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LEVERAGE LINKEDIN TO BUILD YOUR BRAND

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Hello there, my friends, it's great to have you back and this episode is going to be killer. It is so chock full of information that you have probably never heard before when you are considering building up your influence on LinkedIn. I don't even know if you know what that means. But I have an expert today, who's going to be talking about how to build your influence utilizing LinkedIn. And this is such an important piece of you building your overall career plan.

I want to back up a little bit and talk about why this episode is important. Every time I have someone book a free consultation with me, one of the things we talk about is their career plan. Most people have a plan, but it's a plan that's just about the organization they work in right now. It has nothing else in it. It's just about growing in their current organization. And that's a very narrow focus for your career plan. And it's the thing that gets most people in trouble.

Because when they start feeling like, *I don't know if I like my boss*, or *I don't know if I want to work here anymore*, or *I don't know if this is the right fit for me*, people change, leadership changes, and all of those things. You start questioning your career because you don't have a plan outside this organization and all your eggs are in that basket. So I always talk to people about building a much more holistic, if you will, career plan that is very focused on what you want to do and very clear on what your goals are. And that your current job and your current organization is just one element of that overall career plan. That is so important.

Because then you have options, then you've been doing work all along to build your career out in totality, not just in the organization you are in right now. That's really an important thing. And if you haven't even considered doing that before, and you want to talk about it, definitely you can book a free strategy session with me at melsavage.com/chat. That is one of the main things I do with my clients is to help them build a plan for themselves, that involves their current organization, as well as where they want to go in the future. Some of the things we work through in that plan are all the obstacles that are in your way.

Those can be people obstacles, skill gaps, leadership gaps, thought gaps, personal belief gaps, and those kinds of things that are holding you back. And a really big piece of building that plan is understanding the brand you want to create for yourself. Because the brand you want to create for yourself is really going to define the kind of

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leader you want to be, the types of behaviors you want to prioritize, and really amplify the kinds of places you want to work because the kind of work you want to do is so important.

It also is important to understand your personal brand so that you can share that outside of your current organization, which is where today's podcast comes into play. It is so important to build your brand outside of your current organization. And there are lots of ways to do that. Although a lot of them have been somewhat limited, not impossible, but somewhat limited during COVID. But one of the best and easiest ways to build your brand persona is to do it on LinkedIn. And it is something that you can really dive into while you're at home working from home right now.

Unfortunately, it's the one that most people avoid–LinkedIn because they look at LinkedIn like yet another social network, a place where they have to keep up. They don't know what to do or talk about on LinkedIn. And they just consider LinkedIn a place to store their resume, really, but I'm telling you LinkedIn is so much more than that. It is actually not a place to store your resume, it is a place to build your career.

So today, I have invited Tyron Giuliani. He is an Australian entrepreneur who's currently living in Tokyo. And he knows everything there is to know about LinkedIn. He coaches professionals on how to transform their LinkedIn from a non-performing resume, basically, to a client-facing or potential employer-facing lead generation tool. And he works predominantly with entrepreneurs. So when I speak lead generation, obviously, that is for the sales professionals out there, too who work for other organizations.

But lead generation, if you are just simply someone working in any field in any organization, lead generation, too, you can be creating connections, creating influence, speaking with potential companies, or people that you want to maybe work with or for one day. And Ty has had a lot of success. He's had a lot of success building several multi-seven-figure businesses. Some are completely not even related. He has a wedding dress business in Tokyo. He actually lives in Tokyo. He's Australian-born.

He moved to Tokyo after serving in the Australian Army as a general service officer. And then he moved to Tokyo with no Japanese, no friends, and no family, and built several businesses, one of which was an executive recruitment firm, and another one a wedding dress business. He sold the executive recruitment firm on the Tokyo Stock Exchange for tons of money. and now coaches professionals on the side, basically, on how to utilize LinkedIn to build their brands.

He also works with companies on a consulting basis that have included Amazon, Google, Apple, Red Bull, Gap, PayPal, Starbucks, I mean, come on, Virgin, Walmart, to name a few. But honestly, do you need to name more than that? Come on, these are huge. So we're talking about a serious expert today. And so some of the things we're going to be covering in this podcast, there are so many things, but things that you probably never considered when you think about LinkedIn, and how to utilize LinkedIn to do things like become a micro-influencer or thought leader in just 20 minutes a day.

Ty talks about it. You just need 20 minutes a day to do this. Quite often in organizations, we don't really get a chance to become a thought leader. We don't always take the opportunity or there isn't an opportunity, as consistently as we would like there to be one to be a thought leader. And so in LinkedIn, you control it. And you can do it just in 20 minutes a day to the people that you want to do it in a very targeted way.

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You can also learn how to most effectively connect with the people and companies that you want to influence and who influence your desired industry that you want to be and where you want to be a thought leader or just really find people to align with, who have the same goals as you or have the same belief systems as you. As you create this tribe of influencers, influences, connections, and like-minded people, you can take those people with you no matter where you work or what you do. So it's really important to build this community.

Right now with COVID in place, it's a great opportunity for you to take the time, because as you plant seeds on LinkedIn, you're planting them not just with these influencers and influences, etc. But when recruiters are looking for people, when hiring managers are looking for people, they're looking for people who know who they are, who know how to tell their story, who are consistent, and who can connect with their audience. And you can do all of that, from wherever you are at whatever level you are on LinkedIn.

So we're going to be talking about three major things–how to build your authority, how to build your engagement, and how to easily build content that demonstrates your authority in whatever field you choose to be in authority. And so that's enough for the preamble there is so much goodness in this. I have already listened to it three times and honestly, I'm going to do everything in this podcast. I hope you enjoy it. Let me know what you think. And now I want to introduce you to Tyron Giuliani.

Mel Savage: Hey, Ty. How are you today?

Tyron Giuliani: Excellent. Thanks so much. I'm really looking forward to this after you reached out. It's so great to be here.

Mel Savage: I just really feel grateful that you agreed to do this because of all the people I know who work with LinkedIn, you are someone who is not only so passionate about it but is so well-informed. So thank you very much for joining me today.

