take a 175 million people to market to any day.

Chris Ducker: No, I hear you 100 percent. There's a lot of noise in the social media world, what with Google+ and it hasn't quite kind of taken off as well as everybody thought it was going to do or maybe hope that it would. I mean I love the hang out thing. It's great. It's kind of cool and stuff but I mean when we talk about business, we talk about marketing and advertising and things like that. Recently we had your very good friend, [Amy Porterfield](#), on the show.

Lewis Howes: Yup.

Chris Ducker: And she gave you a shout out so you better give her a quick shout out right now. Go.

Lewis Howes: Yo Amy!

Chris Ducker: There you go, Amy. I promised I'd get him to do it. So now, I know you guys are tight and you obviously did the [Facebook Influence](#) product together which was a raving success. Let's talk about that a little bit and kind of the reason behind putting that product together in the first place. Did it really kind of succeed in terms of your expectations as to how big it was going to be? I mean I know it was a massive success with Amy and then you obviously went on and did LinkedIn as well. Or did you do LinkedIn first before Facebook? I can't quite remember.

Lewis Howes: Yeah, I did LinkedIn first a few years ago and then Facebook and YouTube.

Chris Ducker: OK. So, did you foresee that Facebook Influence was going to be a success based off of the success of a LinkedIn Influence or was it a completely different ballgame?

Lewis Howes: I had a feeling it was going to be very successful just because our audience was like ready for Facebook content and I think a lot of people are ready for great Facebook content as it's constantly changing, it's constantly – new features, new apps, new integration with things.

Chris Ducker: Right.

Lewis Howes: So I had a feeling it was going to do really well. Amy is amazing as a presenter and a teacher and she really knows her content so that was extremely helpful and it was – yeah, it was a huge success last year when we first launched it. We're actually launching again in a week. So ...

Chris Ducker: Oh, that's a killer. OK. That's good to know. That's good to know. So then let's rewind a little bit to LinkedIn Influence. I mean there's nothing really else out there when it comes to having everything, kind of packaged it in terms of one funnel where you can pick all this stuff up. I mean this podcast episode is merely kind of just to whet people's appetite.

Lewis Howes: Right.

Chris Ducker: Do you anticipate any major movements with LinkedIn? Do you think they're going to keep maybe or should I say, start really flicking the switch a little bit? Do you think another LinkedIn Influence is around the corner as well?

Lewis Howes: I've come out with a 2.0 version since we've first released already two years ago. But they are extremely slow and I've been waiting for them for a couple of years now. I was like – I was making this forecast. I was like, "OK. They're going to add this. They're going to add this." And it's very slow when they add it and when they've added, it's usually like very minimal and then they progress as they go.

So they're not like in Facebook where they're going to make a huge change to something although their layout is getting different and some people aren't really happy with it but it's – they're kind of slow and slow-growing. They're not really making these huge changes from what I've seen and I don't expect them to do that anytime soon unless they're hurting for money or something. But I think they're doing pretty well. And they're not on the path to try to get a billion users really quick. I think they're on a path just to continue growing at the pace they're at and add a lot of value to people.

Chris Ducker: Yeah, that's my feeling is that they don't pull the trigger as quickly and as brutally as Facebook does on all its changes because the people ...

Lewis Howes: It's like, yeah, I don't think the corporate mentality is to like change that fast.

Chris Ducker: Right, right. Exactly, exactly. So advertising obviously, both platforms have and I'm really interested to hear your feedback on this, obviously, Amy is a big fan of Facebook. She loves it. She gave me some amazing tips in regards to advertising and stuff like that on Facebook. What do you feel in your opinion, what kind of adverts work better? I mean are Facebook better or is it [LinkedIn](#)? What do you think? I know you're a massive fan of LinkedIn but I mean dollar to dollar ratio and ROI, what are we looking at? Where should we be putting our money to put more to business do you think?

Lewis Howes: Well, I think you should be definitely putting it on Facebook to be honest. I've tested both Facebook and LinkedIn ads. I've got a good friend who spent over a million dollars this year on Facebook ads and made a lot more in return.

Chris Ducker: Wow!

Lewis Howes: However, when we tested it, LinkedIn ads, you spend more for LinkedIn ads to get the clicks. However, when we tested it with a friend of mine who's got a membership site, he was doing about – spending about double, almost double for clicks on LinkedIn for – as he was on Facebook ads. However, after six months of this, he was seeing that those leads were staying in twice as long for his membership site as the Facebook leads were coming in. So he was actually making more in the long run with LinkedIn ads but you got to spend a lot more to get those leads.

Chris Ducker: Right.

Lewis Howes: So, I think you should test it because for different people's industries, it's different result but I think Facebook is obviously the way to go in terms of like if you do a lot of advertising right now.

Chris Ducker: Yeah, I think – I mean you're not the only person that said that to me and I have tried both platforms myself as well and it's also dependent on the type of wording. I mean I know this is kind of advertising 101 we're talking about here but I think that Facebook – the Facebook audience tends to be a little bit more kind of flexible with what you say and how you say it whereas LinkedIn kind of has this separate kind of perceived value of it being more corporate or more business-like. You know what I mean?

Lewis Howes: Exactly.

Chris Ducker: Yeah. So before you go, I got to get something out of you, I hear that you have a little bit of a secret trick here on being able to add videos to your LinkedIn profile. Now, I got to be honest. I've looked around the site on a number of occasions for this particular option. I can't find it. Maybe I'm a complete idiot. Maybe I'm looking in the wrong direction. I don't know. But I simply can't figure it out. So, do me a favor. Help me. Help everyone listening in how to get videos on a LinkedIn profile.

