

FINDING REFERRALS AND PLAYERS ON LINKEDIN

by Michelle West

In January of 2018 I attended a free webinar about how to market on LinkedIn. I started using it then, and have already found so many people from there to come into my primary program that I now use LinkedIn exclusively to promote my business. If you don't want to do conventional advertising, LinkedIn is a great way to make contacts and spread the word about 360WIN and TheFreeSportsbook. I think it is the PERFECT place to find people who would love to play our games. But they won't know about us unless you spread the word!

There are more than half a BILLION people on LinkedIn, from all over the world. It is a totally different audience than you will find on other social media like Facebook. Most people on LinkedIn are professionals, more educated, more sophisticated. They will appreciate a classy set-up like we have with 360WIN and TheFreeSportsbook, and also love the 360WIN charity aspect.

Here are some articles you will find helpful. You can also find a lot more on YouTube and on LinkedIn itself.

3 Easy Steps to Boost Your Influence on LinkedIn

<https://www.inc.com/darren-marble/3-ways-to-use-your-linkedin-profile-to-generate-leads.html>

10 SECRET HACKS To Build Your Business & Grow Your Downline FASTER!

<https://fd426-ffd7cd.pages.infusionsoft.net/>

10 SECRET HACKS To Build Your Business & Grow Your Downline FASTER!

<https://business.linkedin.com/sales-solutions/blog/best-practices--linkedin-profile/2018/how-to-write-a-linkedin-headline-that-makes-sales-prospects-take?src=li-scin&veh=7010d000001KZ5cAAG&cid=7010d000001KZ5cAAG>

This is a link to the webinar I took, it's free -- it will teach you the basics.

Discover The UNTAPPED POWER of LinkedIn

<https://fd426-233279.pages.infusionsoft.net/>

I followed all the tips in this webinar -- except for getting those TV endorsements -- they seem really phony to me. But I punched up my profile, and started finding people to present my business opportunity to right away. You can do this too, and it's all FREE.

My old profile had a bunch of irrelevant things about how much I loved animals, my exploits with intercollegiate chess, breeding cats and stuff like that. This is

the exciting new more professional profile I created after listening to that webinar, it's been a winner, I am averaging about 800 views a week. <https://www.linkedin.com/in/westgold>

TIPS FOR SETTING UP YOUR LINKEDIN PROFILE

I attended a webinar on how and why to use LinkedIn in 2018, and since then it has become my main place to find people to join my primary business. LinkedIn has a half billion members, mostly educated businesspeople who are looking to connect and do business with others. It is a totally different audience than what you will find on Facebook and other social media. Most of these people on LinkedIn already have good jobs or their own business, they probably work hard and then play hard. I believe they will be very interested in a classy set-up like we have with 360WIN and TheFreeSportsbook.

Over the months since I started using LinkedIn I have learned quite a bit, and hope to share it with you in bite-sized chunks. Get everything set up for yourself and start using it --- I think LinkedIn is the perfect place to promote 360WIN and bring in a LOT of referrals, and to find a lot of players for TheFreeSportsbook.

Your FIRST STEP is to open a free account at <https://www.linkedin.com/reg/join> and set up your profile. Your profile is extremely important. My profile used to present a bit about my experience, but focused on my other interests, my intercollegiate chess activities, my cat breeding, animal welfare concerns, etc. After I took that webinar I realized the weakness of that old profile for the goals I wanted to accomplish, which was attracting people to my business. So I scrapped it completely and started fresh. Here is the link to my profile if you'd like to see what I chose to present after attending that webinar.
<https://www.linkedin.com/in/westgold/>

There is a ton of information about using LinkedIn on Google and YouTube, and also on the LinkedIn site itself. Their knowledge base is massive. Take advantage of it all. I can't go through all of that basic stuff with you, but it's all available elsewhere. I am just going to give you the most useful tips I have learned, concrete info that will really help you make the most of your LinkedIn contacts for promoting 360WIN, TheFreeSportsbook (or any other business you are doing).

The single most important thing is that first line right under your name. ANYTHING you do on LinkedIn, even if you're just commenting on a photo or video somebody posted on the timeline, will have that first line right under your name. That is your calling card, your introduction. If it says something exciting or interesting, more people will be likely to want to check you out and connect with you. If it says something lame, like "Internet Business Owner" or "Self-Employed", they won't. Mine is extremely successful, and makes lots of people

want to connect with me -- **Helping You Fulfill All Your Dreams Through Your Own Business** -- try to do something similar for yourself.

You need to have a good photo --- people want to see you. Make it reasonably professional, not a photo of your kids or your cat, etc. I wouldn't use your business logo either, you want to present yourself as a serious professional, someone who can help people first, not just a blatant ad. And absolutely do NOT have the 360WIN logo as your photo.