Tyron Giuliani: Yeah, my pleasure.

Mel Savage: So I think it would be great just to start off a little bit with your background. So what do you do with LinkedIn? What's your specialty? And why do you do it?

Tyron Giuliani: I was in the recruitment business before I was a partner at the company called APIA Partners. And what we did, we're based here in Tokyo, we work across the Asia Pacific, and actually globally as well. During that time, obviously, LinkedIn came into existence. And I recognized really quickly that this is the place to source clients. This is the place to source candidates. I had to put in a system where I could keep focused, my teams could keep focused, and we could actually get the best results off the platform.

Back then the paid advertising on LinkedIn was atrocious. So we did everything organically. And quickly, we were able to build the business. In fact, yearly for over 10 years, we were able to take out about 2 million bucks a year off LinkedIn organically and our deals were like 26,000 to 31,000 a deal. So there was a good volume of deals off

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LinkedIn organically. And then we got noticed by a Japanese company that actually bought someone to take us on the Stock Exchange, which they did in April 2018. And I exited.

What I really loved doing when I was a partner in the firm was mentoring the guys and girls inside the teams and showing them to be efficient with our use of time on LinkedIn. Let's get in there and not use it as a social network site where we just hang out and read articles about Steve Jobs and turtleneck sweaters, and actually get in there. And so after I exited, I wanted to continue that path. I thought I was in a few different masterminds. Most of them were entrepreneurs and business owners, and some were in the corporate space. And they just really had no idea of how to use LinkedIn to generate either awareness, authority, visibility, or clients.

So then I put a program together, where I could bring people in and show them how to convert LinkedIn from this kind of non-performing holding, put your resume to a place where you could have a sales funnel with it. And that's what brought me to coaching. As I said earlier, I'd love to give my opinion. If I get paid for giving, it's even better.

Mel Savage: So I mean, you must have seen so many shifts in how LinkedIn has developed over the years since you were there at the very beginning.

Tyron Giuliani: Yeah, I've been using it since April 2004. And back then, when you actually had your LinkedIn URL, you actually had a number of what number of customer you were. It was around 460,000. Right now, there are 660 million users. So I was an early adopter, for sure. And it has changed significantly over the last 12 or 13 years, and in particular, a big shift in the last two to three years because now a lot more marketers have realized they should be on LinkedIn and they've changed the tone of the content. They've changed the tone of the use of LinkedIn.

Before the stuff that people posted today, three years ago, it would just be full of comments saying, *This isn't Facebook, get off. This isn't appropriate for LinkedIn.* Now, that's what's actually resonating the most. So the platform really has transformed. It gives people a voice and allows people to actually, wherever they are in the world, whatever their situation if they've got the smarts; if they've got an opinion, they can now do it on LinkedIn and actually get exposed to multiple markets. So I think it's a great place where it can equalize the field.

Mel Savage: I agree. It used to be placed for you just to celebrate your wins or give your share articles, share information, and maybe do a little business. But now, it's more of a place to give advice, be vulnerable, and integrate who you are into what you do. So it's not so separate anymore.

Tyron Giuliani: Yeah, as I say, people don't care about you until they know what you can do for them.

Mel Savage: That's so true. So true. It's true. It's what you make it, I guess. So tell me, what do you think now that you've seen so many changes in LinkedIn, what do you think are really the benefits for the average person? And the audience here is largely corporate folks versus entrepreneurs. But everyone's really busy. So to invest some of their time on LinkedIn, what do think the main benefits are for them?

Tyron Giuliani: I would say 95% of the clients that I coach are entrepreneurs. But then I've also got a group that are corporate leaders. What they really want to do is they want to have visibility in the market because it tends to be large companies that would dominate their space. But again, LinkedIn is the level. It's really micro-influencers

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and people who have an opinion. They can get massive exposure so it gives a voice to corporate leaders. Absolutely. They also get to set the narrative.

Rather than people thinking about their firm a certain way, or there's a certain way, they actually get to show people directly the way that the market should see them. They get to set that story. And thirdly, it's the visibility. Eyes on them. I've seen some really interesting sales directors, particularly, I like looking at the sales guys that are on the corporate side. And they've been able to position themselves really as sales thought leaders, even though they're inside a company.

But then I was able to watch them also change companies during this process to hire roles with more responsibilities. They didn't ask, they weren't looking, they were approached by people who have been watching them for the last year, put that content out here. So I think for a corporate leader, this is your chance to really build your personal brand and let the world see that. Give you a voice, set the narrative, and get back visibility. And that's cool. That's like money in the bank.

Mel Savage: Right, because if you have a clear idea of who you are, you're just constantly feeding that to people so they understand you and have a relationship with you without even knowing who you are at that point. I know that's what you call a professional persona. But before we get to that, given that you have this rich history, and rich experience as a recruiter, was that important to recruiters when you were looking for people to connect with potential opportunities? Did you look for what they posted and what their persona is like? How does that work for you, for recruiters?

Tyron Giuliani: This is the beauty of the change that's occurring and the really kind of A-players and the ones that really understand the current landscape of social networks. They're shining, they're on LinkedIn. That's not to say that these CEOs who aren't on LinkedIn and aren't performing, they're not great at being a CEO. But there's something there that when you look at this person, you can see that they know how to talk to their audience. And you know that they're great at storytelling.

I stopped recruiting full-time in kind of December, I guess 2017. But when I saw that kind of person as a recruiter, I was so excited, because then, I could also, during the process, I could direct our clients to go and have a look and see how this person resonated with them as well. That personal side of them was so important, especially if you're going to be in an executive leadership position. Leadership is such a broad topic. My feeling is there is not enough training for leadership anywhere out there. I believe in that.

I had this discussion the other day when I was an Army officer 30 kilos ago and 25. You do leadership training, and you don't move up to the next part, the next rank without going through like a year's worth of training. Even if you're a 15-year manager, before you get to Lieutenant Colonel, you've got to go to senior leadership training and do an academy for a year. And these are guys who are leading people on how to do some really remarkable stuff. But in the corporate world, it tends to be like, you're a sales manager, and you're a leader.

