

LinkedIn In a Flash! -- Cut Through the Hype & Make the Ca\$h Register Ring

Positioning and Repositioning You as Experts -- to make the ca\$h register ring

For: Multi-talented, ambitious, committed trailblazers who don't want to look or be like everyone else. Owners and CEOs of service businesses, speakers, consultants, authors, experts and thought leaders who have knowledge and expertise, and want to have an impact and make their ca\$h register ring.

This is a PREVIEW for my newest book *LinkedIn In a Flash! – Cut Through the Hype & Make the Ca\$h Register Ring*, slated to debut in October 2020

You'll be among the first to get the chance to call it your own.

You'll receive the first notice when it's available.

Jan B. Wallen

Positioning & Messaging Architect & *ExpertiseDNA*™ Expert

Make the Ca\$h Register Ring

PREVIEW

LinkedIn In a Flash! -- Cut Through the Hype & Make the Ca\$h Register Ring

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If you would like to ask about quantity purchases of *LinkedIn In a Flash!* for your company, association, organization, mastermind group or other audience, or for joint ventures or to book Jan to speak -- Call, text or email me.

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"We have two lives, and the second begins when we realize we only have only one."

Confucius

When I was growing up I saw corporate people around me, and that seemed like the best path for me, so that's what I did.

I started as an account executive based in Manhattan with my sales territory all over the Midwest US (Illinois, Indiana, Ohio, Wisconsin, Colorado, Utah, Arizona, New Mexico and the Dakotas). When I started, I was excited about it, and started doing everything that the role required. I jumped right in and quickly learned what it took to be successful. For example, I talked to the salespeople to find out what was involved in selling the product. They all said it took 2 ½ - 3 months from the initial contact to signing the contract. That didn't make sense to me because we had a solution that Chief Marketing Officers really wanted and were getting success with. I redesigned the sales presentation to fit the customs and culture of each city in my territory so it resonated with them. As a result, my clients signed **in 2 ½ - 3 weeks** after the sales presentation, instead of 2 ½ - 3 months.

After a while I got good at it and I asked myself what's next.

Then a global consulting firm brought me in to start and manage a selling skills program for their partners in 24 offices across the US. In less than two years the program was very successful. We increased the size and scope of engagements as much as 25%. I continued to do that until again I noticed I was comfortable in that role and asked myself what's next.

At that point, I started looking at all the areas of my life, not only my career. I started asking myself what kind of life I really wanted to live, deep down. When I truly looked in the mirror at myself, I had focused more on my career than on the rest of my life. I wanted to feel more balanced. And I wanted to have more time for myself and for travel. I wanted to be the one in charge of my own schedule and my own income, not worry about downsizings and mergers. What I saw was much more than a career that I had capped out on. So I started my own selling skills consulting business – consulting, speaking and giving workshops all over the U.S.

I also wanted to be able to be involved in the care of my mother when her health declined. She decided to move into a retirement community, and several years later they called me and asked if I could come out to visit because she was not doing well. Of course, I jumped on a plane the next day and went to Boulder, Colorado. I realized after a day or so that it was not going to work to commute between Boulder and New York.

Wow. That's when I realized that **my business model would have to change ASAP** if I was going to be in Boulder part of the year. My business model was in-person – consulting, speaking, giving workshops and *clients coming to me when they saw me and we met in person*.

I wouldn't have the same opportunities to meet people in person, work with them and get referrals from them. I *could* start over and introduce myself to companies in Boulder and Denver. Only then, the schedule wouldn't coordinate with helping my mother.

My revenue model also had to change. And fast. I couldn't wait months to submit proposals, wait for the "Yes", deliver the consulting and workshops, and receive the checks. **What to do?!**

My parents always used to say, "*Necessity is the mother of invention.*" This started me on my journey toward building a business positioning and guiding clients to stand out in a powerful positive way so they have the success and impact they want, **and** so the ca\$h register rings.

Being an early adopter, I started using LinkedIn and social media early on. At the time, LinkedIn was thought of as "the" job search site. It was known for that, and LinkedIn started developing an entire area of LinkedIn specifically for recruiters and job searchers. It's still a big part of LinkedIn.

With my sales perspective, I saw the potential of LinkedIn to find new clients, and to build a network of referral sources. No one was talking about this for LinkedIn at the time. I jumped in and learned LinkedIn backwards, forwards and inside out. And I wrote what I believe is the first book ever on LinkedIn, *Mastering LinkedIn in 7 Days or Less* in 2008. Companies invited me in to work with their sales teams, giving them skills, knowledge and guidance to find new clients with LinkedIn. Now LinkedIn has developed Business Premium programs and Sales Navigator to help members get new clients. (Hmmm. My ideas have always been 16-24 months ahead of the times.)

