Leverage LinkedIn for Visibility & Credibility

Marley Nonami Incorporated

We Grow Businesses

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Bethanie Nonami

- ☆ 33 years in Tech
- ☆ Award Winning Training Practice
- ☆ Top Voice on LinkedIn
- ☆ Intl Certified AI Consultant
- ☆ Member Intl Assoc AI Consultants
- ☆ Keynote Speaker about AI



A 24/7 Networking Event

Get In Front of Your Next…

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How Many People Are There?

_____% Decision Makers go to LinkedIn FIRST when looking for a provider to hire

_____% Corporate Executives rank LinkedIn as #1 source for professionally relevant content

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People Trust LinkedIn

- ✓ **86% Decision Makers** go to LinkedIn FIRST when looking for a provider to hire

- ✓ **91% Corporate Executives** rank LinkedIn as #1 source for professionally relevant content

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Who's Buying on LinkedIn?

_____% Executives there to make purchasing decisions

_____% Closed B2B deals

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Your Buyers ARE ON LINKEDIN

- ✓ **74% Executives** there to make purchasing decisions
- ✓ **80% Closed** B2B deals

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Number of LinkedIn Users

1,000,000,000

One BILLION LinkedIn Users

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DAILY Pieces of Content in our Linkedin Feeds

10,000,000,000

There's a MASSIVE problem!!!

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YOUR Opportunity

.004%

<3 Million People Show Up Consistently

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YOUR Opportunity

99%

Look for Professionally Relevant Content
AND are Looking for Content

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How to Become a Thought Leader

Show Up as the Business You Want to Be,
Not the Business You Are

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Create Your Thought Leadership Machine



1. Positioning ➡ Optimize Your Profile
2. Visibility ➡ 3 Ways to be More Visible
3. Credibility, Authority, Demand ➡ Content
4. Strong Network ➡ Conversations

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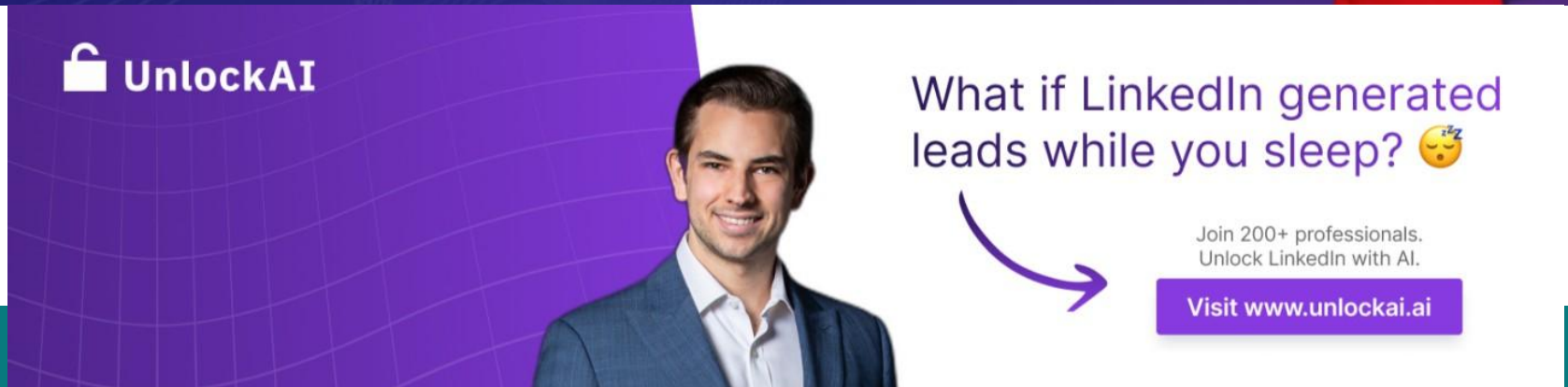
Optimize - Banners