Mel Savage: Yeah, that's sort of the way things are now. And that's one of the things I talked about with my audience is that you can't expect your boss to be a role model for leadership. You have to sort of set your own path these days for what you believe a leader to be in and seek out those tools for yourself and that training for yourself.

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Tyron Giuliani: And this is the beauty of LinkedIn now. I'm finding that it really puts a spotlight on those that do have that leadership, and those insights and they can articulate it, which is really important. Because if you've got all these great ideas, and all these great concepts, if you can't motivate others, or at least provide a path for them to join you on that kind of mission, then you've got no hope of leading people. You just don't.

LinkedIn is a really great insight now, especially for recruiters. Because a lot of my mates run agencies and firms and I've got guys in every continent literally, untick Antarctica, who are running firms, and we talked about this stuff. There are people that are claiming this space but you have to remember on LinkedIn, that for every one person putting content in there, there are 200 that don't. So there's a massive opportunity for people in corporate roles to actually get that message out there right now. And it's like, maybe Facebook 15 years ago. So it's a really good time now if you're a corporate leader to step it up.

Mel Savage: Yeah. And even if you're up and coming, I would say. When you say corporate leader, that doesn't mean you have to be a CEO, director, or vice president. Even if you're up and coming these days, what I'm seeing on LinkedIn, even the junior people are seeing the value in creating a brand for themselves, and what they stand for as they grow. That's what we've been talking about all this time. You call it building a professional persona. And you mentioned that there are three pieces of it. The first piece is authority. I think it's covered a bit. Maybe you could summarize what you mean by creating authority.

Tyron Giuliani: I think it starts for people who are on LinkedIn, the profile is obviously, that's the cornerstone of every sales funnel. Or if you want to look at it, your process of building your persona on LinkedIn starts with that piece of that profile. It's free media space so we should be using it all and as much as we want, rather than just following what LinkedIn is telling us to do. But what it means is, if you are an employee and not an entrepreneur, you can still use it in a way that stands out the most.

I think what a lot of people do is they craft their profiles as a narrative of the history of what they've done, like where they've been, rather than really focusing a profile on where they want to go. Like, again, you get to set the narrative of what you want to be.

Maybe you're an account manager, or maybe you're a marketing director, but there are certain elements of the job that you just love doing. You just love it and want to do more of that. Well, why not reframe your profile so that in those experience sections, you just talked about the stuff that you love doing, and that you want to be doing? There's no need to talk about every element of your life and every element of the job and give the same waiting.

Because if you make four sentences about four different things, as opposed to writing full sentences, and there are four things that you love doing, that's where you want to go with your career. When someone lands on your page, there's no feeling about what direction you're going in. So I think when you look at how you present yourself on LinkedIn, it’s focused on the things that you love doing and where you want to be going with it. What do you want to be doing next?

Mel Savage: I love that distinction. Because when you're writing a resume, in general, what I always coach people to do, I don't do a lot of resume coaching, but when I talked about it with them, it's always like, I understand that you're working towards a specific job description and you've already decided to proactively apply for the job. So

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you're tailoring your career objectives, and all of your key achievements towards the job description and the key qualifications there.

But in this case, it's kind of backward. It's the other way because you're not necessarily specifically applying to a role. It's almost like taking your career objectives. And what you're saying, if I'm understanding, is really just amplifying that within all the different job roles you had just to demonstrate that this is what you can do, because ultimately, that's what you want to do.

Tyron Giuliani: Yeah, you can go back through your past experiences, and find the experiences that you've had in that, even if it was one part of your job five years ago. Amplify that in the protocol so that it constantly looks like every part of your job. That's what you're about. You're the social media digital expert, or you're the branding expert for food, whatever it is, habits. So everything is amplified and points to, *I'm the expert in this field*.

This is where I see people succeeding in their careers. It's being specialists. It kind of always goes back and forth with generalists and specialists. It's always people who know the cost inside out, back to front, and not the best at it. They can get to those top spots as to being just the salesperson or just being the CFO person if they are the best at that and they can present that.

The other thing is to use your experience sections. Those experience sections, for each one, you can create multiple experience sections where the groups are all in one section. For example, if I was at ABC company before and I started off as a sales associate. I'd be a sales associate at ABC company, then I would create when I got promoted to manager, I'd be a sales manager at ABC Company, and then I was sales director. So you'd have three experience sections that would be separated.

Well, LinkedIn will now group them together. So if you're in the same company, all groups as one. Instead of giving it the titles of what your job was, why not have your experience section make it very clear? These are my key roles. These are my success stories. And then, in those next two sections that were sales associate or sales manager, change them into case studies, or change them to project success stories. So it's more like your page, rather than being a sales director, sales manager, or sales associate.

It's sales director, my key roles, and success stories. There should be smart sentences, specific, measurable, action-orientated results, and a timeline. Then use the next two parts, it's all under that one company, for the project success story and what the problem was, how you did it, and what the outcome was. You give context and you showcase two major projects that you've done.

Mel Savage: Let's just say, I just worked at one company for five years and I only had one role, I can use those extra spaces to blow out my experience. You might say, this was my role and my key achievements. Instead, I put another title and another section called success stories and you build that. I love that idea. What a great idea.

Tyron Giuliani: It works really well and it's easy to create. There's a little button that says, *Add experience section*, and you just title it. You give it the same company names, and automatically, the title is, it's not your job, it's what you want to showcase. So it could be a big rebranding project and then you use the framework. Have the subtitle. What the project was, what the problem was, what my plan was, how we executed it, what the result was, and what my boss said. So you have that section, then you create another rather than just using it as a standard,

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reverse chronological resume, use it as just a showcase page. You've got to see yourself like this, see your profile as a mini landing page or mini website about you.

I love it. I love this trick. I love this suggestion. I'm going to start stealing that and suggesting it to anybody who asks me, as well, and I will credit you absolutely every time. I love this suggestion. So anything else that you can think of on authority before we get into engagement?