The New Revenue Model Works

Every time I was invited to speak, every time I gave a workshop for a company and their sales team -- I brought copies of my book. And every time, the books were sold out. Every time I gave a workshop or speaking engagement, another consulting or speaking engagement or two came my way from someone in the audience. Whew! **The new revenue model was working!**

One day I was sitting at a table in Manhattan having a cup of coffee and checking my calendar. One of my books was out on the table near me. Someone I didn't know came over and asked me if that was my book. I said, "Yes." He asked if he could buy it -- right there. What a surprise! I said, "Certainly!" And I autographed it, gladly. It happened again. And again. And again.

When I was working from home and having my afternoon coffee (I love my afternoon coffee!) -- a call came in. The man introduced himself and told me the organization he was from. He said, "We're looking for someone to come in and give a LinkedIn workshop to our teams. We are looking for an expert. You've written the book on LinkedIn -- you're the expert we're looking for. When will you be able to come in and give a workshop for us?" He wasn't calling to interview me as one of several people they're considering. He was asking about my availability.

A disclaimer and important fact here: Simply writing a book does **not** produce a large revenue. It's **how you're positioned as the expert once you're an author** that makes the ca\$h register ring.

For the next four years, I worked part of the time in New York (City) and part of the time in Boulder Colorado, doing things with and for my mother. I treasure that time, and am so fortunate that I was able to work from anywhere and spend the quality time with her, thanks to my wonderful family and people around me, and the new business and revenue models.

For the last 10 plus years I've worked with companies, executives and entrepreneurs -- consultants, speakers and authors -- discovering their *ExpertiseDNA*™ and writing their LinkedIn profiles to position and differentiate them as experts for their new business opportunities and ideal clients. That makes it a no-brainer to choose them. And then showing them how to make the most of LinkedIn to find new clients and their next business opportunity faster than traditional methods -- In a Flash! For example:

- Positioning C-suite executives for their next opportunities -- CEOs for private equity firms, new leadership positions and starting businesses
- Positioning successful senior professionals who want to move up to executive positions, leading companies
- Differentiating owners and CEOs of service businesses, speakers, consultants, authors, experts and thought leaders who are one of many in their industry, so their ideal clients see immediately why it's best to choose *them*

To differentiate and position these multi-talented executives and entrepreneurs as the experts they are, I developed the *ExpertiseDNA*™ Audit and process that differentiates and positions multi-talented executives, entrepreneurs and companies for their ideal clients and business opportunities.

During that time, I also added online and social media marketing knowledge and skills. I used LinkedIn in a strategic way to build a large network, find my ideal clients, and connect other people in my network with each other. This built business for all of us. I've made connections and built relationships that made it possible for clients to come to me, and to be featured as a media authority, be interviewed on live shows and be a guest blog writer and on podcasts.

For me, it's always been about positioning, messaging and relationships.

Why Positioning and Messaging?

Because positioning and messaging make the ca\$h register ring.

Your *ExpertiseDNA*[™] positions you and your company as experts for your ideal clients. Here's how it works: When people see that you're the expert and see exactly what you can do for them -- how you can help them **get the results** they're looking for -- **they choose you**.

Knowing your *ExpertiseDNA*[™] and knowing what's in your potential client's mind -- starting there -- makes the ca\$h register ring.

Your *ExpertiseDNA*[™]

Your *ExpertiseDNA*[™] is your fingerprint -- your unique combination of values, skills and expertise. You're the only one who has your *ExpertiseDNA*[™]. **When your ideal clients see your *ExpertiseDNA*[™], they know that you're the person and company to work with.** Be sure it's in the copy for your website, LinkedIn profile, sales pages, elevator speech and all your marketing materials.

I've worked with C-level executives in Fortune 500 companies who were looking for their next business opportunity and to work with private equity firms to turn companies around. They wanted a LinkedIn profile that represented them well so the company or private equity firm chose **them** over others who were up for the same opportunity. **What I saw:** All of the LinkedIn profiles looked like everyone else, and were written like resumes, not as sales pieces.

That's when I created and developed the *ExpertiseDNA*[™] Fingerprint Audit and process that differentiates and positions executives and entrepreneurs as experts to find their ideal clients and business opportunities. We write their *ExpertiseDNA*[™] fingerprint in their LinkedIn profile, an executive bio and a speaker sheet.

Here are some examples:

C-Suite Executives

One of my clients had a unique combination of expertise in two areas, and had recently achieved outstanding results in a challenging competitive situation the company was in. His LinkedIn profile showed **none** of that. He had also developed a process for achieving results for other companies that faced similar challenges. We discovered his *ExpertiseDNA*[™], positioned him for companies where he could achieve similar results, and wrote his LinkedIn profile to show this. I also recommended that he make a video about his unique process. We arranged for a video to be made. He posted it and sent the link when he sent his resume out, *so he became more than a “resume”*. This enhanced his positioning and credibility as an expert and thought leader. **Results:** He received calls for two interviews within 2 weeks of his new profile and video going up.

