



Interview with Yoon Cannon

Host: Bart Baggett

Date of Interview August 20, 2012

Part of the 100CoachingTips.com
Interview Series

©2012 by 100 Coaching Tips LLC
All Rights Reserved

Bart Baggett Interview with Yoon Cannon

Bart: Welcome to 100 Coaching Tips, my name is Bart Baggett, I am your host. If you're a coach, a speaker, an expert, this series is going to help you make more money and make more change in the world.

This is a very special edition of 100 Coaching Tips and a very special guest. One of the things we did is we wanted to find 24 of the highest paid and interesting coaches, coach's coaches in the country, that included speakers, authors, but all had some element of their business model, which is coaching practice.

If you're new to the 100 Coaching Tips series, we have amazing archives with some people and today's guest is, I consider kind of one of those rare jewels that a lot of you may not have heard of who she is and what she does, so it's really my pleasure to introduce you to Yoon Cannon.

She's a highly sought after business growth expert and she's the President of Paramount Business Coach. So she is not only an entrepreneur, she's a coach, and she's helped people for 20 years, you know, help build their businesses. She sold three of her companies and of course, all we want to talk about, how you build companies and sell it and it helps us all with an exit strategy, and her advice has been published in *ASI Counselor Magazine*, JP Morgan Chase business journals, a lot of online resources. Yoon's also a keynote speaker, she does a lot of radio and TV stations, and today I've asked her to really spill her guts on how she helps her clients leverage the power of social media, and specifically LinkedIn.

Yoon, welcome to the phone call, thanks for being here.

Yoon Cannon: It's my pleasure, Bart, thanks for having me. I'm so excited for the next hour here today.

Bart: Oh, we're going to have a lot of fun. And I am, with a lot of people, I have not had the pleasure of meeting you in person, like a lot of our guests have, and you've been silently just helping companies for 20 years do something pretty magical. Tell me how you ended up being kind of an entrepreneur support system for these companies and entrepreneurs.

Yoon Cannon: Well, Bart, really over the last 20 years, what I've done is I've started my own businesses and companies. I started 4 companies over the last 20 years and I sold 3 of them.

And so that prerequisite, that pre-experience, you know, that background really is what brought me into business coaching and has really allowed me to be that asset and that support system, the guide for other business owners who are struggling with one or more aspects of growing their business.

Bart: Now, just as background, you had three different businesses, you sold them. Was it like you built software? Was it in a clothing line? Give me a **** overview of sort of what industry and what niche you really served.

Yoon Cannon: Sure. My first business was a marketing company and that was in the early '90s. I had grown that to six branch locations and so I was finding myself managing, recruiting, training, developing anywhere from 80 to 150-plus sales representatives and other management people. And so that was my first business.

Then I went on and I opened up a large performing arts academy and it was staffed with 35 renowned professionals. I had casting directors who worked on films with people like Bruce Willis and it was a thriving place where I finally figured out how to work less and earn more, being able to whittle down my hours and still watch the business grow.

And then I also had a production company, a non-profit production company, and I partnered with someone else to open up an entertainment venue with a food and liquor license and was able to launch that successfully and then turn around and sell it.

Bart: Wow, so you had both retail, education, kind of a little bit of everything, marketing, you're just a business woman, you think in terms of Michael Gerber, build a business and sell it.

Yoon Cannon: Absolutely. And, you know, that's what I love being able to share with listeners and with clients, to be able to, you know, that is the American dream, to be able to build your business and turnkey it, whether or not you want to sell it is not as relevant, because really for me, I didn't even start out with that last exit strategy in mind. But when you turnkey it, you can really have the business working for you and you're not working for the business, and that's a huge benefit that we all want.