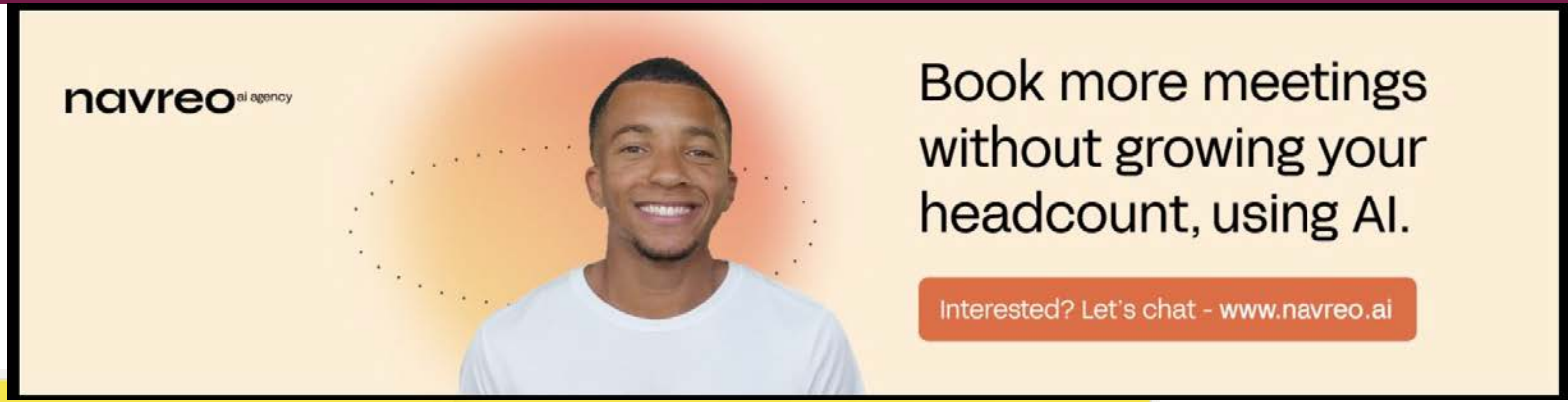


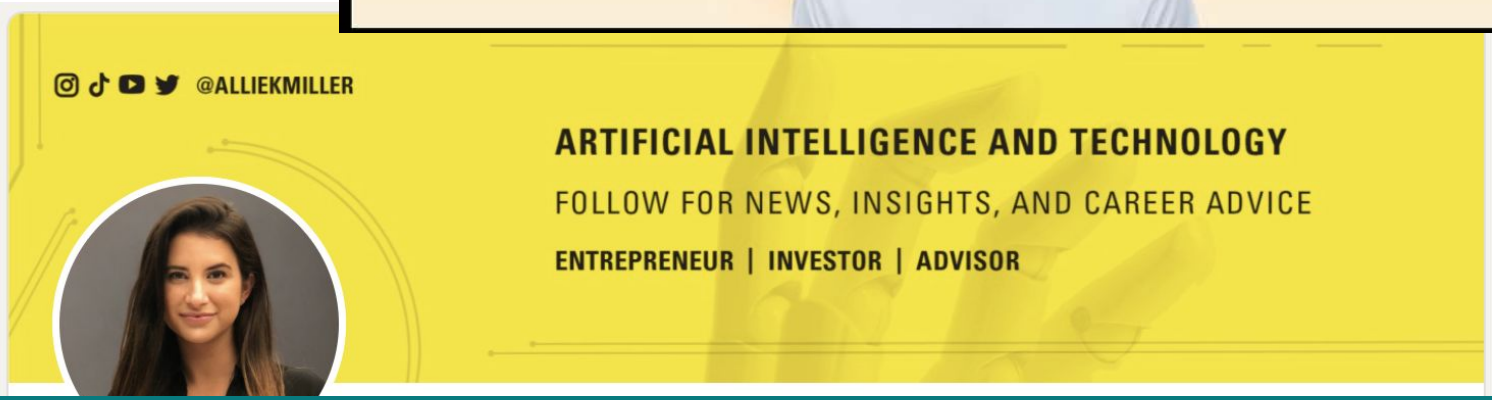
Optimize - Banners





Optimize - Banners



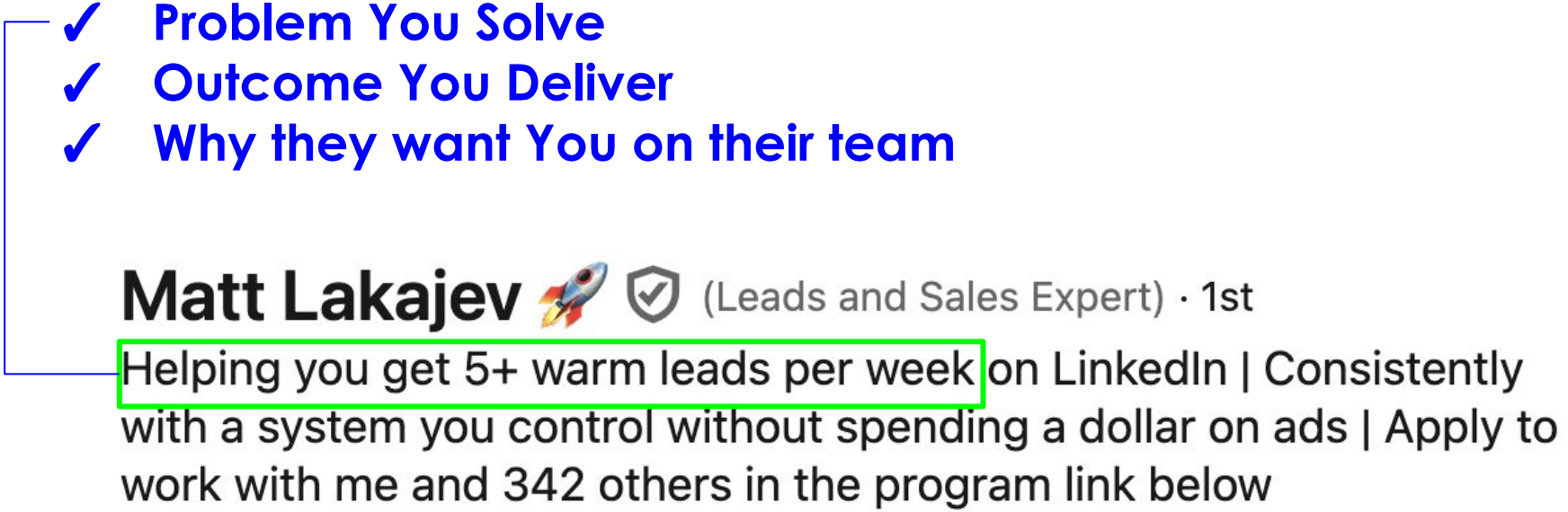


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Headlines - Your Value in 45 characters

First 45 Characters

- ✓ **What you do**
- ✓ **Problem You Solve**
- ✓ **Outcome You Deliver**
- ✓ **Why they want You on their team**



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Optimize - Headlines

Luke Matthews (That / Wizard) · 1st

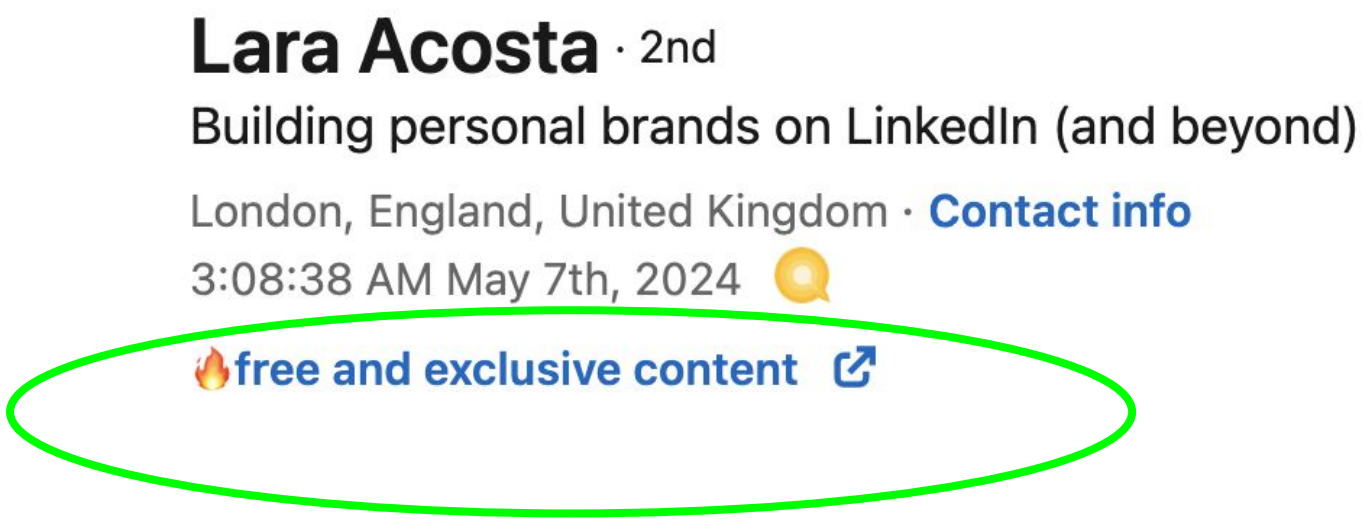
Write with AI but dont lose your soul. 4 years of scaling brands on LinkedIn with content.