Entrepreneurs Expert to Corporations

A client has a very successful program for entrepreneurs. She has expanded it, and wants to take her new program into corporations. Her current entrepreneur expert positioning and messaging won't work when she takes her program into corporations. To make the ca\$h register ring, she must be positioned and talk the language that the corporations buy into. She'll be talking to CEOs. If they look at her “Before” LinkedIn profile and it shows how she's an expert for entrepreneurs, they'll be confused – How can she know about corporations? (**The answer:** She's multi-talented, so she can transfer her *ExpertiseDNA*[™] to several situations. The key: Her positioning and messaging must show her *ExpertiseDNA*[™] fingerprint – the “umbrella” over all her skills and expertise. That way she talks about *one thing*, **not** all the things she can do). **Results:** Her new profile – her “After” profile -- speaks the corporate and CEO language and positions her for success in corporations.

Taking the Elevator Up the Corporate Ladder

A client with a successful career in corporations has decided to move up to an executive leadership position. Before we worked together, his LinkedIn profile showed exactly how he was good at what he's **been doing**. He was getting calls for interviews to do what he's always done. *Not* for the executive leadership opportunities. His profile **didn't show how he is qualified for the step up to the executive leadership position. We changed his positioning and messaging in his LinkedIn profile and created a 1-page Executive Bio for him. **Results:** He got a call to interview for an executive position from someone who saw his new updated profile.**

Side Effects of Knowing your *ExpertiseDNA*™

When you know your *ExpertiseDNA*™, you'll also experience confidence and courage in who you authentically are and in your Purpose, because your *ExpertiseDNA*™ pulls together many pieces that you've known about yourself, and weren't sure how they all worked together. When successful, multi-talented people are uncertain, they often hesitate. When you know your *ExpertiseDNA*™, you can move forward unstoppably.

Why Did I Write this Book and Workbook?

LinkedIn In-A-Flash! – Cut Through the Hype & Make the Ca\$h Register Ring came to be because I see so much hype, incorrect information and misconceptions out there about how to find clients, and how to find them with LinkedIn.

Some of the misinformation comes from people who are successful on Facebook, and tell people to do the same things they do on Facebook when they go to LinkedIn. It doesn't work. LinkedIn and Facebook are two different platforms and cultures. It's like speaking two different languages.

Some comes from programs that show you how to set up ads, landing pages, funnels and automating everything. And saying that all this **must** be set up **before** you can get clients. Not true. These are strategies – effective strategies in the right situation and with the right goals and destination. **Not** for everyone in every situation.

Some comes from programs that say they'll show you how to “dominate LinkedIn”. Or give you “hacks for LinkedIn”. “Dominating LinkedIn” doesn't mean you get results. Or clients.

Flash!-Action Step: *To be effective and profitable, match the strategy to your situation, goals and destination.*

This Preview and the book, *LinkedIn In a Flash!* are **strategic and results-oriented**. They're designed so you can Find-New-Clients-Fast – faster than traditional methods. There's more to finding new clients fast than LinkedIn itself. You can spend hours and hours on LinkedIn. And hours and hours learning LinkedIn. And still not have that business opportunity. Still have no new clients.

LinkedIn In a Flash! starts with your positioning. Then the *Only 3 Things that Guarantee New Clients*. **And then**, how to do them on LinkedIn to make the ca\$h register ring.

New Times -- Rethinking and Back to “Different”

This is a time when we have new opportunities available to us -- whether we expected them or not.

We can reinvent ourselves -- serving the same clients in different ways, or serving different clients. We can do the things we've always wanted to. And be with and work with the people we really wanted to. And do what's really important to us. ***It's our choice.***

Repositioning Ourselves for Success

We *can* reposition ourselves for success. ***How do I know?***

Because I've done it several times over my career, sometimes by choice, sometimes not. Each time I've learned a lot, and have come out stronger. You can, too.

Changes by Choice and by Chance

I've always thought of “problems” and changes as Design Challenges to Solve.

- After I lived overseas, moving every two years, learning the customs, culture and languages (Germany, London UK, Okinawa Japan, Rotterdam The Netherlands and traveling in all the countries around those countries) -- I started my career over in New York.
- After 9/11 when I was starting the Northeast office for a San Francisco company with offices in the World Trade Center (I was fortunate to be in Connecticut for a client meeting that day. I'll never forget it. My guardian angels were with me that day.) And the chaotic layoffs afterwards -- I started my career over.
- After mergers and acquisitions -- I started my career over.

Your Invitation

It's my hope as you work through this Preview workbook, that you gain clarity about your *ExpertiseDNA*™ and positioning or repositioning, and are inspired to do the things you really want to, aligned with your purpose and who you really are.