Bart: Well, I think that's the dream, especially when you begin to start to wear the entrepreneur hat and if people are kind of new to running their own business, that

really is the super dream and of course, we've had Sam Carpenter on the interview series, we talked about work the system, I think kind of a new version of Michael Gerber's *eMyth*. But it seems to be that we end up wearing too many hats and therefore what we thought was freedom ends up being 12-hour days. And if you don't want to sell the business, which I totally understand, like for example, I've got a production business where movies, film, and TV, and I think I can do that till I'm 90, like that's really so much fun, it's not an exit strategy. However, a lot of people perceive coaching, especially with the dollar for hour exchange, they're not sure how would you automate a business where you can still make a difference, you can still create residual income, but not necessarily have to be locked into eight, you know, sessions, every day with an individual.

How do you feel like a lot of the coaches can leverage some of the models that we're talking about and not necessarily selling their practice, but leveraging it so that they could spend more time just doing the piece of business they love and not, you know, sweeping up and taking out the trash and everything.

Yoon Cannon: That's a great question, Bart, and this is why I am so in love with LinkedIn and how we can use this as coaches to be able to build the practice that we want in the lifestyle business that we, many of us were drawn into the coaching industry to be able to achieve.

And I'll tell you, in terms of leveraging, you know, one of the big keys with LinkedIn is knowing what your goal is. And so, you know, you made a good point earlier just now, Bart, when you're saying, "Well, how can we get away with the time for dollars model where you're needing to be able to book, you know, eight clients a day every day?" And that's a tough model to do full time. You know, even if you had someone who was in charge of your business development and you just were able to show up to work and coach eight individuals all day long every day.

I don't know about you, Bart, but when I have a full load like that, I'm tired. I'm just mentally exhausted by the last client of the day and to do that five days in a row every single week, that's very exhausting. So the model definitely, for one-on-one pure, just offering pure one-on-one coaching, is definitely a challenging model, so that's what I'm working with, and not one that I'm finding is the key to helping you to be able to generate over \$100,000, especially using a tool like LinkedIn.

Bart: Yeah, my experience is the same. When I first, this is a few years ago, my first book was published, I was doing some NLP counseling, so it was almost like one-on-one counseling and coaching, and I think this was even kind of before the

word coach was fairly accepted. And I would find after about three clients, I was rather drained, I mean, I was exhausted. I find that even on stage, I can do an eight or ten-hour lecture and I'm not as tired as I do with the one on one. Now, maybe that's part of my personality style. So I totally agree that that's not the model that helps us the most. And even if you were getting \$1,000 an hour, which for most people is not reasonable until you've established yourself as a huge expert, it's still the energy issue.

So one of the things that we've hit a lot of business models on, this conference over the last month, was different business strategies to leverage the same information, whether it's group coaching, you know, books, CD's, etc., the revenue models, such as weekend retreats.

You're kind of including all those, because what you're going to tell us about LinkedIn is going to be able to help you, but it's only going to help you if your business model is structured to give you freedom, you know, give you leverage, and hit that six-figure mark.

One of the things I kind of bullet-pointed in your interview is over six figures. What does it take to make, you know, because six figures is a hundred grand, and that can be much higher in six figures, but that's an impact number. For most people, if they can hit that \$100,000, especially in the American or Canadian economy, all of a sudden they're out of the middle class, so to speak, or at least they're firmly in the middle class.

What do you think about LinkedIn makes this such a special opportunity, where other opportunities, Facebook and email, just don't stack up?

Yoon Cannon: Well, you know, LinkedIn, first of all, most of our listeners probably already know that LinkedIn is primarily a business class forum. And so what I love about LinkedIn is that the people who are on LinkedIn and using it are in that business transaction mindset, whereas Facebook is such a social platform and I know lots of coaches have also had success with platforms like Facebook and Twitter, but I spend more of my time and focus on LinkedIn and had more of my success on LinkedIn because of that. It's a business-to-business platform, the average user is also earning over \$100,000, and you know, now there's up to 161 million users, so just the magnitude of people who we can access through our network is amazing.