Tyron Giuliani: Authority, that will lend itself to engagement. We can talk about that next. But just with your sentences and the structure, inside LinkedIn, a lot of people, I see a lot of profiles that are written in the third person. Just write them in the first person. *I did this.* It's fine. I think the tonality these days, conversational is best. The reality is that as soon as you get in that messenger, and you start talking to people, the suits are off, everyone's in party mode, and they're just talking normally.

Mel Savage: Especially these days, everybody's just in their pajamas.

Tyron Giuliani: Right. With your profiles, write them in the first person. There isn't any problem with that. But when you write sentences in particular, they've got to be smart. And that whole thing about being specific and measurable, you want to show specifics all the time. When I interviewed, I had done over four and a half thousand candidate meetings in my career, and the majority of them were face-to-face. The big flag for me when I was speaking to any kind of manager, any up-and-coming, anyone was if they started talking in theory to me, then I instantly knew they hadn't done it before.

They were probably just kind of filling in the gap and letting me know that they understood it. But there was no actual experience of it. When I asked someone if they knew, they would say, *Oh, yeah. I did this, I did that. I then did that. We as a team…*, as opposed to, *Well, what you would do is…*, *In marketing, you have to think about bla bla bla bla, and in sales things you have to know…* They're always talking about theory. So if I see profiles that are like that, I'm like, *uhh*. I want to see like, *I did this. This was the result. These are the actions I took. This is how fast I did it in…* and then I'm like this person gets it.

So, specific, measurable, action-orientated results, and give it some kind of timeframe. Make your sentences specific. If you're going to write something down, make it specific. Don't just say, *Well, I'm an experienced salesperson*. Say something like, *I close X amount of deals by doing ABC. I got that done in three months. I was given six months but achieved it within three months, and we increased profitability by X percent.* That's what we want to see. That gives me authority. I see someone like that, and I'm thinking this person, they've got it.

Mel Savage: The more specific, the learning, the specificity, the outcomes. I saw you do a post last week on the STAR method as well. If you can, you're going to share a success story, for instance, on your LinkedIn profile, use that STAR method. If people don't know what it is, I can share it in the show notes as well. What was the situation? What was the task? What was the action you took? What was the result of what you did?

Tyron Giuliani: The top-tier companies are looking for this. Amazon was one of our clients, and we put over, I can't remember the exact numbers but it was over 60 to 70 people within a 12-18 month period, which is really high for Amazon, and we're dealing with top-tier people. The questions that they would get asked and what they were looking for, we had to prep these people. It was a good one-hour intro prep and a three-hour follow-up prep.

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For these interviews, it was four hours solid of prepping these candidates. Not like giving them answers, but getting them ready to actually talk about their stuff and using that kind of STAR method, because that's what they want to hear, then they drill it down into your answer. You have to give them the data for them to work on. So that's when if you're specific, or talking about your situation and the task, and then you explain, *These are the things I took, and this was the result,* then the interviewer or anyone can go back and say, *Well, tell me about this a little bit more.* And then I go deeper into it. And it just gives you clarity.

I found that some of our clients who didn't get offers at Amazon, when they went on to the next company, they had that STAR method down pat. They weren't getting offers because not many other firms use that methodology in their recruiting. They should.

Mel Savage: They should. It's really simple. We're getting off-topic, but the hard thing to do with the STAR method is to talk about yourself in a sustained way. It takes a lot of practice to do that. And you shouldn't underestimate that. So if I bring it back to LinkedIn, and the persona that you're building, if you can start to include some of those success stories, as you say, now as part of the new layout that LinkedIn has, that can help you even more to get an edge with people who are looking.

Tyron Giuliani: And again, you get to set the narrative. You get to show the success stories that you want to talk about. Because the reality is, as well, when someone contacts you and starts talking to you, they're going to be talking about the stuff that they see and read. And it's the same with a resume. When you go into an interview, most interviewers are not trained in how to interview. So what do they rely on? They rely on the resume. So why write stuff that you're like, *Oh, I don't really want to talk about that.* You put it on your resume.

The same thing with your LinkedIn. This is a good filter. Every success story that you took, that you put on your LinkedIn, you should be able to give a 15-minute presentation on that off the cuff. In every story, all you're doing is you're accessing your memory. You're not creating anything, you're accessing memory. I always coach my clients on that very thing as well. Tell the stories that you want to tell. And it's so easy, because you're just accessing a memory, and then you just put it in a STAR format.

The same thing with LinkedIn, you get to put what you want to put on it. And that drives the kind of questioning. That drives the kind of inquiries that come to you, as well. It's about the stuff that you want to be doing, you're interested in, and you're an expert in. So why write stuff that is off left field? Yes, you did it but you're not really keen on it because I guarantee you, they'll ask you about that.

Mel Savage: So just to summarize the authority piece. This is what I've been hearing so far. Use your profile in a way to amplify what you really want to do in your career. Choose the things in your experience, in your background, that really laser focus on where you want to take your career. Don't just randomly list your achievements.

Also, what you're saying, too is you can use the way that LinkedIn currently has itself structured, under the same company heading to add more than just three or four points to your achievement. You can add your success stories, you can add some key projects that you worked on as a STAR method or whatever to really tell a story about yourself that can further amplify that, especially if you have something in the genre that you're going after.

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Then the other thing that you just said is just to make sure that everything you say is measurable, and that you really just know your story. I interviewed a guy named Momo Bertrand a few weeks ago. He ended up getting a job at the UN as the Chief Digital Media Officer. He said he practiced for three days in front of a camera, just answering the question, *Tell me a little bit about yourself*. Because he just wanted to make sure he knew his story back to front and how important that is.

And then the other really key, I think the sort of shift in mindset that you just talked about, too was thinking about your LinkedIn profile as a website about you. It's structured differently so each of those experience sections can be its own page, or its own section, or whatever it is. But think about it through that lens. What is the story that you want to tell holistically, and then individually in those sections?

Tyron Giuliani: That's right. You've got to remember that LinkedIn is a social network site. It's not some legally binding document that the government is giving you. It's not that. Imagine if you bought the same veracity of, *I've got to follow the route of Facebook. I can only talk about these five things.* No, you can do whatever you want on LinkedIn. It is your media space. You do what you want. It is not some legally binding application to a government job.