When you're clear about who you authentically are, what your values are, what's really important to you and the lifestyle you want to live and that keeps you at your best, it's a lot easier to find your Purpose, who you want to serve and how you want to help your clients. And to design the services to help them get the results they want. You're setting yourself up for success, to be recognized and to make the ca\$h register ring.

As you start working with your clients with this clarity, they will succeed and tell others about you. You'll build a reputation that continues to build. New opportunities come to you. And even when something unexpected comes along, you'll be able to reposition and reinvent, and have the courage to do it because you done it before.

That's what my clients have received – clarity, direction, their Flash!-Action Roadmap, caring guidance and support, success and Ka-chings.

I invite you to gather up enough courage and confidence to get started. You already have a network on LinkedIn or other social media, or in person. Make that your *starting point*. Even if you're going to make changes and provide different services that you have before.

Find people who support you in what you're doing. These may not be the people you're around now. Find *new friends and colleagues*. My community is here for you. We're all reinventing and repositioning for the new ways of doing business. What we used to know is gone. Forever. It will never come back as we've known it. We're going back to "Different".

As I tell my clients: *"When we work together, I'm all around you:*

... on your shoulder whispering in your ear

... taking your hand to guide you, and

... I've got your back." Jan Wallen

LinkedIn **plus** positioning **plus** a like-minded community makes this happen faster. The process of change becomes easier, and success comes more quickly -- For all of us. Let's do it together.

[You can join us here: -- Turn your Expertise into Profits](#)

The *In-a-Flash!* Method

The *In-a-Flash!* strategy and method positions you and sets you up for success -- for all the people who can't wait to work with you, and whose lives you will influence positively.

In-A-Flash! is a STRATEGY, where you:

1. **Define your Destination and Success Criteria** (how you'll know you've arrived)
2. **Reverse-engineer the Steps** -- working backwards from your destination to reach your Destination
3. **Go for it!** Big time! – Step-by-step with *In-a-Flash! Action Steps* and with courage and confidence (even if some of it's been in hiding).

NOTE: *In a Flash! Action Steps* are steps you can do before bed the same day you learned them – my specialty and what I'm known for.

My Special Message

I want you to know that I'm devoted to your success and Ka-Chings for you. I love to see your successes. And I care that you get results.

Keep in touch and we'll celebrate together.



What people are saying . . .

"Jan Wallen has been a tough-love business consultant who has made a significant impact on my work as a high-level communications consultant to national companies. After initially reviewing my skills and experience, she guided me in a direction that **made it possible to take on the largest and most profitable client in my company's history**. Her **no-nonsense approach** has helped me create a **step-by-step roadmap** that keeps my company on the cutting edge of national public relations and content creation strategy." *Roger Rosenbaum, Brand-News-Team*

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“Jan Wallen is a world-class master at identifying market niches and helping people **recognize exactly which niches will be perfect** for their products and services.

Jan is a **rare treasure as a market matchmaker** who helps you find your best niche(s) in the marketplace. She quickly and easily identifies the market niches which are perfect for you to bring forth your talents and gifts.

Jan knows the business marketplace and its niches intimately, and has the **rare ability to identify great matches between those niches and your mix of skills and interests**. With her strong experience in marketing, and her deep caring about helping everyone she works with, she is a **delightful and potent ally in helping you to focus on exactly where and how to best bring yourself to the marketplace**.

In one brief telephone conversation, Jan led me through the confusion of my many possibilities. She led me into clarity about **which target market to address first, which product and service to introduce first, and how to present them**. She was easy and comfortable to work with, and the result was quite valuable. She is a resource I now consult frequently.” *John Howe, Business Consultant*

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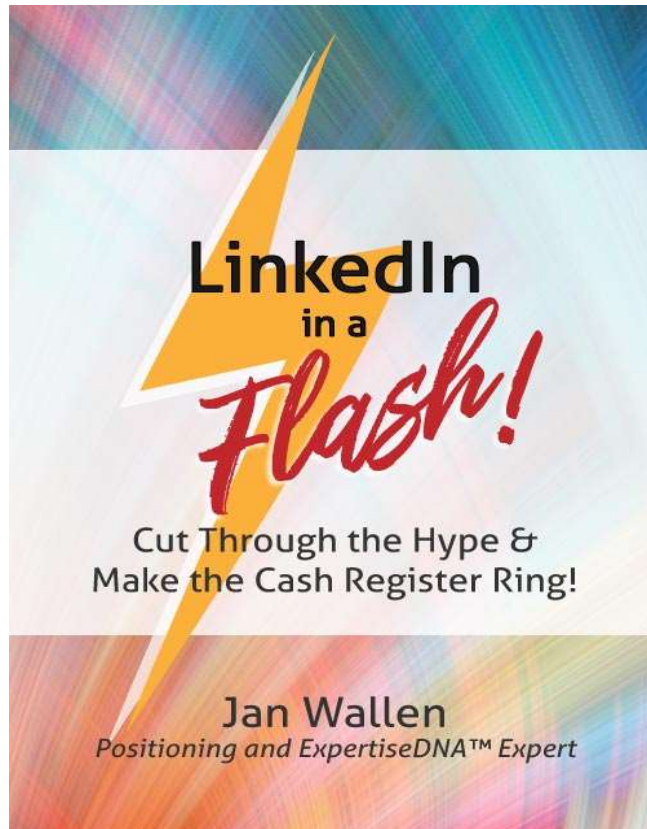
“My first conversation with Jan alone was **worth the price of the program** to me.