And, you know, Bart, the first business I was talking about when I started a marketing business and how I find myself training sales representatives, I'll tell you

what, I was contracted to work with a \$200 million company and we did all of their business through purely referral, 100% referral. And I got to tell you, going from that to LinkedIn is just amazing, it's a dream come true, because, you know, in those days, you really had to struggle and it was a challenge just to be able to get seven referrals from someone that you were speaking to, from a customer or a client. And you couldn't see their rolodex, you know, you would have to sit and really help them, use thought joggers and really help them think of who they might know that could be a potential client for you.

And now with LinkedIn, it makes everything so transparent, you know, that you can go right into the people that you're connected to, and you can see exactly who they know and so you don't even have to go through that hurdle of helping them jog their memory, but you can pinpoint exactly who you want to meet and who you'd like to be connected to that they know in their network.

So it's a beautiful thing that's just right there and it's free! That's also the coolest part, is that it's right there and available for all of us just the same.

Bart: So let me drill down that question a little bit. Let's say I've got a client and he's a CEO, you know, of a company and he's one of my coaching clients and he's very happy with my services, so we've been working together for a couple of months. How would I approach the LinkedIn, because I know him, he's a relationship, how would I leverage, instead of just asking him, "Who do you know?" Can I dig into his LinkedIn account? I mean, what would be some of the strategic steps that you would know to say, "Hey, by the way, I noticed you were friends with so-and-so, who's also the president of a bank, that might be a good client." Tell me how you would approach that specific scenario.

Yoon Cannon: Well, the best way that I would recommend approaching that type of scenario is not really hitting the ground running from there, but doing the foundational prep work, because it's very much a ready-aim-fire process.

And the question you're asking me, I would put that more in the stage in the context of firing. And what I see a lot of coaches and consultants who have come to me asking, you know, "Help me to be able to grow my practice and show me what I'm, you know, doing wrong that I'm not being able to utilize a tool like LinkedIn to get able to generate the type of clientele and the volume of clients that I need." And that's the biggest mistake that I see many coaches and consultants doing, is they're in the fire stage much too early, when they haven't done the work of ready and aim. So it's the foundational work that before you can get into letting somebody know in

the network, "Hey, I would love if you could give me a strategic introduction to so and so." Before you get into that, you know, can we go right from the beginning, Bart, and talk about the foundation, would that be useful to our listeners?

Bart: Yeah, that's a really interesting thing. For example, when I was doing radio interviews, I've done 1,500 interviews over the last 20 years on my books, which is an extraordinary amount, I think I only know 1 person that's done over, you know, 1,500 interviews. So I was getting up two, three times a day doing interviews, and I'll relate how this is what you're about to explain to us.

It's easy to get interviews when you've already been on all the top shows, the Howard Sterns, the Bob and Toms, and Larry King. But there's no way I could've gotten the continued referrals if I didn't have the right web page, the right promotion material, the right hook. Like, for example, I was a great guest. I gave them a list of a questions, they knew where the jokes were going to be, they knew what the listeners were going to do, the entire strategy was laid out. And by the way, that's not part of my business model now, but I spent many, many years, you know, just selling hundreds of thousands of dollars of books on radio, probably millions.

But the foundation had to be laid first or it would be, it wouldn't even help if I called the producer and said, "Hey, you're really happy with me, refer me." And so it was not organic referrals and we had a publicist *****. So I guess what you're saying is, sure, you could go dig through somebody's LinkedIn profile today, but you need some foundation work. Is that a proper metaphor of how important it is to set it up first?

Yoon Cannon: Absolutely.

Bart: Otherwise it's just a, it's a waste of time.

Yoon Cannon: Absolutely. You know, it's critical that you do those things first because then what you'll find is that when you do get to the stage of firing, you're going to see more successes from that. People who are referring you are going to, you're going to have a much higher sticky, stick factor, you know, when you do meet with other folks who you're connected with through the people who are existing in your network. So absolutely, a foundation is important.