Heather Murray (She/Her) · 1st

AI Training | AI For Non-Techies | nontechies.ai

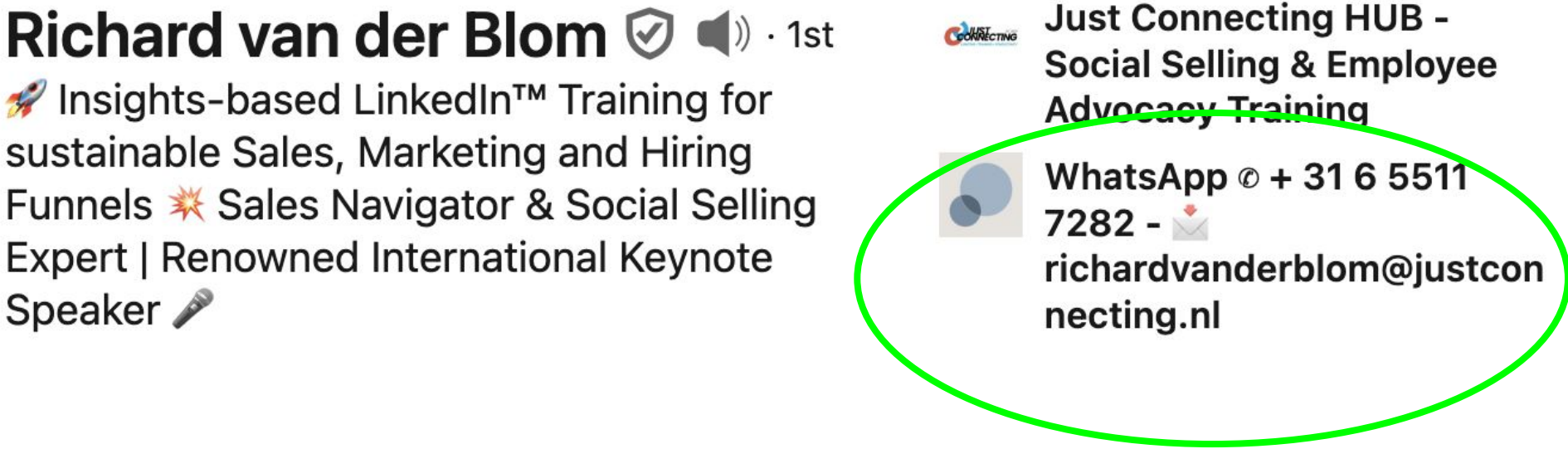
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Optimize - Newsletter Opt-In



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Optimize - Easy to Buy/Book

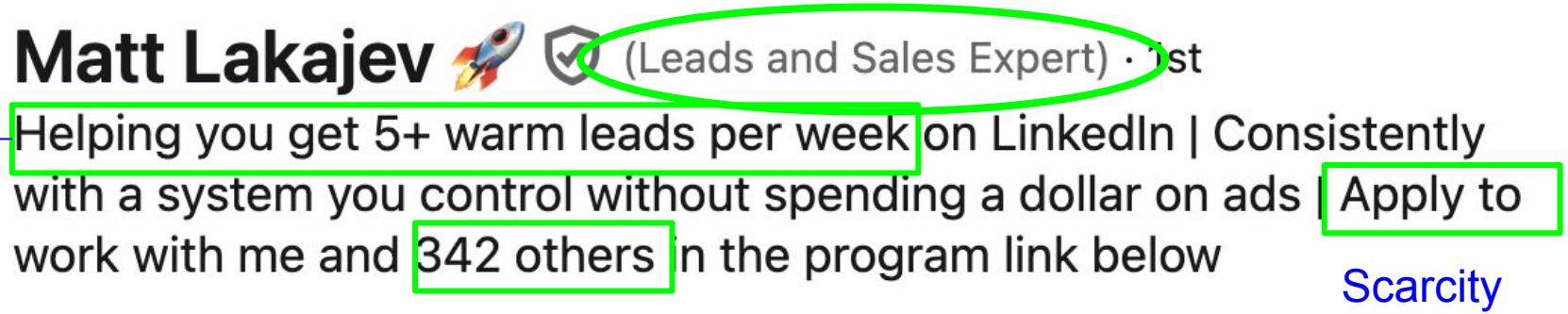


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Headlines - ALL of the Things

Outcome or Desire

Authority & Credibility



Scarcity

Social Proof

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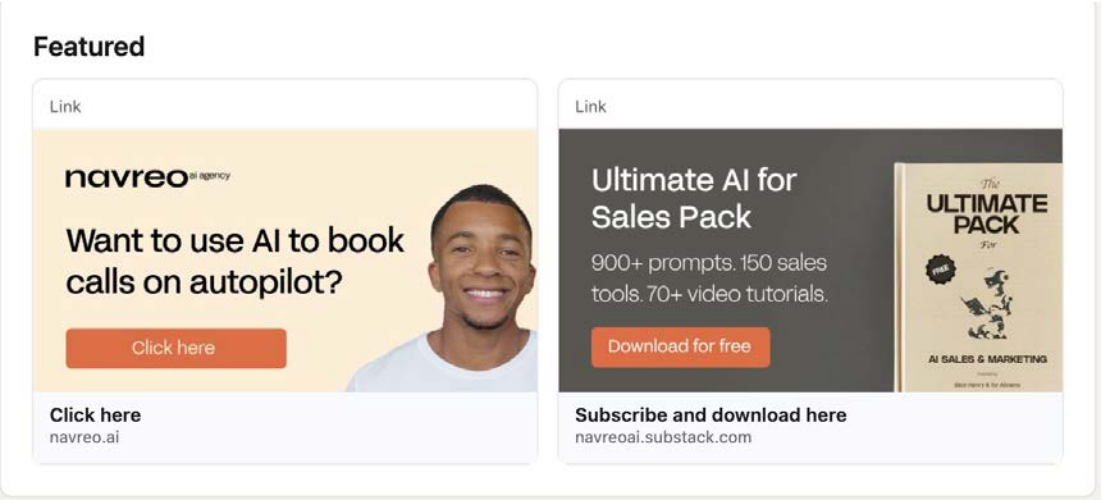
Optimize - About Section

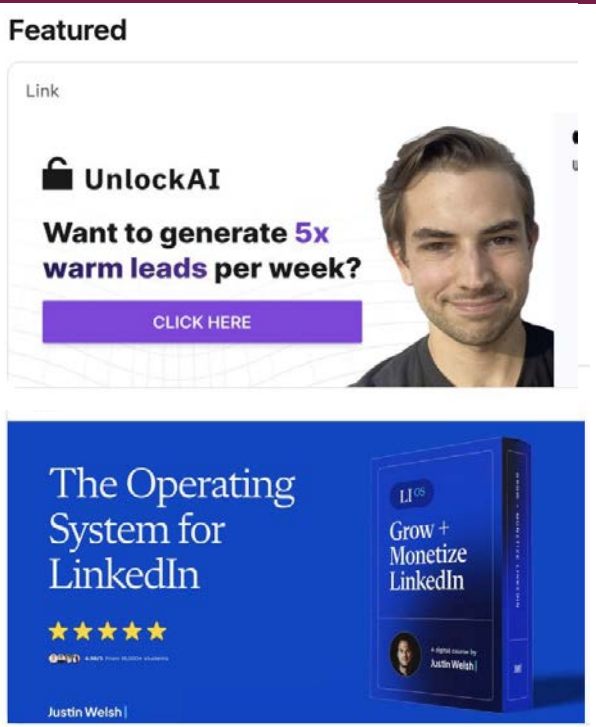
- About Section is NOT about you 🤯

- About Section
  a. Your Mission (Your client's mission)
  b. How you help (problems/solutions)
  c. Social Proof (your BEST results)
  d. Call to action (book call)