Because during that conversation, Jan encouraged me to **stretch myself beyond my comfort zone** when it came to my existing vision for my business.

She showed me how **the limitations I was placing on it was causing me to miss out on huge opportunities**.

Jan helped me identify the several tiers of services that I wanted to offer in my business. And she also suggested specific, concrete steps that I could take to make my vision a reality.”

I have never felt as clear and confident of my approach to my business as I do now, having worked with Jan. I highly recommend working with her.” *Margalo Eden, M.A.Eden Coaching*



LinkedIn In a Flash! – Cut Through the Hype & Make the Ca\$h Register Ring

PREVIEW 2020

Your Positioning & Messaging on LinkedIn

Is your LinkedIn profile *losing* opportunities for you?

For years I've worked with sales, marketing, technology and social media, and *still* see LinkedIn profiles that look like resumes, or have only a sentence or two, or ramble on and on and on, and never quite get to what the person does. Even a resume alone on your LinkedIn profile won't get you a job, and certainly won't have clients coming to you. There's more to it.

It's *not* enough to see a listing of responsibilities. It's human nature to read something and think, "So what?!"

- If your profile doesn't answer, "**So what?!**" and pass the "**So What?! Test**" -- They go someplace else and never come back. You've lost the opportunity.

- A profile that **looks like everyone** else's causes confusion. The confused mind says, "No" -- They go someplace else and never come back. You've lost the opportunity.

- No photo** on a profile means they skip your profile. They don't even read it -- They go someplace else and never come back. You've lost the opportunity.

Check your LinkedIn profile now. Are you missing opportunities?

Everyone Loses

If your profile doesn't pass the "So What?" test, or causes confusion, or looks like everyone else's, everyone loses.

The person or company looking for your services loses. They have to keep looking for a solution.

You lose. You can't help them with your solution and results.

No worries. You can do something about it.

There's a lot of information out there about how to write a LinkedIn profile. Some of the information says to make it like a bio. Some says to make it like a resume. Some says to put a lot of keywords to optimize it. It's confusing.

What's missing here? The Strategy.

Your profile can get you results -- ***if you know what results you want.***

- If you want a new position or are making a career change, your best strategy is to ***write your profile so that happens.***

- ☑ If you want to find new clients, your best strategy is to **write your profile so that happens.**
- ☑ If your business is changing now -- or if you are changing now – you're probably changing or fine-tuning your services. Be sure your LinkedIn profile is updated to represent you well now, and resonate with your ideal clients – and **write your profile so that happens.**

This Preview workbook will help you get clarity and direction on reaching your destination and goals – and your best strategy.

It's Update Time

A lot has changed since I wrote *Mastering LinkedIn in 7 Days or Less* in 2008 and updated it several times.

- Now it's even more competitive in the marketplace, with more people and companies looking for the same clients, and the same new positions and business opportunities.
- Everyone online is the expert. Just ask them. (LOL)
- Everyone (almost) looks the same
- More people are starting businesses or side hustles
- More people are on mobile
- People don't want to spend time reading
- People doing searches are more likely to buy within an hour
- On LinkedIn -- people are looking for what they're currently interested in, and are looking close to the time that they are ready to make a decision. *When they see what they want, they buy.*

What do your Clients Want Now?

They want to:

- ☑ **Get back to business.** And must do it the “new” way – yet-to-be-defined. We don’t know exactly what it will be like to get back to business now. There’s some uncertainty here.
- ☑ **Work with companies and people they already know and not take risks,** because there is uncertainty in the marketplace. They want something sure and familiar.
- ☑ **Work with the expert and thought leader.** They don’t have time to mess around with someone who might not be able to get them the results. And their job may be at risk if they bring someone in who doesn’t get the results.

New Challenges

The challenges that companies, owners and CEOs of service businesses, speakers, consultants, authors, experts and thought leaders face now are even greater than before. Many in-person events and ways of working have been canceled. Many companies will have to shift gears and offer different services, a different business model or a different revenue model. We don’t know if they will come back in the same way.