Mel Savage: I will just add to that. I've been transitioning, especially to transition out of corporate into an entrepreneur, and I have been using social media. The more vulnerable and sincere and open and real you are, and I don't care what social media platform it is, the more people want to connect with you. And I think that's true of employers as well. I'm not saying like air all your dirty laundry out in the open, depending on what you want to do. But you can still be yourself and not be so guarded, even on LinkedIn and people will connect with you.

Absolutely. And that's where the trend, the tide has absolutely changed on LinkedIn over the last two years. This is going to be sexist, but I think women have better skills at doing that–being vulnerable and showing that. And the way I see that, because I see some of the guys that are on LinkedIn, who are getting the most views and are engaged the most, they are the most vulnerable.

There's a guy called Mark Gaisford, I think. He's in the UK and he's a recruiter. He's like 55, or something. He did a video about him not having any friends, really. That he's got a company and he's got all this. That video got like a million views. And then he was on the BBC and blah, blah, blah. Now he started another company that's based on teaching recruiters how to use LinkedIn to brand themselves. I've seen that over and over again, and I think women are naturally more skilled at showing their emotions.

Mel Savage: They're more open. But I don't know because it's not statistically proven.

I've got a house with three three women. They share their emotion a lot more than I do. I think for guys, it's a place to go, too. But it's more about now rather than just having LinkedIn, and we'll probably move to the engagement part, but rather than just showing how-to's and these are the top 10 list, instead of doing that on LinkedIn, think of the learning point that you want to make.

And then think about your career where you experienced that, where it happened to you in the past, what was a roadblock, what was a problem that happened during that was there a deadline, was there something missed,

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was there something you would redo, what was the story behind it? Then tell that story. And then have the learning points at the bottom? Here are 10 things you should do.

Mel Savage: I know. I'll tell you what, I'm still learning this. But I do find that even the more I do it, the more I tell honest stories about my own failures, my own missteps, and what I learned from that, versus trying to be the coach who knows everything and is totally on the mountain completely enlightened. That stuff. The more I'm sincere about my own struggles, the more people engage with me. The more I just give them success tips and things to think about, the less engaged they are.

Tyron Giuliani: And that has absolutely changed over the last, I would say 24 to 36 months. That definitely is what is resonating now. All these marketers have now come and promote content, make content, and make videos. But the good thing about that is they are showing people and giving you a story.

The funny thing, is I've got a client right now, Bill if you're watching or listening, I wouldn't say his last name. He has a content machine behind him. So he's in cybersecurity, very well known in the market. He does all these interviews with CTOs and CIOs of top companies in the world. The content is awesome, the videos are great, and it'll get like three likes, five likes, and it's awesome stuff. That's it, man. You just have to shift a little bit. You've got to shift to bring that personal story.

And literally today, 12 hours ago, he sent an email saying, *Hey, Ty, I've just written this story. I hope I can prove you wrong so I don't have to get personal and share myself.* Well, that post nine hours later, I checked, and it was 10x of any of his other posts in terms of engagement and reaction. So I've actually emailed him to say, *Hey, Bill. I guess…*

I think that the final shift to be personal is what people want to see. What really resonates now is personal, personal, personal, than a business post because then, people are more open to that. Then if you're just hammering business businesses, and then like, *Oh, let me share your story about myself.*

Mel Savage: We're into engagement now, too, as we're talking about. I'm assuming we're into engagement unless you think engagement is something beyond what we're talking about.

Tyron Giuliani: Well, yeah. I think engagement in the sense that you're taking deliberate activity and taking deliberate action to place yourself as an expert and to be seen as an expert. And engagement, I see it really as two pieces. And this is another topic we want to talk about, which is content and engagement because those two pieces are what drive inbound interest.

When you open up your LinkedIn every day, and there's a nice little red dot above your messages, and you get four messages, and one is in there saying, *Hey, I love this. Can you tell me about that?* Or, *So you offer this, can you tell me about that?* Or, *Hey, we're the board members of this. We're looking for a new CEO*, or *Hey, I own this company. I'm looking for a new sales manager.* That comes from putting stuff out there.

So engagement-wise, like specific engagement, what I mean by that, and this is something that every person should do, like entrepreneur, corporate employee, this is what you should do. If you're going to be on LinkedIn, if

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you hate writing content, per se, the easiest thing that we can do is talk about our experiences and give our opinion. Most people love to give them. I certainly do love to give my opinion.

And if you are skilled at what you do in your career and again, I'm assuming every listener who's doing this, they're paying attention to this because they are skilled and they want to improve their careers; this is an awesome opportunity now to build out your engagement strategy. This is what I highly recommend. Think of this. What we want to do is we want to engage on LinkedIn with people whom we can ethically hijack their audience and be seen in front of their audience. We want to show ourselves to be authorities and thought leaders owner that's kind of overused.

You can be a micro thought leader or a micro-influencer on LinkedIn, even with a few thousand people, if you've got people listening to you. So the purpose of engagement, give you a gain, that authority in the space and to be seen as that, build out your network of people who are talking about and interested in the same topics that you have expertise in. But more importantly, for LinkedIn itself, LinkedIn loves it.

What you do is you actually trip the algorithm, because LinkedIn is always trying to work out what to put in your newsfeed. What stories do we show you? When you do a search, it's also looking at all the activities that you've done and trying to put the people in front of you that are the most relevant to you. If you're going to LinkedIn Learning, if you have a premium account, when you do a search for a subject, it looks at all the stuff that you've liked before, and the comments whom you've engaged with. It looks at people who are like you and who they've engaged with and recommends the best fit for you.

LinkedIn is all about relevancy. So when you engage with the right kind of people, what you're telling LinkedIn is, *Hey, I like Tom, John, Mary, and Rebecca. I love their kind of content, they're kind of stuff, I'm going to like it and comment on it because they're experts. I'm a sales manager. They're talking about sales-related topics, negotiations, closing deals, pre-sales meeting prep, and all these topics.* What LinkedIn does is continue to serve me those people's content. It starts to send me and recommend on the side people that are like them.