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Optimize - Featured Image





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Optimize - Recommendations

1. Ask People that Trust you for recommendations

2. Make it easy
    a. Give them the link to send the recommend
    b. Give them context (what it should say)
    c. Offer to write it for them

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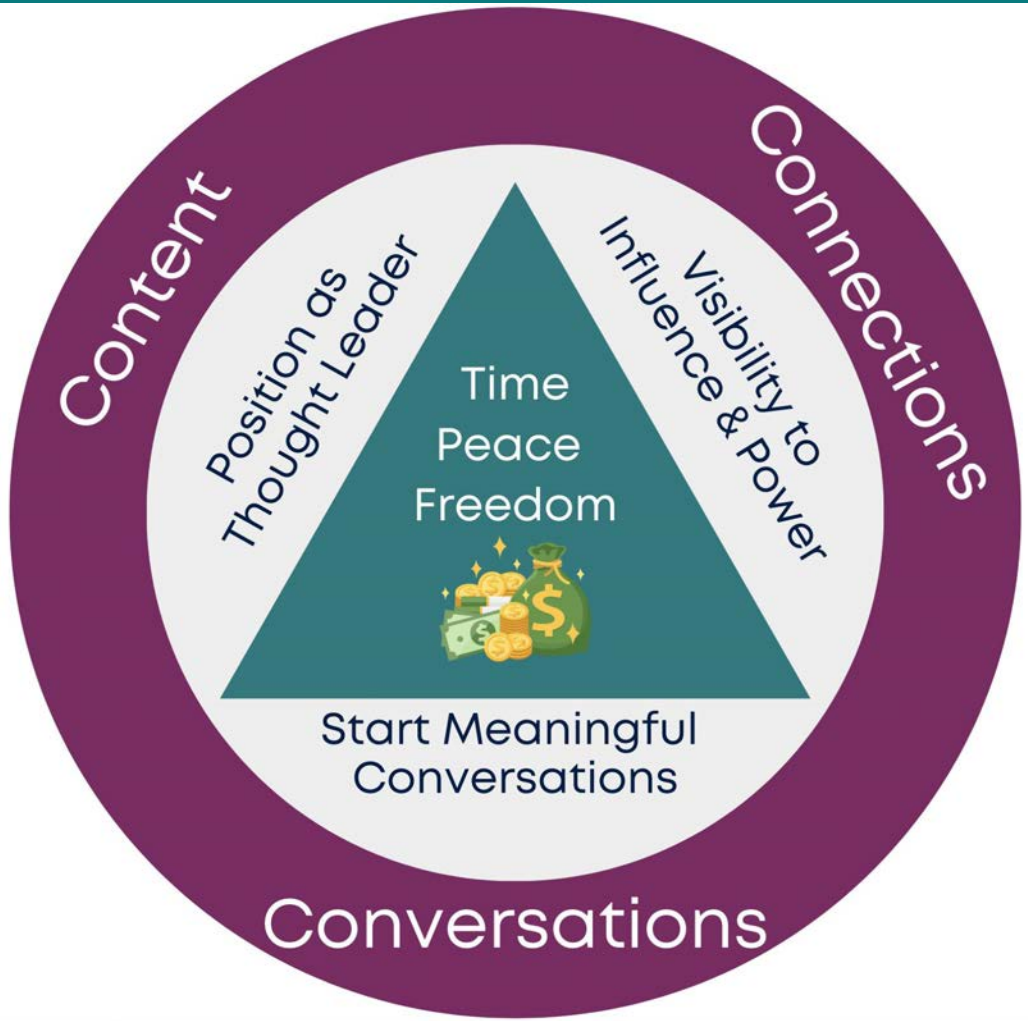
Create Your Thought Leadership Machine

LinkedIn

1. ~~Positioning ➡ Optimize Your Profile~~
2. **Visibility ➡ 3 Ways to be More Visible**
3. Credibility, Authority, Demand ➡ Content
4. Strong Network ➡ Conversations

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3C Framework



Visibility #1 - Automated Outreach

- ✓ Connect with Decision Makers/Bosses
- ✓ Personalized Message or Blank
- ✓ 200 Connections a week
  - 100 on Desktop
  - 100 on Mobile
- ✓ Start slow and ramp up to 200 a week

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Visibility #2 - Comments

- ✓ Decision Makers
- ✓ Dream Bosses
- ✓ Influencers
- ✓ Future Collaborators
- ✓ Future Partners

You do NOT have to be connected. Do this AFTER profile is optimized.

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Visibility #3 - LinkedIn Newsletter

- ✓ Week in the life
- ✓ Monthly Lessons from a *DREAM TITLE*
- ✓ Interviews with Leaders (Bosses)
- ✓ Notes from the Field

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Visibility #3 @ Scale - Events

- ✓ Create Your Own Event
- ✓ Connect with Decision Makers in Other (Topics/Pain Points/Solution) Events
- ✓ Interview Colleagues or Bosses
- ✓ Promote to Other People's Network (other Dec Makers)
- ✓ Video or Audio Events (Audio cannot replay)