Lewis Howes: Well, it's interesting because for some people, it's still works and for other people it doesn't work when they do this. So you have to try it out and let me know if it works for you.

Chris Ducker: OK.

Lewis Howes: There are two different ways you can do it and if you also Google [how to add a video to your LinkedIn profile](#), my kind of tutorial should be the first one that

shows up. It's just a free video on YouTube. And I can kind of walk you in detail more there however ...

Chris Ducker: Great. For everybody listening, we'll link in to that on the show notes as well.

Lewis Howes: OK, cool. And the best way is to go to the more tab on the top toolbar of your LinkedIn profile. It will say, "Get more applications." when you click on that tab. And there are two different applications in there. There's one that's SlideShare and that's the one that I use. There's another that's – shoot, what is it? It's Google something. I'll have to think of the name but the main one that I use is called SlideShare. No, [SlideShare](#) is just where you upload a PowerPoint presentation, a SlideDeck.

Chris Ducker: Right.

Lewis Howes: And then you have this kind of the video that you can play slides. However, they allow you to add a YouTube video link in there for one of your slides and you can put that as the first slide. So when you have – it will automatically play whenever someone comes to your profile. If it's in the first slide, it will automatically play that video if you have it set to auto play. So you need to put that for auto play in the first slide otherwise you're just having a slideshow. People have to go down there. They'll have to click through the slides until they get to that video.

Chris Ducker: OK. So to recap, you're doing this say in PowerPoint or Keynote. You got the video in there. You hit the auto play function within that piece of software, save, import it through SlideShare app into LinkedIn and it basically just puts the video on your profile.

Lewis Howes: Exactly. So, it's a little sneaky, a little trick way to do it but it's effective.

Chris Ducker: Man, that is good.

Lewis Howes: You get ...

Chris Ducker: I really feel stupid, dude. I got to be honest because when you're saying it to me, I'm like, that's so simple. Why haven't I figured that out? You know what I mean?

Lewis Howes: Well, I think it's cool. It adds a value in kind of more perceived experience when you have a video that automatically plays in your LinkedIn profile. And it can either be – I recommend having one of two types of videos. It could be a testimonial from one of your clients or a testimonial-reel. That way, people land on your profile. They start reading your headline and going through it and then all of a sudden there's a voice and it's like all these customers raving about you or it could be a quick video, interesting video, 30 to 60 seconds of you saying, "Hey, thanks so much for

checking out my LinkedIn profile. I really appreciate it. Make sure to scroll down the page a little bit and you will come to this video where my voice is talking right now where I say a little about myself. My name is Lewis Howes. I talk a lot about LinkedIn marketing. I love to help you in any way, et cetera, et cetera.”

Chris Ducker: Right, right. No, I love it. I love it.

Lewis Howes: It would be very engaging I think. So ...

Chris Ducker: I’m going to give it a whirl. I’m going to see exactly how it works and I’ll – again, everybody, I’ll link in the show notes to [Lewis’ tutorial](#) on that just in case you’re a little technically-challenged like myself. So that’s good to know.

All right, man. Look, it’s been great chatting to you. We wrap every single podcast session up with one last final question. And it’s – there’s no right and wrong answer here. It’s everyone’s different opinions and that’s what it’s all about. So I’m going to fire it at you. This is the golden question. What’s your number one tip for doing business in the new economy?

Lewis Howes: Hustle.

Chris Ducker: Yeah, I love it! Love that answer.

Lewis Howes: I think – I just posted a statement the other day on my Facebook page that real dreams don’t come true without working your ass off. And I think a lot of people just want things to happen without really putting the work, without hustling. And for me, I spent three, four years of just nonstop work in order to live a life that people can’t even really dream of because for me it was about how do I have this lifestyle that I want, how do I have the flexibility to freedom? And in order to get that, I had to hustle for a handful of years and it’s paid off. So it’s scary going into it but I think the only way to see kind of your dreams come true is to hassle.

Chris Ducker: Yeah, I couldn’t agree more with you, man. I couldn’t agree more with you. Look man, it’s been really good having you on the show. I’d love – yeah, another big topic that you’re all about as well is webinars. I know you’ve had incredible success with webinars. I’ve sat on a couple of them myself and you’re a fantastic webinar presenter. We’d love to have you back at some point in the future to talk about webinars. Are you down with that?

Lewis Howes: I’m down.

Chris Ducker: OK. That’s good stuff. Well look, everyone else, if you want to find out a little bit more about Lewis and what he’s all about, what he talks about, why you should be checking him out, and subscribing to him and not just on LinkedIn but across the internet, his blog is [LewisHowes.com](#). Everything and anything is linked on there anyway. Am I right, bud?

Lewis Howes: That's correct.

Chris Ducker: All right man. Well, thanks very much one more time for joining us on the New Business Podcast and good luck with everything. We're going to catch up in person very, very soon. I can feel it.

Lewis Howes: I'm excited, man.

Chris Ducker: All right. Everybody else, take good care. Thanks for tuning in. For more information on what this show is all about, what we do, why we do it, head over to ChrisDucker.com. I will see you next time. Take good care and bye-bye for now.

If you want to catapult the growth of your business in today's economy, you need to join my free [7-Day New Business Bootcamp](#) for actionable tips on blogging, online video, outsourcing, podcasting, social media, and much, much more. Just visit ChrisDucker.com for more details and instant access. I'll see you on the inside.

Show Notes (Including Resources) Available at:

<http://www.chrisducker.com/episode4>