And, you know, I want to keep it simple, too, for our listeners. You know, my goal is to help other coaches and consultants with this interview, Bart, and helping you to be able to figure out how do you get from, especially if you are struggling. And I

remember when I first started my coaching practice, you know, this was a really humbling experience when I first set my goal to get to my six-figure milestone. Because, Bart, you know, I hit 6 figures 20 years ago with my first business, so it really wasn't this new-found goal for me. But when I started my next business, which was the current business coaching practice, you know, it was a struggle. And I struggled in the beginning because what you referenced earlier, I was operating on that, when I first was introduced to coaching, you know, what I was exposed to was purely that one-on-one model.

So I want to give you something as a baby step to shoot for and I want to show you how the anatomy of how my first 100K broke down. Can I go over that, Bart?

Bart: I love that, yeah, I'm very excited about that, please.

Yoon Cannon: So the anatomy of my first 100K breakthrough was when I realized, you know what? I do excel in a lot of my coaching and I have some programs that are more of a consulting with a coaching hybrid, and what if, and I was finding when I first started out, that I had my offers. It was about, you know, it was about getting clear on your goals and part of that goal that we need to get clear about is, where are we sending them to? What are our different offers?

And in the beginning trying to sell three months worth of coaching, and so that was the decision and that was the contract, that was the agreement, the commitment. Three months, once a week or twice a month or once a month, those were the three choices. And so price-wise, you know, I'd have to sell a whole lot of those to be able to get to the six-figure mark.

And so my first breakthrough came when I decided, you know what? Instead of a three month, let's push it to six months and have a six-month agreement. And so, of course, I saw that, what I found was selling a six-month agreement was really the same amount of work as selling the three-month agreement. And when I felt the safety net and the confidence that the process was the same, then I pushed it even further and went from, you know, I'm going to go from offering 6-month agreements to 12-month agreements. And not only that, increasing my packages. I started hearing clients saying, well, they started signing up for the \$10,000 package, you know, and then the \$15,000 package. And it wasn't until an actual client of mine had to say it to me, ask me the question, "Well, do you have anything bigger?"

And most clients, I don't expect, are going to come out and actually say that, but my goodness, what a wake-up call that was! Oh, he reluctantly chose the \$15,000 agreement, option, because that was the biggest thing I offered.

And so I quickly went to work to come up—and not just, you know, haphazardly tack on a new price point there, that's not a haphazard decision, when you really want to have integrity with knowing that we're delivering the value, our clients are getting more than that \$30,000 value. So it was that client who really inspired me and gave me that nudge to go and think bigger, and create a bigger package. Because if you don't create it, they're not going to come knocking at your door signing up for it. And so that's what I did next, was create a \$30,000 package. And it's a funny thing, you know how our minds work, when we shoot for something specific, you know, it happens more often than if we weren't shooting for it at all. And so because I had this premium package, you know, before my \$15,000 package was my premium package **** to work. So now it was the \$30,000 package that was the premium package. And let me show you how simple that first \$100,000 came through.

It was really a matter of selling two premium packages, one fast track package, and one with coaching group. And what that breaks down to is a premium package of \$30,000, 1 client at the fast track rate, which was \$15,000, and then a smaller, small business coach class, small business clientele who would sign up for the group coaching program at a personal, individual investment of \$3,000. Well, you have 10 people in a group, that's 30K, boom. 3 individual clients in one group, suddenly and that quickly can get you to the, that was \$105,000.