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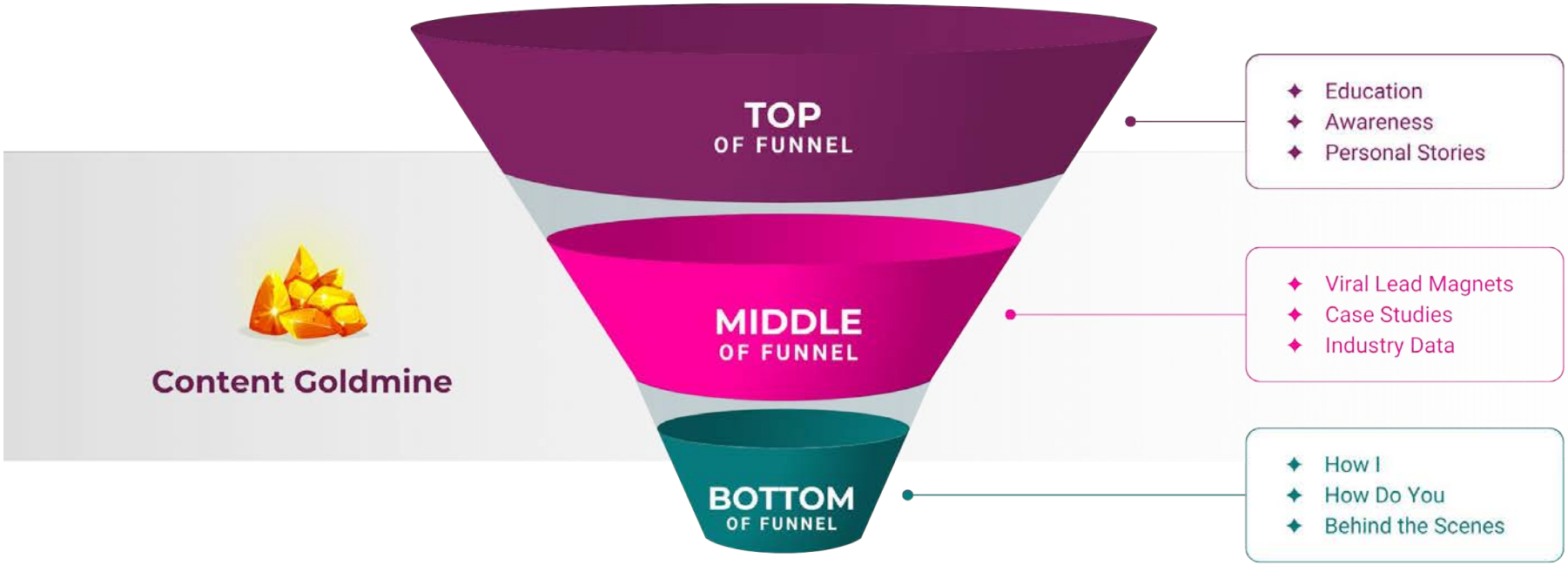
LinkedIn

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2. ~~Visibility ➡ 3 Ways to be More Visible~~
3. **Credibility, Authority, Demand ➡ Content**
4. Strong Network ➡ Conversations & Sell by Chat

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BUILD TRUST AND AUTHORITY

LinkedIn© Content Goldmine



Source: Bethanie Nonami

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The POWER of Viral Lead Magnets

Content should show how you think - not how you talk!

- Lara Acosta

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The POWER of Viral Lead Magnets



Josh Lowman • 1st
Own your category.
Visit my website
1mo •

I spent the last 4 weeks breaking down
A world famous $19.2B marketing funnel

Stripe.

Stripe went from $0 to nearly $20B revenue in just 11 years.

And their website gets 35M visitors / month.

How did they do it?

The old fashioned way:

✅ Smart strategy
✅ A beautiful brand
✅ A well-crafted customer journey
✅ Elite website design
✅ The best developer resources

It's almost the perfect system.

In this file, I break down Stripe's entire marketing funnel and provide expert analysis on copy, design, and the thinking behind it all, including,

→ Website tech stack
→ Digital ads
→ OOH ads
→ Homepage & website
→ Event marketing
→ Video
→ Founder brand
→ Branded content

And much more. We get into all the nooks and crannies.

A friend told me I should sell this. I'm giving it away.

Want it?

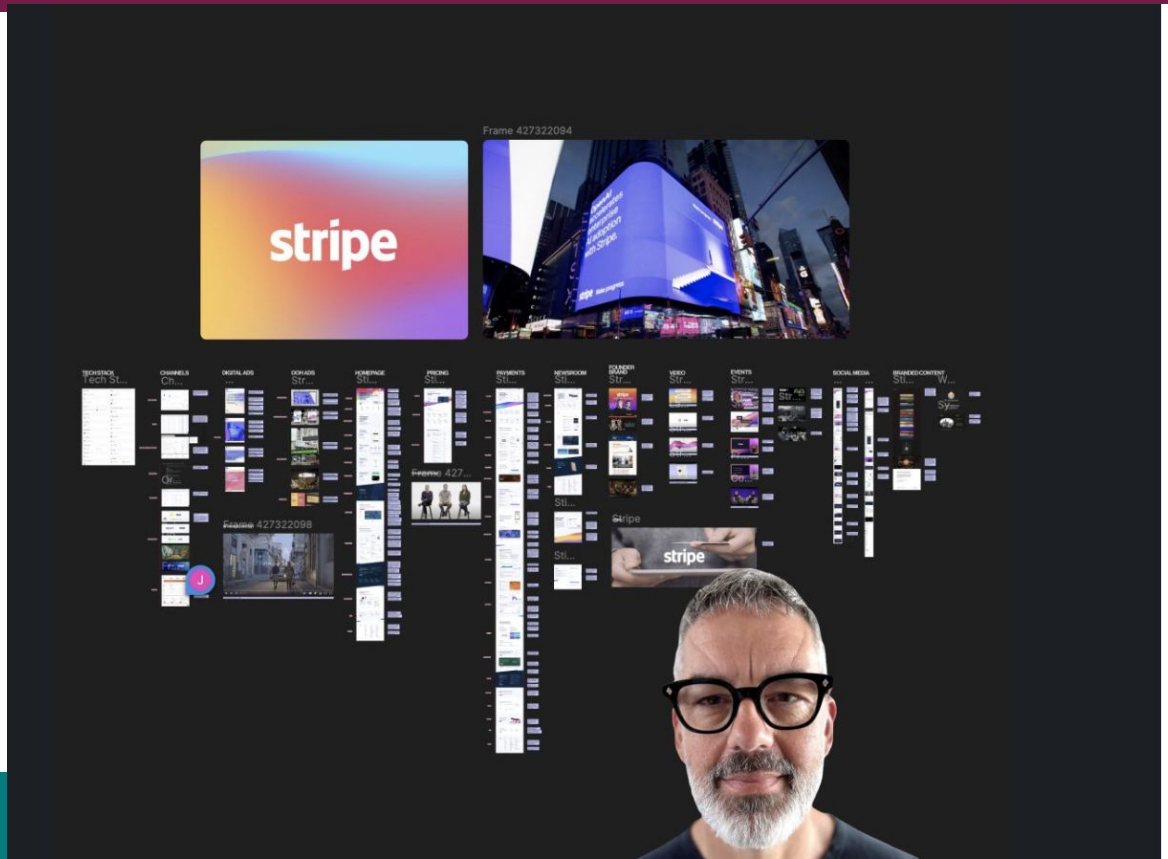
Comment "Stripe" and I'll send it right over.

(Must be connected.)

All killer no filler.