Jobs and corporate careers that have been in place for many years may not continue. More people will be starting businesses or side hustles, or changing side hustle into a full-time business.

LinkedIn has also changed. They’ve developed Business Premium programs and Sales Navigator to help companies with their business development. A big change is that now when someone does a Google search for a speaker or consulting services, for example, your LinkedIn profile comes up.

Read that again: ... when someone does a Google search for a speaker or consulting services, for example, your LinkedIn profile comes up.

That means *even people who are not LinkedIn members* can see your LinkedIn profile. It used to be that only LinkedIn members would see your profile.

What does that mean to you? If your LinkedIn profile doesn't represent you well as the expert with your *ExpertiseDNA™* and resonate with your ideal clients, ***you've lost opportunities.***

You may be asking, "How can *LinkedIn In a Flash!* help me?"

The book shows you how your *ExpertiseDNA™* fingerprint positions and differentiates you as the expert for your ideal clients. Your *ExpertiseDNA™* fingerprint is your unique combination of values, skills and expertise. You're the only one with this fingerprint. *The book tells you more and gives you more detail than this Preview.*

It shows you how to use your *ExpertiseDNA™* fingerprint language in your LinkedIn profile **plus** your website About page, your Speaker sheet, sales page and funnels and bio for your book, articles and podcast and when you want to be a guest on podcasts. Also for your elevator speech, 90-second introduction, video introductions, your programs – everywhere.

You choose your ***In a Flash!*** destination, work backwards and reverse-engineer to define your strategy, and then define the ***In a Flash! Steps*** to start taking you toward your goals. And ***Go for it!***

Don't look back – You're not going that way.

It includes sales strategy in addition to LinkedIn -- *The Only 3 Things that Guarantee New Clients*, ***and then*** how to do them on LinkedIn.

It offers access to Resources, including bonus videos, audio and eBook trainings with my Learn-N-Do *In a Flash!* Method, so you apply what you learned before you go to bed the same night

It's packed with real-life case study stories and ***Flash!-Action Steps*** you can do right away.

Plus you have your *30-Day Flash!-Action Roadmap.*

What happens when you have a *More-Clients LinkedIn Profile* that positions you as the expert for your ideal clients and opportunities?

What happens when you have a *More-Clients Profile* AND know and do the *Only 3 Things that Guarantee New Clients*?

The Ca\$h Register Rings.

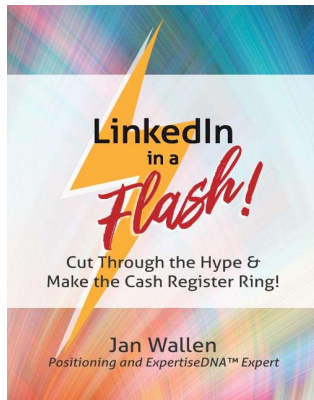
. . . and we celebrate your successes and Ka-chings *together!*

Your *Flash!-Action Steps* to Make the Ca\$h Register Ring

Over the years of my career, I've written books and created tools, workshops and retreats that give value and results, and that my clients can go back to over and over again, to keep the learning going, and to adapt to marketplace and lifestyle changes.

LinkedIn In a Flash! is designed the same way. Start with this Preview workbook.

Read the book for more in-depth information, strategies, ***Flash!-Action Steps*** and your 30-day Flash!-Action Roadmap. You can [pre-order it here](#) and receive special bonuses including a LinkedIn Profile Review with my recommendations for making yours a *More-Clients Profile* that can make the ca\$h register ring.



Start Here so you can Make the Ca\$h Register Ring

Take a minute now. Get comfortable, where it's quiet. Bring your cuppa tea, coffee, seltzer, smoothie, or glass of wine. Think about what you really want to do.

1. Jot notes down will about what you want to be doing in three months, *ideally*. You may not know if it will be possible. *That's not the point*. Write down what you *want* to be doing in three months, ideally.
2. Write down what you want LinkedIn to **do** for you to help you reach that 3-month destination. Visibility? New clients? Start a business or side hustle? More?
3. Success comes in **Flash!-Action Steps** – Focused steps you can do before bed the same day you start them. Write down 3 **Flash!-Action Steps** you can start today.

Now do a mini-LinkedIn Profile Audit.

Write the answers to these questions:

1. How long has it been since you updated your LinkedIn profile?
2. Have you changed what you're doing since then? What's changed?

3. Will you be changing what you're doing? How? What will be different?

Look at your LinkedIn profile and answer these questions:

- Do you have a photo on your profile? Does your photo represent you well? Is it up-to-date? Is it professional? Does it make eye contact with the viewer? No photo on a profile means they skip your profile. They don't even read it -- They go someplace else and never come back. You've lost the opportunity.