Bart: That really changes the perspective because when you \$100,000 of coaching, my mind goes, "Oh, my god, you've got to have 50 clients if you're charging \$150 or 200 an hour, or whatever the old model was." And you're saying, "Wait a second, you just need four great clients and maybe a group setting for those that can't afford that." So now you're spending the next 12 months scanning the world and interviewing for 4 clients that can afford \$10-30,000. And you're right, it is so much easier to sell 4 clients than 40 clients, no matter what the price point. I think everyone would agree to that. If you're selling, you know, the amount of, kind of like the metaphor of the airplane, it takes so much fuel and so much energy to get that airplane to cruise. It's just, you know, if it was, twice as big of an airplane it doesn't necessarily take twice as much energy. So it's just as easy to sell.

Now, if you've never sold something \$30,000, there may be some inner work, I guess, to make sure that you're congruent with the value.

Let's talk about the packages, and by the way, we're not, you're not on the phone call necessarily to spend \$30,000 with you, and I so appreciate the authenticity that you and the other speakers have brought with us. You're pulling back the curtain on your business model and saying, "Look, this is kind of what we did."

But that \$30,000 must make them hundreds of thousands. I mean, you have to be providing value or they wouldn't keep coming back and referring their friends. What does that package look like?

Yoon Cannon: Well, the starting point was really shifting who you're going after. And I work with my clients, I'll give you an example of how this even shows up with some of my clients. One of the small business members, you know, I have group coaching programs that the members are a variety of folks from coaches and consultants to small business owners. And one of my recent group coaching programs, there was a muralist. And this example, I think, will help coaches be able to understand clearly, especially in this context.

A muralist who was struggling to be able to sell, she was pricing her product at, it was \$500, for a mural, and it would take her 20 hours or something like that. And she was selling primarily in this town in Pennsylvania called Conshohocken. Now, Bart, I have a rental home in Conshohocken, so I know this area very well and I can say that these are budget, very, very budget conscious, two family, two working parent families, and I can see why she might have a hard time selling murals. It would come off as a luxury item.

Now, on the flip side, if she just repositioned her target 45 minutes, just 45 minutes west of Conshohocken and she could target a different town area that, these are folks who value what she does and are used to paying not just 500, but \$5,000 and more for the same thing that she's selling. And so it was that she would shift as a muralist, she would shift for her, really, sure, it would be very challenging for her to do a lot of their work, to come up with a \$30,000 package when she's showing it to the wrong buyer. But if she shifted to a different type of buyer, it made it so much easier and it was so much less inner work for her to do because she was getting the reaction of, "Oh, that's it? Okay, sure. Sign me up."

And I have it with, you know, other clients, I have a friend who was a speaker coach and a book coach and she was juggling to fill her enrollment classes because it was a matter of a target market was the not the type of market who would readily invest thousands and thousands of dollars into a program just for personal fulfillment. But when we shifted her target market to being more of, what kind of impact will it make

them? Well, once she can help them with their, whether it's finishing their book or getting better at speaking or what not, once she can help them, the impact with them meant \$10, 20, 30,000. You know, for other clients, 50, 60, 70, and more.

And so the price of the investment, the initial investment to work with her as their coach was so far less than what they knew they would be able to feel in their business because of that.

And so that's something for a lot of the coaches on the line to think about as far as who, who can I give my message to? Who can I help? Who else can I help with what I do, but it would really make a greater impact to them as far as return on investment.

Bart: So it's not just tripling the number of hours you spend with a client and calling it a premium package. You're shifting the market and you're also shifting the benefit and you're finding a very unique level of contribution that they see, you know, four or five times the value they're investing. So it's not a matter of just combining group coaching with individual coaching and adding more hours, it's a little bit more in-depth than that.

Yoon Cannon: Sure. And those kind of packages don't necessarily add up to, you know, a lot more hours on my part, it's not triple the hours. But it's more importantly, that the clients see what that \$30,000 investment, that the impact on their business is, you know, all they need is 1 new client for them is 50,000 or 1 new client for them is 100,000, or really, for some people it's several million.

Bart: Right. As long as you're serving the right client that that 30,000 is an immediate return on investment in a positive manner.