Your profile doesn't have to be long, but the first part should be telling people what you can do for them and how you want to help them. Don't make it just a list of things you've done for other people in the past --- make it speak to the new people looking at your profile now. They've come to check you out --- how can you help them, what will you do for them? What do you have to offer them with 360WIN or TheFreeSportsbook? So even if you have no experience at all, it doesn't matter. If you are reasonably knowledgeable about your business, enthusiastic, and willing to help people, that's all you need.

The next most important thing is your CONTACT INFORMATION. You have to make it as easy as possible for people to find you when they click on See Contact Info. A few months ago I was looking for a new accountant, and I was shocked to see that most of the people, professional people who came up in my search, gave NO way to contact them. You can send a message through the LinkedIn Messenger, but only if you are already connected with them. Even if you are a premium member, you are limited in how many people you can contact for free. You should have your email, phone numbers, skype name, etc --- every possible way for people to easily find you. Put your skype name or other information in the Address box. Don't put in your Facebook or Twitter pages unless they are business-oriented. If your Facebook page is full of jokes and photos of your pets and children and family vacations, that's great -- but you shouldn't give out that link to people when you're introducing them to your professional business self.

You should put in your 360WIN and TheFreeSportsbook affiliate links, but be sure you have a real domain name on them. When people see those long URLs with the long affiliate information at the end, trust me, it will turn them off -- they will think you're pushing some dumb MLM company. We offer classy online entertainment, make your domain reflect that. See my separate article on choosing a fabulous domain name.

Also be sure to add your birthday and a work anniversary date. If you're new to working on the internet, that's ok --- make up a date at least 5 years in the past. See my section below on Tips & Tricks For Using LinkedIn for the reason why these dates are very important, and how you can use them to bring in a lot of referrals.

THE BASICS OF BUILDING UP YOUR LINKEDIN CONNECTIONS

I admit I made some serious mistakes when I started building my LinkedIn connections, and I regret it now, but there's nothing I can do about it. Hopefully these tips will help you avoid the mistakes I made.

When I started with LinkedIn I accepted everybody who asked to connect with me. Also, each time you log in, you'll be given a bunch of people they think you would like to connect with. I accepted everybody every time.

My purpose at the beginning was not to actually start relationships with the people right there, but to build a killer email list so I could contact them that way. Emailing has always been my favorite and most-effective way to promote, and I've made a ton of money with my emails. So I connected with every possible person I could find for this list-building purpose.

Only later I learned that we are limited to 30,000 connections. I already had over 26,000, and so I stopped looking for more immediately. I needed to save some space for people I would really need to connect with later.

Many of the people I connected with did write me on the LinkedIn messenger, they saw my profile and came to me for information about starting to make some serious money from home. I signed up a lot of people for my primary business easily this way. But many of those connections I made were from very poor countries, and they could never afford to join my primary business, which has a minimum starting cost of \$700 USD.

Things are of course quite different for us here with 360WIN, because people do not need any money to join and play our games. 360WIN is open to everybody, no matter how broke they are. In fact, you can sign up a lot of referrals from these poorer countries by telling them that if they learn to play our games well, they might be able to make enough money to support their whole extended families. But watch your contacts number, when it starts getting to like 15,000-20,000, you might want to stop inviting people. Once you reach numbers like that, people will be contacting YOU, asking to join you. And the ones who see your great profile and ask to join you are definitely interested in what you have to offer.

By the way, I did download my list of 26,000 email addresses. I thought they would be perfect to email to. Mostly professional people, and all the addresses would be good. Unlike general lists you buy, where up to half of the addresses might be bad, etc. But this turned out to be a disaster. I thought that if people connected with me, they were in effect giving me permission to email them -- but I guess I was wrong. Some people complained to LinkedIn that I was spamming them, and I ALMOST lost my account. I had to do some pretty fast

talking to be able to keep it. I GET advertising emails almost every day from other LinkedIn members, and I don't understand why they can do this but I couldn't, but that's what happened. So I have this great list, but I cannot email them. <sigh>

The best contacts I got were people who saw articles I posted and then looked at my profile and asked to connect with me so they could find out about my business. These days I am also commenting more on some of the photos and videos on the timeline, and I am receiving like 30-50 contact requests every day from people who see my articles and comments ... because I have a GREAT tagline under my name (see above for details on how important this tagline is). Unfortunately I can't accept many of these new connection requests, because I am almost at my limit. But I always accept those who take the time to write me a message with their request.