- Does your profile look like a resume? Are you conducting a job search? If not, you're losing opportunities to find new clients and business opportunities)

- Does your profile look like everyone else's? A profile that looks like everyone else's causes confusion. The confused mind says, "No" -- They go someplace else and never come back. You've lost the opportunity.

- Does your profile tell the viewer what you can do for them and the results you help your clients achieve? If your profile doesn't answer, "So what?!" -- They go someplace else and never come back. You've lost the opportunity.

Are you missing opportunities?

If your answer is, “Yes” or “Maybe” – make a list of the **Flash!-Action Steps** you can do to update your profile.

Put a date on each one. Make it a task, not a wish list.

Make the changes to update your profile so it represents you well for what you’re doing and going to be doing as you head toward your 3-month destination above.

Flash!-Action Steps: When you’re positioned – that is, your LinkedIn profile is updated and represents you well as the expert for your ideal clients and resonates with them – then **do the Only 3 Things that Guarantee New Clients.**

The Top 5 Flash!-Action Steps to start finding new clients fast with LinkedIn

Creating new clients is like dating – you don’t get married after the first date. A client doesn’t become a client after they meet you once. Or because you’re on social media.

Creating new clients is *all about building relationships and building trust*. People buy from people they know, like and trust.

Think “In-Person”

The way you meet and connect with people on LinkedIn is similar to the way you meet people in person. For example, when you go to a networking meeting or conference, you see someone you want to connect with. You find a way to start a conversation, shake hands, and ask about them -- their business, what they’re interested in, and perhaps their life outside work.

On LinkedIn, you find someone you want to connect with, and start a conversation with something you have in common. That gives them a reason to connect with you. *Then you start to build a relationship.* People buy from people they know, like and trust. So when you’re connecting and engaging with them as a person, **you’re building a relationship and trust** that make the ca\$h register ring.

1. **Your Current LinkedIn Profile.** Find words that hold you back from new opportunities. For example, 1) Does your profile have “responsible for” in the Experience section? If so, take it out ASAP! Saying you’re “responsible for” something doesn’t say you’ve done it successfully. 2) Is your profile written for your clients and connections (using “you”), or is it all about you (using “I” all the time)?
2. **Find and Connect** with people who are in your niche, are interested in what you have to offer and are ready to make the decision. That is, **qualified** potential clients. Start with people who are in your LinkedIn network already. Reconnect with them and find out what they’re doing and where they’re at for their business going forward. Find out if they’re going to be providing similar services, or making changes. As we’re getting back to business, *people are more likely to work with people and companies they already know*, rather than someone new. It’s less risky that way, and they can have the peace of mind that you’ll achieve the results they want.
3. **Do your research before you connect.** Do searches on LinkedIn for people who have the job titles, job function and are in the geographic area you want to focus on. For example, you can do a search on LinkedIn for HR directors in the New York Metro area. Or for marketing consultants in California. When you find a list of people to connect with, look up their LinkedIn profile. Look for things you have in common with them. These are good icebreakers to start the connection or reconnection conversation.
4. **Engage and Build Relationships** with your prospective clients in a way that represents you well, and resonates with them so it’s a no-brainer to work with you. Make a habit of contacting people in your network consistently and regularly. Follow their posts, videos and updates on LinkedIn. Make catch up and reconnect calls where you simply call. Comment on their recent posts and updates and videos. Catch up and find out what’s going on with them. There may be someone in your network that you can connect them with. If so, connect them.

5. **Follow up with a Sales Conversation** for *Qualified* people. **S – T – O – P** having sales conversations with people who **do not want help**. If someone does not want help -- whatever the reason -- you're spending time on something that will *not* get done. They won't listen. They won't take action. They won't recommend you to others. Success won't happen. If you're lucky, they won't sign up to work with you. If they sign up, it's highly likely that they won't pay the fees. *Devote your valuable time to people who can't wait to work with you and the ca\$h register will ring.*

CONCISELY . . . In a Flash!

Now you know . . . 1) how to be positioned as the expert in your LinkedIn profile, 2) the **In a Flash!** method for fast success, and 3) the Top 5 things to do to find new clients fast with LinkedIn.

Remember that your ideal clients, connections, referrals, referrals sources and potential partners – everyone – looks at LinkedIn **first**.

Will your ca\$h register ring with new clients and new opportunities?

Ask yourself these questions:

1. "Does my LinkedIn profile:
 - Show my ideal clients clearly that I'm the expert?
 - Capture my ideal clients' attention and intrigue them? And ...
 - Paint a picture about why I'm the perfect company or person to work with?"
2. "Do people connect with me most of the time when I send out an invitation to connect? And say, "Yes" to having a conversation?"
3. "Are my sales conversations or presentations with people who are qualified and can become clients most of the time?" (Or do I spend an hour with someone, only to hear, "No"?)