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The POWER of Viral Lead Magnets



Josh Lowman • 1st
Own your category.
Visit my website
1mo •

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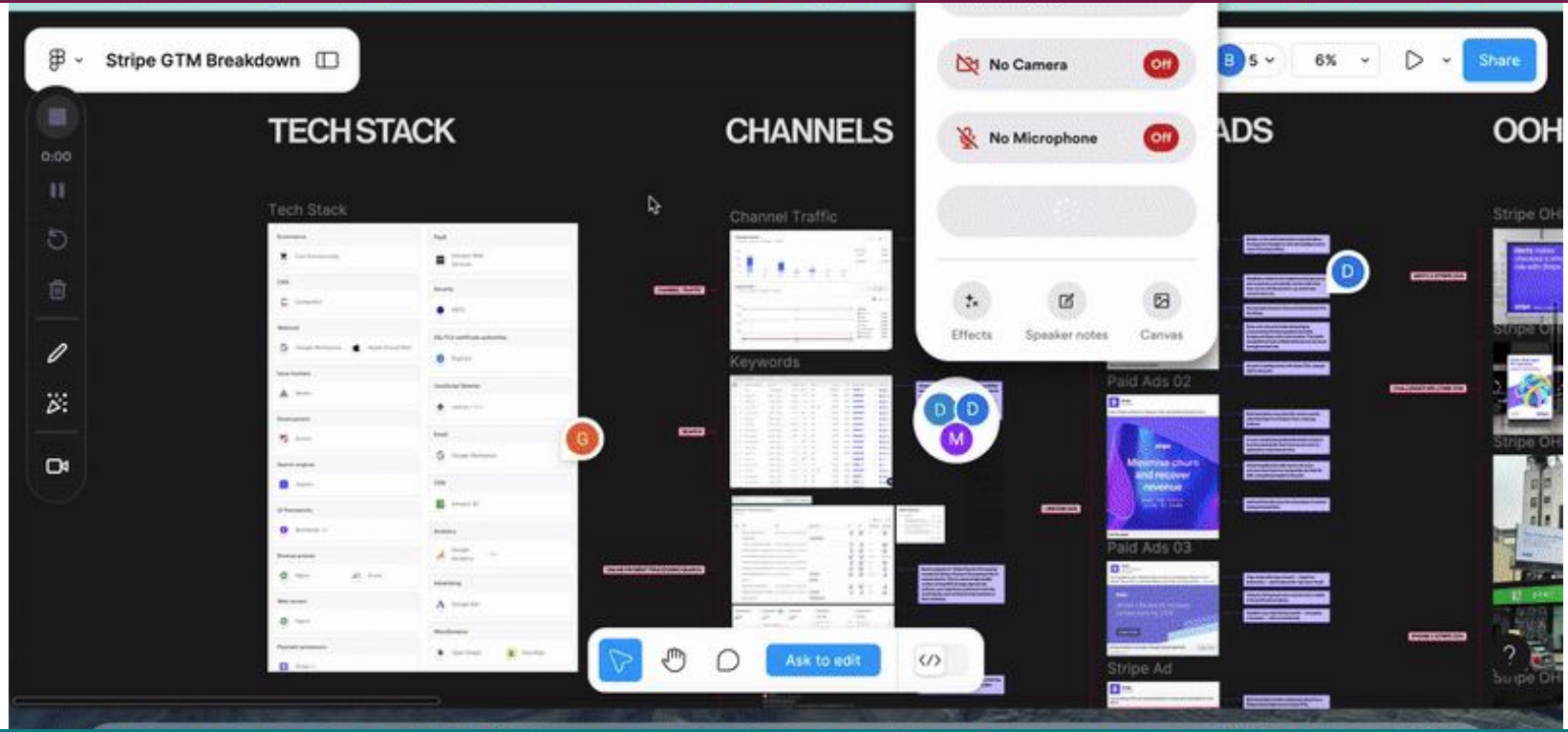
The old fashioned way:

✅ Smart strategy ...more

2,369 10,231 comments • 37 reposts

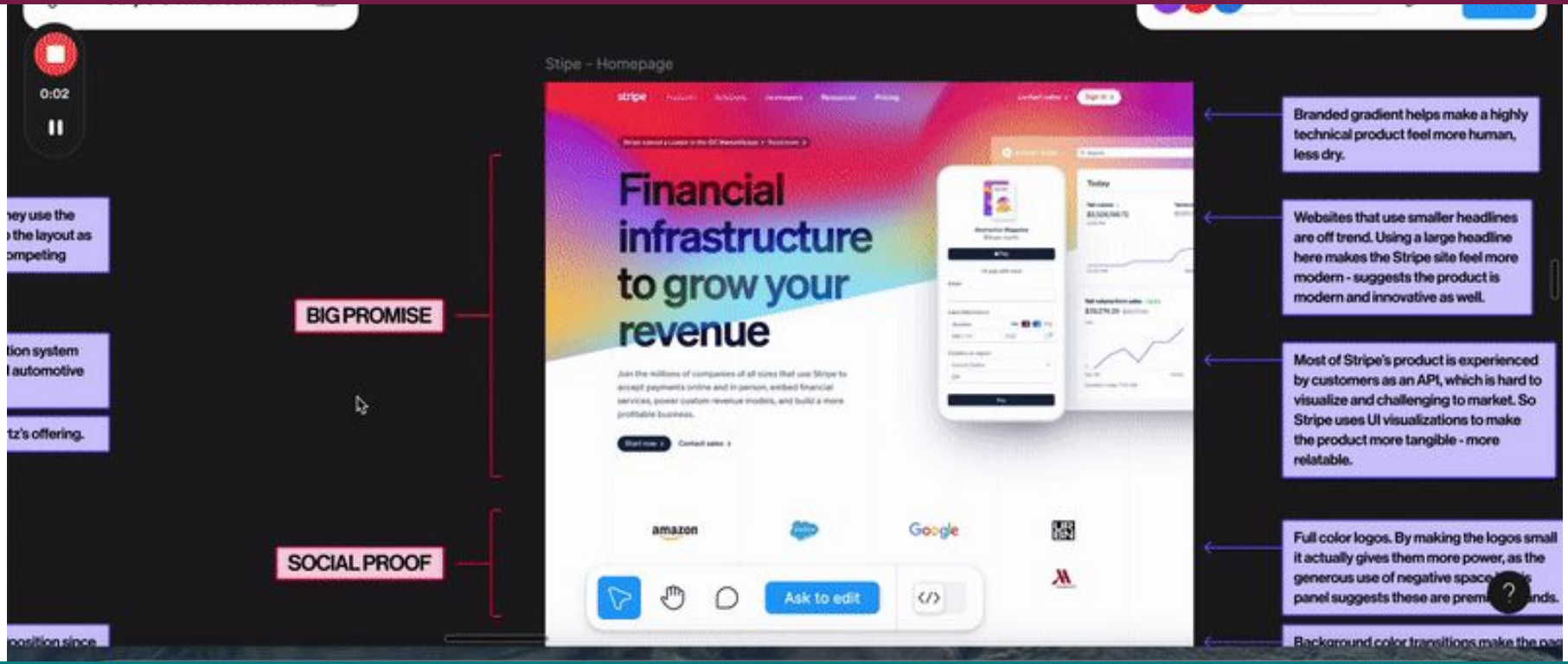
Like Comment Repost Send

Show Them How YOU THINK



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What Counts as Viral

LinkedIn Cares About

- ✓ Reactions
- ✓ Comments
- ✓ Reposts
- ✓ Post Saved

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Keenan Bettany (Landing Page Specialist) • 1st
We help E-com stores increase their low conversion by 5% - 15%.
Visit my website
1w •

I spent 72hrs braking down a
$1,200,000,000 sales funnel.