The other beauty of that is if I start liking and commenting on Tom's stuff, he's going to see my comments, and he's going to start liking my comments on his stuff and then he'll comment on my comment. What does that trip LinkedIn? That trips LinkedIn that Tyron's posts should be put on Tom's news feed and then Tom sees my posts. He likes and comments there. His network sees his comments and likes, like, *Oh, this Tyron guy. Go check him out.* They land on my profile, and you've got this profile that is now no longer a resume, but more like a landing page. They're like, *Wow, who's this Tyron guy? Let me check him out further.*

So for engagement, this is what to do. Make a list of 10 topics in your life that surround you that you really have good opinions on, like sales management if you're a sales manager, like how to motivate a team preparing a sales script, or whatever. Ten topics you're passionate about, 10 things that you're passionate about that you have an interest in, that you can talk about intelligently.

Just write them down, then go into LinkedIn, and in the search bar, just do this: Search for that word, use it as a hashtag all by itself, like say, it's closing, like closing a deal. You could put #closing, or just search closing, and then select the content that shows you what you can search for–content, people, posts, companies. Just hit the

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content one. Then they're going to list every post recently that has that word, has that key phrase as that hashtag in the post.

What I like to do is I go through, and I look for people, for posts by these people that are getting the most engagements, getting the most likes, getting the most reactions, where the post is quite sound and well-structured. And then going in, check that person out. I'm looking at their activity level. I'm looking if they are frequently posting. Are they actually active on LinkedIn? And I look at three of their posts. This person's posting once a day, or once every three days, that post is getting a high engagement. And it's always around the topics that I can give an opinion on.

If you use Sales Navigator, there are ways to say there's a lead, but we can put it make a nice Excel sheet where you have the person's name, what their title is, have a link to their share page, not just the URL of the LinkedIn, but the actual activity page. So then every day, you can just check your engagement list of people.

Mel Savage: Go to that person's activity feed, and just go and make some comments.

Tyron Giuliani: Yeah, and then choose 10 of them to post a day, like just post on 10 of those people's stuff a day. And it's all topics that you have expertise in. It's people that are active, so they're going to start to engage with you. They'll start to engage with your content, they'll start mentioning you in their posts, and then people are starting to see when they land on your page, you've got a history of content that they can look at.

Mel Savage: They're going to see your posts and where you engaged as well

Tyron Giuliani: You do not have to create. You're just, again, you're just accessing stories and memories and writing about it. That content generation tool is that engagement list.

Mel Savage: Just to summarize. When you say hijack their audience, when you comment on their posts, where their audience will see you, that's a really big thing. Secondly, the more you find these people, the more LinkedIn is going to serve you people like that in your feed. Then you can also have this history of content. That's not you creating necessarily, bespoke content, but more content that you care about that are just comments and little notes that you've made that are going to show up on your profile and people start to look at you.

Tyron Giuliani: The great thing about it as well is you can go through a series. You might have a comment, suggestion, observation, or offer of help so you can escalate what your posts are on each person. So that's how you turn just someone who's a micro-influencer in your space into a connection and a future friend. And these people are observing this, they're seeing this. And this is how you get noticed in the market because you're popping up on all the important people's posts. And these people are talking to you and commenting on your comments like they're your best buddies.

If you do that for four months, you will see a dramatic change in inbound requests to your inquiries, and questions, seeing you as someone that they should know you. It's really important, and it can happen quite quickly. And the great thing about it, again, is it gives LinkedIn all that data to give you the best experience and deliver the best stuff for you so you get to see the best stuff. It's all relevant. Don't use LinkedIn when people say like, *Oh, this is not Facebook*. And I disagree with that. Use it as you want.

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But don't do this: Don't randomly continuously every day, like and comment on things that you like. Like I see a struggling person's story and I like that and comment. Because what happens is, if you do that every day multiple times, again, you're teaching LinkedIn, to send you more of that. That's the kind of stuff that's going to move the needle in your career.

Mel Savage: These are great tips even to remind myself to do them. If I'm just a corporate person who's not actively looking for a job, but just wants to continue to manage their brand persona in their industry, how much time do I need to spend on this?

Tyron Giuliani: I think the biggest activity that you can do is go in there and do 10 posts, and 10 comments a day. That's it. That is enough. It's going to take you 20 minutes. It's the building phase, you've got to build out. You can either have it in Excel. As I said, I do this. I have an Excel list and I have it saved in my Sales Navigator as lead so I can find them. But Sales Navigator sometimes gets quirky and does something stupid.

I've got my list, but I do it so it's one click. I don't just click on their profile URL, I click into the activity share so that list is all their share page so I can see their posts instantly and just like and comment. If you've already got it down there, you can check on your list. The one activity that you should do is just that. That will change the game. If you've already reframed the profile, that's it. That's the engagement. That's all you have to do.

Mel Savage: That's amazing. For you out there who are thinking, *Oh, I don't have 20 minutes a day. I don't even have 10 minutes a day to go to the bathroom;* you know what? Do it every two days, do it every three days. If you're not doing anything right now, whatever you do, beyond what you're doing right now is going to start to create the shift that you want to see.

Tyron Giuliani: I hate that line–*I don't have 20 minutes.* That's a that's a fairy tale and a fallacy.

Mel Savage: They're not making, they're not prioritizing the 20 minutes.

Tyron Giuliani: I'll tell you one thing that you should do. If you think you don't have the time, get Rescue Time and put that on your computer. It's a little app that will run in the background and it will track everything that you do that day. Everything. Everywhere you go on the internet, every idle time, every time you're in your inbox, it will show everything. Do that for a week. Just act normal. Just do it for a week, I guarantee you will find hours and hours that are just vacationing at your desk. The club desk is the worst place to vacate.

Mel Savage: Definitely. The time thing is an excuse to avoid something. Just get past that. Try it. You don't have to start with every day but work up to it. Make it happen. Get it as part of your habit.

Tyron Giuliani: And it's one thing that engaging because of the beauty of engagement as well. Because I'm busy and I don't have time. I can freely admit, I like to be lazy. I like to find time to relax. I've worked for 25 years, I've had enough. I've got money, I'm fine. But when I use my time, I want to be highly focused and highly efficient. So I want to get in, get out, and be done with it. The beauty of this is creating ideas for content. That is hard. I think there are people who are naturally good at storytelling, people who have the gift of the gab and copywriting, but for most of us, we're not.