If your answer isn't a resounding "Yes!" – the book *LinkedIn In a Flash! – Cut Through the Hype & Make the Ca\$h Register Ring* will guide you to find new clients fast, engage with them, start the sales conversation and make the ca\$h register ring – *In a Flash!* – with LinkedIn.

The book covers more than we can cover in this Preview.

BONUS RESOURCES – *In a Flash!*

The book *LinkedIn In a Flash! – Cut Through the Hype & Make the Ca\$h Register Ring*

You've started with this Preview workbook. The book *LinkedIn In a Flash!* gives you more in-depth information and strategies, *Flash!-Action Steps* and your 30-day *Flash!-Action Roadmap*. You can [Pre-Order the book here and receive Special Bonuses](#) including a LinkedIn Profile Review with my recommendations for making yours a More-Clients Profile that can make the ca\$h register ring.

Since you have this Preview, you'll be one of the first to know when the book is available.

When you [pre-order the book](#) and put the strategies in place, you'll learn how to:

- Position yourself and your company as the expert your ideal clients want to work with
- Master the *Only 3 Things that Guarantee New Clients -- and* then how to do them with LinkedIn
- Find and Connect with your Ideal Clients – In-person, referrals, introductions and on social media
- Engage with Prospective Clients – Your Story. What to Say. What Not to Say. Where Social Media Fits, especially if you don't have a lot of time.
- Follow Up & Start the Sales Conversation — With Non-pushy Tactics that Gain Buy-In so your clients say "Yes" right away. When it's too early. When to start it. What to say.

You'll also receive 3 **Special Bonuses**:

1. My *LinkedIn In a Flash!* More-Clients **Masterclass and Worksheet** on how to write your *More-Clients LinkedIn Profile* (\$299 value)

2. A **LinkedIn Profile Review** where I review your LinkedIn profile and give you specific recommendations via email for making yours a More-Clients Profile that can make the ca\$h register ring. (\$425 value)

3. A special **Live Zoom Group Q&A** where you can ask me any questions you want about finding new clients fast and how to do it with LinkedIn. (\$399 value)

My Community

Join me in my [Turn your Expertise into Profits](#) Community. You'll find lots of resources – trainings, worksheets, videos, Lives and the **LinkedIn Lunch N Learns** every Wednesday at 12:00 Noon Eastern time. You can call in during my **Open Hours** every Monday between 11 AM – 1 PM Eastern time and ask me anything. It's best if you text or email me first about your question. That way I can think about it ahead of time and be brilliant when we talk.

You can connect with like-minded, multi-talented owners and CEOs of service businesses, speakers, consultants, authors, experts and thought leaders who have expertise that can make a difference. They are open to new ways of thinking and new ideas. They want to devote their talents to making a difference, and don't have time to waste on things that don't work. They have knowledge and expertise and want to create a successful business and life that is aligned with who they are and their purpose – and make the ca\$h register ring.

If that's you – Join us!

It's free to join. You'll Answer three questions to help me be sure that we're a good fit for successes and Ka-chings.

[Join us here:](#)

[Turn your Expertise into Profits](#)

Devoted to your successes and Ka-chings for you!





Jan Wallen is the Positioning and Messaging Architect and *ExpertiseDNA*™ expert for multi-talented, ambitious, trailblazers who don't want to look or be like everyone else. Owners and CEOs of service businesses, speakers, consultants, authors, experts and thought leaders who have knowledge and expertise, and want to have an impact and make their ca\$h register ring.

Her specialties are strategies and messaging that get results, faster than traditional methods. That means her clients find new clients *fast* – with LinkedIn and social media, in-person, and virtually with videoconferencing and networking.

Jan is the creator of the *ExpertiseDNA*™ fingerprint that positions and differentiates companies as the expert for their ideal clients and writes that in their messaging -- LinkedIn profile, website and sales pages. She discovers her clients' *ExpertiseDNA*™ fingerprint and laser-focuses her clients on what truly matters to move the needle and ring the ca\$h register. As a result of working with Jan, her clients often see results in the first week or two.

She wrote the book on LinkedIn – *Mastering LinkedIn in 7 Days or Less* – and for 10+ years has been showing companies, sales teams, executives and entrepreneurs how to position themselves in their LinkedIn profiles and find new clients fast with LinkedIn.

Because of her up-to-date knowledge, advice and areas of expertise, Jan's insights are sought after and sourced by publications and media including NBC, ABC, CBS and Fox News, Business News Daily and the Business Insider. When she's not speaking and strategizing, you will find her meeting with friends in New York City, having interesting and stimulating conversations, connecting with and meeting new people, keeping her finger on the pulse of what's new and what works, and painting colorful watercolors and cityscapes.



LinkedIn
in a
Flash!

Jan Wallen