AG1 receive $.500,000+ monthly visitors.

So how did they do it?

→ Deception
→ Sneaky tactics
→ Scamming customers

Nope.

They built a bulletproof system.

Masting the fine art of educating customers.

I want you to do the same for your customers.

So I broke down their entire funnel for you.

And start impacting your business.

This file will help you visualise.

→ Top of funnel (ToF)
→ Middle of funnel (MoF)
→ Bottom of funnel (BoF)

It includes:
→ Emails
→ Paid ads
→ Analytics
→ Tech stack
→ Landing Pages
→ Cart & checkout
→ Cart & checkout
→ Psychologycial tactics
→ & more

If you want access to the file.

Comment "🍅" or "Health" and I'll send to you

(must be connected)

P.S. My goal is to create one resource every week.

The more feedback I get the better they become.

#landingpages #shopify #cro #replo



Pranjal Patel 🚀⚡ • 1st
Landing Pages & CRO for 8-fig+ DTC brands: True Classic, Ekst...
Visit my website
3w • Edited •

Ecom brands spending $100,000+ on paid ads every month

You need this Landing page checklist to build and test

hyper converting LPs that convert from 5% to 21% CVR

I am giving away my exact process for FREE

We've helped True Classic, Ekster, Cumin Club,

Pillowcube, NatuCare, Fuelled and many more

Build and test LPs using this exact Checklist ↓

This 43 step checklist includes -

👉 How to setup your pixels
👉 Which landing page builder to use
👉 How many Hooks and angles to test
👉 What social proof you need to use in LP
👉 What sections to use and how to use them
👉 My 120+ Landing Page Hooks you can steal
👉 How to build LPs for ToF,MoF & BoF audiences
👉 How to make the LP flow that focuses on education

I wouldn't even call this a lead magnet

It's a LP checklist that will 2-3x your conversion rate

PS: Like 👍 & Comment " List "

I'll DM you the link 🔗

I'll DM you the link 🔗



Josh Lowman 🎖️ • 1st
Own your category.
Visit my website
2w •

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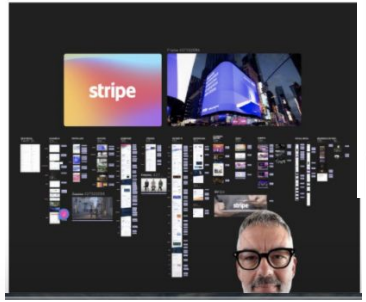
A friend told me I should sell this. I'm giving it away.

Want it?

Comment "Stripe" and I'll send it right over.

(Must be connected.)

All killer no filler.



Archer Sampson • 1st
Helping professionals break into Mergers & Acquisitions
Visit my website
1w •

I spent 72hrs compiling a list of the 275 companies in Australia ready for Mergers & Acquisitions.

Why? I want to network with M&A professionals and keep on top of the latest deals.

And I want to help candidates in my course network for their next role.

So I created the most comprehensive CRM for Australian M&A.

It includes every. single. M&A team.

Now, I'm giving it to you for free.

This file will help you:
→ Network
→ Win new clients
→ Improve M&A deal flow
→ Track M&A market activity
→ Break into Mergers & Acquisitions

It breaks down the landscape by:
→ Industry
→ Team size
→ Location

And it includes a list of employees in each of the teams, along with a link to their profile.

If you want access to the file,

Comment "🏅" or "M&A" and I'll send to you

(must be connected with Archer Sampson)



Gian Seehra (Fundraising Expert) • 1st
Making Pre-Seed to Series A founders successfully fundraise | Ex-Tier-1 ...
Visit my website
2w • Edited •

You suck at fundraising.

Because you don't understand WHY investors invest into companies.

That's why you should read VC investment memos on the companies they invested into.

Luckily I've made this resource for you.

220+ Investment Memos from Tier-1 VCs like:

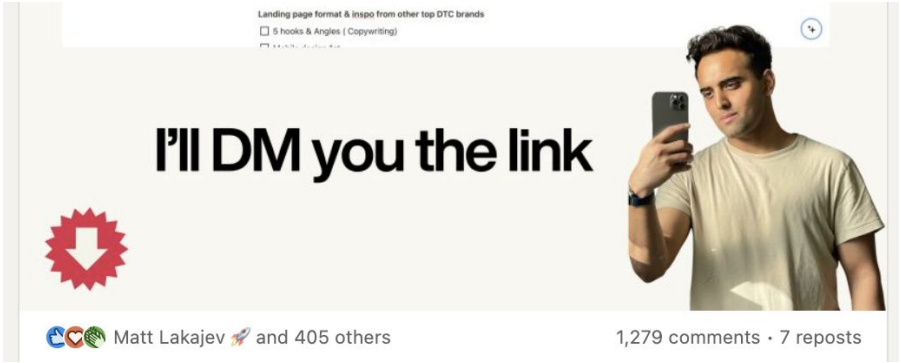
👉 Sequoia
👉 Bessemer
👉 A16Z
👉 Atomico
👉 Octopus (even my own 😅)

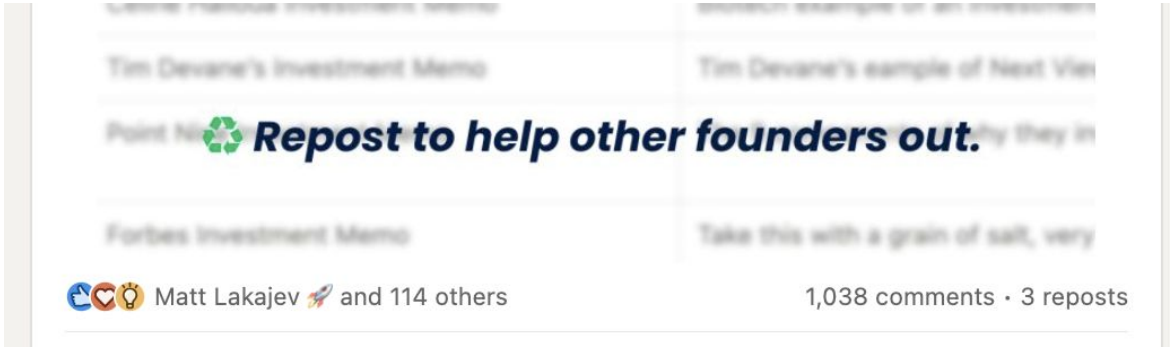
As well as others.