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But where I find that it becomes easier is through engagement because you're looking at these posts by these people. Then you're seeing the comments, and the comments are usually people telling the struggle, or they're asking another question, or they're making a comment that you can stack on. Then your ideas come from that, and then you can make a full-on your own post from other people's comments. The meaning of that is that content is up to the minute what the market is talking about. So you are talking about topics and issues that the market is talking about right now. You're always out front.

Mel Savage: Love it. So that says we're segueing into content. So you're saying if you're feeling stuck to have content, it's just to make content from the conversation from the engagement.

Tyron Giuliani: Absolutely.

Mel Savage: And this is to remind you, just to be open, like be yourself to your point. Don't make it like the top 10 tips or whatever. This is where you want to be, as well–open, honest, and authentic about yourself and your own struggle. I was reading this comment from these people and they were saying this, and I really feel strongly about that because of this. That's a post.

Tyron Giuliani: That's a post that will probably get more reactions and engagement than any of your other posts that were like, *Here are the five top tips*, or *Here's an article from Fortune about blah, blah, blah*. They just will because the more natural that you can write it and the more story-like it is people will…. And I have trouble with it. My strength in writing is, that I'm excellent at outreach. I can get into conversation with anyone inside Messenger and that's part of the techniques that I coach.

But the other thing is, I'm great at writing business proposals. I can write proposals like no one's business, like bang, bang, and they just like boom, boom, boom, and they make money. So I find the creative writing part really tough. I do struggle with that for years, and I keep on I'll do a course on it, or do a reading of it, and I sleep back. But what I try to do now always is I'll write it out as I would normally like business writing, and then I'm like, now let's find the story where this happened. And I just kind of like, let's start at the height of the story as well.

Because remember, on the content side of things, the first two to three sentences are what people are going to see. Those first two sentences are designed to get them to hit see more. So you got to make them a little bit clickbaity. You don't want to say suddenly something unrelated to the story beneath it. But with your content, start at the height of the drama. And then go back and explain how you got to that drama. I think any storytelling is good like that when you capture them because you open this loop and people don't want to close the loop always.

The same thing with your posts. Give the higher drama, and then people want to know how did this happen. And with content at the moment, there's a number of formats that you can use, obviously, just a plain old text post. Plain as in like, stories, but it can be video, document post. Those three main post media, all kind of get different metrics, as well. What I find is video posts tend to get the lower amount of visibility, but they'll get the higher engagement. And I've seen some of my stuff get six to 12% engagement, which is huge.

A text post where it's a standard, just notes, a written post, maybe use some emoji and stuff like that, that will tend to get the highest visibility. It gets shown to most people, but the engagement is usually one to 2% or below, for most people. So you'll get more visibility, but you'll get less engagement. And then document posts are really

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nice still in terms of getting good visibility and good engagement. They tend to be stuff that people can download if they want. I tend to include some kind of real takeaways, five to 10 points that you can take away and implement. And you can get really creative with them. You can use Canva and make a slideshow. And when you upload to LinkedIn, it makes it into a PDF straight away. It's their latest post format, although it's over a year old now, it's still the latest post format. And it's getting the most attention still.

So mix it up as well. So do a text. And the great thing about the document post is it means if you have all this collateral already, like you've done ebooks before, and you've done all this market, and you've tried everything before, or you've written white papers as a corporate leader. Take it, recycle it, repurpose it, and make it into little chunky document posts. You've already got it there, just edit it. Probably from one white paper, you've probably got six months' worth of document posts.

Mel Savage: Absolutely. I love it. Just start. The thing is just to start. Even if you don't do it right off the bat, just start. And we talked about it. I don't want to go through all the great points. But you made so many great points around content, too. It's just turning those conversations into content, mixing up different kinds of content, video posts, and documents, and being sincere, authentic, and genuine in your content. Anything else that is missing that you just said, too about content? I think we got that.

I want to move on because I know there's so much good stuff here, I just want to keep talking about it. But in the interest of time, I do want to move on and talk about something that I get questioned about a lot. What is your opinion of all these premium offers or premium tools like Sales Navigator and all the rest? When would I think that I need to do that or use those?

Tyron Giuliani: There are three main ones–the Business Premium, Sales Navigator, and the Recruiter. Obviously, if you're in the corporate world, I think having a basic unless you're actively searching out people and fulfilling a business development role, the basic one's fine, because you're not going in and searching and finding people and trying to engage if you're just using it as a as a holding place. Somewhere where you do want to engage and put yourself out there, that basic one will be fine.

But if you're going to then go and actually actively pursue people, actively search, trying to use it as a business development tool, like if you're the CEO and one of your functions is to get business, then I would recommend, at a minimum. I just found Sales Navigator is probably 79 bucks a month or whatever. But Sales Navigator is one of the best premium features I've seen that LinkedIn has ever brought out. We had recruiter accounts like 9000 bucks a year and I found Sales Navigator at 900 bucks and it got me the same results. And I've had the Business Premium. I've had that. I would move to Sales Navigator if my role was one of business development or sales generation and I had to get leads off LinkedIn.

Mel Savage: What about looking for a job? Do I need to do anything specific?

Tyron Giuliani: Looking for a job, I think keeping a basic account is fine and just running those activities like finding those people and running engagement. If you want to be noticed, then you've got to be out there. The whole concept of *if you build it, they will come* does not exist on LinkedIn. If won't be there, it's left there.

Mel Savage: I agree. I don't think that that's really a thing anymore, *If you build it, they will come.*

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Tyron Giuliani: It's like having a car and just putting no fuel in it. And it just seems like it's useless. It's the same thing with LinkedIn. At least have your profile, reframe it in a way where it is more like a landing page, and then the one activity I'd recommend, 10 engagement posts a day and you're golden. You will get jobs and you'll get offers.

Mel Savage: That's going to be my mission next week–10 engagement posts a day. I do a lot of posting on content, but I don't engage as much. I think engaging is probably where the gold is.