SPECIAL TIPS AND TRICKS FOR USING LINKEDIN SUCCESSFULLY

LinkedIn is very easy to use, and most features are FREE. You do not need to pay for a premium account to do what we need to do to find referrals for 360WIN or players for our sportsbooks, but you can do that if you want. They do have a few special features that only premium members get. You can also pay to place ads there that other users will see. I've never done that for my business, but I believe it could work very well for advertising 360WIN and TheFreeSportsbook.

You need to connect with others in order to chat with them about what you have to offer. Please see what I wrote above about Building Your Connections. But in addition to the ways I mention in that article, there are a couple very cool tricks you can use to find people or even better, have people contacting YOU.

I have 29,000 connections. When I had my birthday in January, all 29,000 of my connections were notified of that. More than 800 of them sent me a personal message to wish me happy birthday! I had 800 people coming to me! I wrote up a nice little reply, thanking them for wishing me happy birthday, telling them that my goal for this year was to help as many people as I could to find financial independence, and asking them if they'd like to let me help them make some serious extra money. Many of them got back to me, and I signed up several of these people for my primary business.

Then a couple months later I had my 20th work anniversary -- and the same scenario played out. Getting people to come to US is wonderful. This is why I told you to be sure to put your birthday and work anniversaries in your Profile. But only your connections are notified of your special days, so you want to build up as many connections as you can as quickly as you can. If you only have like 1,000 connections, you might only get 10 people wishing you happy birthday.

So what if you are just starting to work on the web? You can put down that you started working on the web some day maybe 5 years ago. (Don't tell anybody, but you can make up a date.) If your birthday or anniversary is like this month, you don't want to have to wait until NEXT YEAR to take advantage of this trick -- so make up a birthday and anniversary for yourself coming up soon. Just be sure you have a lot of contacts before you set a date, otherwise your birthday announcement will be kinda wasted if you only have a few people who will see it.

You can get more contacts quickly with targeted searches. I believe that certain types of people are more likely than others to be interested in our games. Retirees would be a great place to start. So do a search looking for people who describe themselves as "Retired" or "Retired and Looking", etc. Then send connection requests to everybody who comes up. You can also search for "Gamers" or "Gamblers", "Casino Players", "Poker" or "Blackjack Players", even "Bridge Players", etc. And if you run out of those people, do a general search for "Business Owners" or "CEOs" or something like that. These people work hard and play hard, and are probably looking for new ways to have some fun.

You can also target cities -- how about "Las Vegas" or "Atlantic City"? And definitely big sports towns, Chicago, Pittsburgh, Los Angeles, even cities with top horse racing -- Churchill Downs, Belmont Park, Saratoga, etc. Think outside the box! Our exciting games will appeal to almost EVERYBODY! But they won't know about our games unless YOU spread the word!

Once people connect with you, it's time to tell them what you have to offer. Some people will send you a message right away, but most won't. It will be up to you to break the ice with them. After you log in, click on My Network at the top. It will show you how many connections you have. Click on the word Connections, and they will all be listed. The most recent ones are at the top, and they get older as you go down.

Click on the word Message after each name, and a message box will open so you can send them a note. Have your little blurb about 360WIN or TheFreeSportsbook all prepared ahead of time, and then just copy&paste it into the message box for each contact. I hear that there is a way to message more than one person at a time, but I have never been able to do that. But once you have your message written and on your Notepad or Clipboard, it just takes like 3 seconds to paste it into each individual contact's message box and hit Send.

If you're making a lot of connections, try to keep up with getting back to the people by sending out some messages every day or two. The best time to contact someone is right after you connect -- a week later and they probably won't even remember you.

Another way to get people coming to you is by writing articles and posting them. I had a lot of people contact me after I posted my article on how to choose a fabulous domain name. So now I re-post it every couple months. I also post some other things. Some people post photos or sayings every day. Each time your name appears anywhere on LinkedIn, your TAGLINE appears under it. If your tagline is very interesting, you'll have people checking you out. See my advice above about Setting Up Your LinkedIn Profile for the importance of a great tagline.

If you don't want to post, you can comment on other people's posts. Again, every time you do ANYTHING, people will see your name and tagline. They can just click on your name and instantly connect with you. The more active you are, the more people will see your comments and want to check you out to see who you are and what you're up to.

LinkedIn has more than a half BILLION members from all around the world. I know that probably MOST of them would love to learn about 360WIN and TheFreeSportsbook. People in Asia are especially addicted to online gaming, and I've read that many people in Asia spend like half of their salaries playing online games. Just think how excited they will be to hear about US, and how they can play for FREE! Each happy player we sign up will also tell all his friends. But nobody knows about 360WIN or TheFreeSportsbook unless we spread the word and LinkedIn is an excellent place to do that, for free.