Here's the link to get it: https://lnkd.in/easB6Sne



What Counts as Viral

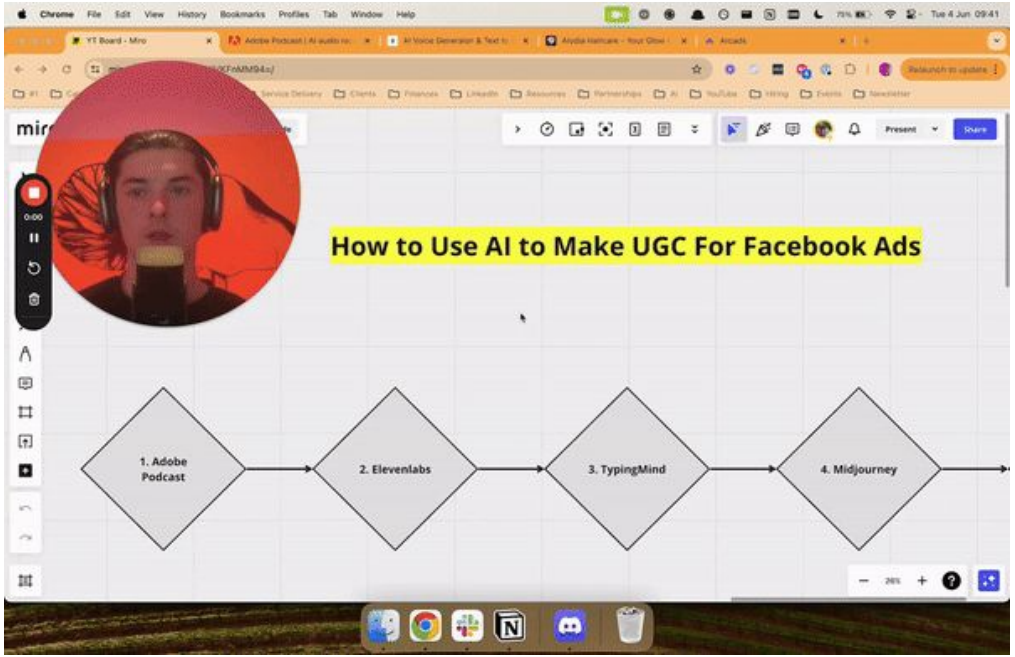




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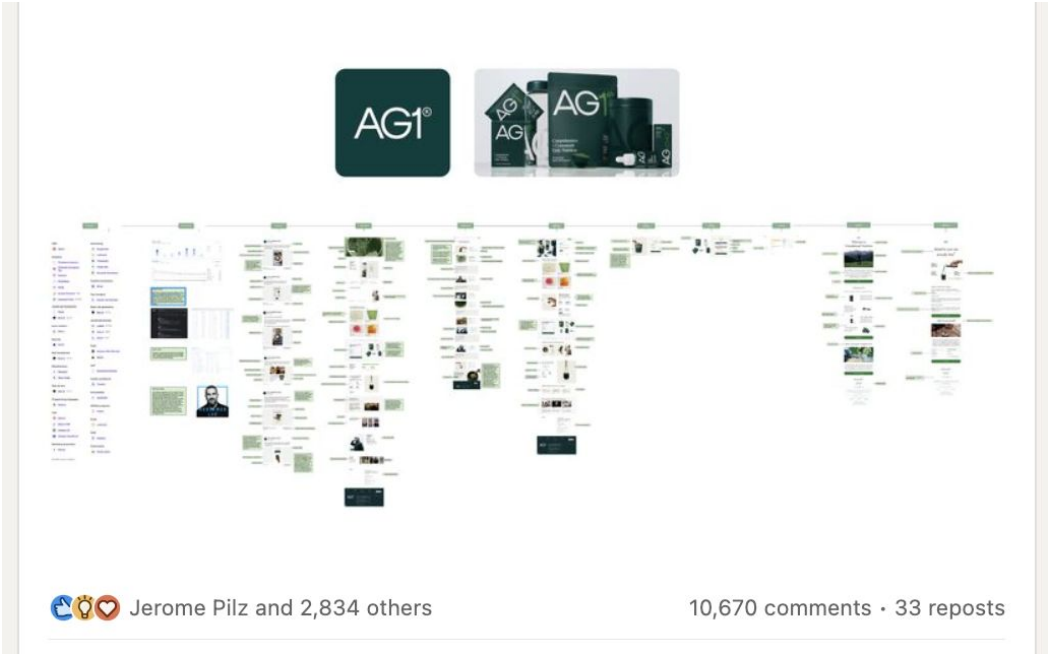
What Counts as Viral





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What Counts as Viral





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Create Your Thought Leadership Machine

LinkedIn

1. ~~Positioning ➡ Optimize Your Profile~~
2. ~~Visibility ➡ 3 Ways to be More Visible~~
3. ~~Credibility, Authority, Demand ➡ Viral Lead Magnet~~
4. **Strong Network ➡ Conversations**

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Conversations with Strangers???

- ✓ Largest B2B Networking Event in the World
- ✓ Runs 24/7
- ✓ Talk to Complete Strangers
- ✓ If you wouldn't say it in person, don't say it in the DMs

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Only 2 Acceptable Conversations

1. Casual Conversations (NO Business)
2. Adding Value
    a. Share your lead magnets
    b. Thinking of you…case studies/client wins
    c. Invite to free events/low ticket

NO PITCHING. Or starts with Curious…

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When to Pitch

1. Inbound Leads with High Intent
   a. Epic Lead Magnet
   b. Content with Call to Action (Bottom Funnel)
   c. Prospect ASKS you a question
2. After 3 months of adding value consistently
3. After several casual and value conversations

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ANYTHING IS POSSIBLE

- ✓ Sell:
  - Access to You
  - Community/Memberships,
  - Low Ticket
  - Products

- ✓ Pre-sell, Tease Value, Build Up Buzz

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Remember Grasshopper

- ✓ It will be uncomfortable
- ✓ Give yourself grace
- ✓ This is a ***NEW Muscle*** (no abs on the 1st day of the gym…dang it!)
- ✓ This may change your career and your life
- ✓ Test for 90 days

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Feedback & Let's Connect

Scan this QR code



Or go to

https://talk.ac/bosslady

and enter this code when prompted

BLKX

Powered By talkadot

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