Tyron Giuliani: I slip out of it all the time. I've got other businesses for which I don't use LinkedIn but when I look at my clients, the ones that are doing the content engagement piece, one of my guys, like Brian, who is a sales coach. He's smashing it. He'll get to 300 engagements on each post now. And it's not like he's not writing stuff that is record-making and unknown to the world and wow. It's just personal stories. That's what counts now that drives the inbound. He does specific engagements. And he does just a post a day or a post every second day. But it's the engagement piece, that is really blowing things

Mel Savage: That's smart. So smart. Ty, this has been great. There are two questions I want to ask you. The first one is, I'm going to ask you if people can do one thing coming out of this, they're just going to start doing one thing next week, where should they start? And then the other question I want to ask you is, if people want to work with you, do you work with corporate folks? And if you do, how would they get in touch with you, I will put all your content and all your links, everything, obviously, in the show notes, but just for you to talk about it a bit.

Tyron Giuliani: First, the one thing: Make your engagement, find folks, put them on an engagement list, and start engaging on other people's posts. Let them do all the heavy lifting. They don't have to create the content and craft this beautiful post and put it up there. And then again, you just get in there and give your opinion, because we all love doing that. So that one activity will change the game for you if you do that every day.

Mel Savage: And would you say that's even more important than making sure your profile is perfect? Obviously, work on your profile. But to me, my profile is something. I just looked at it a couple of days ago, and I thought, I want to revamp this whole thing again. Like it's something I'm constantly doing.

Tyron Giuliani: This is the thing. You tend to take action when you start to see results or you put more energy and more *oomph* into anything you do when you start to see results. And I think when you start engaging on posts, and people start to talk to you and start to comment on your comments, you start like, *this kind of works,* then naturally you're going to go in like, *I should do my profile now.*

Again, just changing your profile and then doing nothing, gets you nothing and will get you nothing. You've got to be proactive in LinkedIn, and LinkedIn will reward you with better people to see, you'll come up in searches, and everything about it is just better. So if I had the choice of making an awesome-looking profile or just executing on engagement, engagement would win.

Mel Savage: Awesome. I love that. Thank you. Thank you so much for that. So how do people work with you?

Tyron Giuliani: For those who are in the corporate world, I do offer a training program where we really look at converting LinkedIn into a sales funnel. If you just want to do your resume, and have your profile done and content, then I'm probably not the best fit. But if you're in a role where you're doing business development, if you

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have a responsibility to get clients to bring business to your company, even if you're at that kind of sales management level, and even at director and executive level, then I'd be a good fit.

But again, it's for people who are absolutely committed to improving themselves as a professional. Yes, the company, you work for them, but people are buying from you. And people will know you. The great thing is when you build you, wherever you go, you take your tribe with you. And you take that group of people with you. So I'm good to work with if you are that kind of person who is really about building this as a personal skill set, having a skill set of being able to go into LinkedIn, and wherever you work in the future, use it as a business development tool, and be seen as an authority wherever you move to. That's where I can help them.

It's a multi-month program, and it's a sizable investment. But if you get one client and you create change, it's paid for. And to get hold of me, you can just literally email me at admin@sellingmadesocial.

Mel Savage: I will definitely put that in the show notes, too. So if you want to work with Ty, Ty has helped me a lot, too. Don't look at my LinkedIn profile, because I'm still working on it. But Ty has helped me a lot. Actually, you can look at it. It's not bad. It's just, of course, I always want to make it better. It's definitely a lot better than it used to be. And I have a lot more engagement and a lot more connections, too, than I used to just having worked with Ty, so I highly recommend it. So get engaging, take a look at what you want to do, make sure you're treating your profile like your website, and start to post authentic content about yourself.

Tyron Giuliani: The thing about when you do your profile as well, like, don't be married to it. You can change it whenever you want. You can get in there and change things around, it's not going to break anything. Don't feel like it's one draft, and then you've got to leave it like that. It's all a house.

Mel Savage: Actually, every month, I have a recurring appointment on my calendar to review my portfolio profile.

Tyron Giuliani: That's a great idea. Even my own profile, I'd been wanting to change it for the last year. It's like the cobbler in his shoes. It's the same thing. I can see other people's profiles and I'm like *Man, you need to change this,* and I look at mine, and be uhh. So I understand the kind of roadblock that can occur there. But just don't be married to it. Realize that you can make any changes and use LinkedIn how you want to use it. There are no rules that prevent you from doing anything on LinkedIn unless you break the terms of service like if you're abusing someone. But you can start to use LinkedIn and push that boundary.

And if you're using it authentically, genuinely, if you're in the corporate world, you know how to act, you've got Social Security, you're not silly. So post stuff that's just going to resonate, and you'll do fine. And engage, like LinkedIn rewards engagement, the more you stay there, and you engage with people, it's just a better experience that you'll have and you'll get served better information, and you'll look better.

Mel Savage: So much good stuff. I love it. Thank you so much for joining me today.

Tyron Giuliani: Love it. Thank you.

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Wasn't that so amazing? There is so much good stuff in there. I just want to say this, here's what I'm going to do right now, coming out of this podcast. I am going to spend my 20 minutes today creating 10 meaningful comments, with 10 meaningful influencers that I am prioritizing. I'm going to continue to build my list of influencers that I want to connect with. And I'm posting at least once a day. My goal is to really amp up my level of authenticity in my posts. I'm getting better all the time. But you know what, just let loose, be vulnerable, be myself, and really focus, focus, focus my messaging on the key things.

Ty talks about the top 10 topics. I'm like the top four topics that I want to talk about. What are the top four things? I'm going to focus my message there for sure. Also in the show notes, thecareerreset.com/42, I am putting all the links to Ty if you want to connect with him. If you're someone who wants to build authority or drive sales for yourself or for your organization, absolutely connect with Ty. He obviously knows what he's talking about. I will also put a link to the STAR method and the rescue app that Ty talks about in the podcast.

Thank you so much for joining me this week. Thanks so much to Tyron Giuliani. He is the best.

I'll talk to you next week. Bye for now.

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