Yoon Cannon: Yeah. And here's the thing, it's not about going into, as a coach, just thinking bigger as far as who else can you serve? You can, who can be your A market, your ideal target? Not that it's going to close the doors on some of the other clients that you work with, but boy, for the book coach that I worked with, this opened up a whole new pattern for her. The work that she does, the programs that she offers, that didn't need to change. She didn't have to rewrite her entire enrollment curriculum. You know, because what, it's just shifting who she did it for, and opening those doors to help her to be able to attract that higher dollar value commitment.

Bart: That's really fascinating. I promised the listeners that we're going to talk about LinkedIn. So I know that you've got a blueprint for leveraging your business on LinkedIn, and you've explained a little bit about the **** let's make sure that we brand ourselves and we build out this profile, or at least your business model, so that we do attract those clients, you can reach your target market.

And if you're just joining us, Yoon Cannon is our guest, my name is Bart Baggett, 100 Coaching Tips. And tell me about what you call a LinkedIn blueprint? How does that affect me as a small business owner?

Yoon Cannon: Using LinkedIn as far as, let's talk about this blueprint and a blueprint will help you go from, all right, what's stage one and what should be stage two, stage three. And so if we start from the beginning, the beginning part really can be the easiest part because these are passive strategies that coaches can do to attract clients on LinkedIn, but definitely keep in mind that LinkedIn is not a magic wand, but it's a tool that you can use to help feed your sales process.

And so keeping that in mind, first things first, I want to address, for all the coaches, take a look at your profile, and so discussing some passive strategies, take a look at your profile as far as how you're coming across. And one of the biggest mistakes I see when I'm looking at coach's profiles on LinkedIn, is they're making it far too "you-focused" rather than "them-focused." And so a nice little structure to be able to help you with, is even on your summary, to be able to lead with identifying the key problem or the key challenge that you solve for your client. Identifying that.

The second part of that structure to being then how do you, how are you the solution? What is it about your process, what is it about you? And a lot of folks know me for my wow factor messages, so that's really where your wow factor can come in. And so that's important, so leading with a problem, leading with a solution, and leading with, the third part is really why you. So if you use that as a three-step structure to helping you develop a profile that's very them-focused, how do they search for what it is that they need to help solve the pain that they're going through in their business life or their work-life balance aspect.

Now, that's one type of strategy to go through, is your profile and how you're expressing that. The second key thing that a lot of coaches are missing, Bart, on LinkedIn, is missing the boat completely on the opportunity to do keyword optimization.

Bart: For LinkedIn—because I hear about that with SEO, with Google, keyword optimization, on the title tags on a website, it never occurred to me to do that for my LinkedIn profile.

Yoon Cannon: Absolutely. And it also hasn't occurred to many, many other coaches and consultants. So being keyword optimized isn't just language or it's not just a goal for you to work towards for your website or for your blog, it's just as relevant and important and impactful to your LinkedIn profile.

So, to give an example, you know, of course, we want to search, we want to come up for searches. We want to be found when people are searching. And we want to really appeal first. Let's appeal first to the people who are actually actively searching for coaches like us, for consultants like us. So whether you're a health coach or a book coach, a life coach, a speaker coach, you know, there's so many different types of niche coaches, a relationship coach. You know, how can you be found?

So, for instance, for myself, Bart, as a business coach, I'll tell you, my LinkedIn profile, I rank for the keyword business coach, I rank number 1 out of 43,592 results. For that word, I rank number one.

Bart: Wow.

Yoon Cannon: So if someone goes on LinkedIn and say, you know what? I keep hearing, I got to tell you, this is real conversation that has come back to me. You know, I had a client who had called me and, well, before they were a client, I said, you know, "How is it that you found me?" And he said, "Well, there's just, other colleagues keep telling me that they've had so much success with business coaches and I should really consider getting a business coach, so I went on LinkedIn and searched for business coach." It sounds so simple, you know? But by taking the time to find out how do your clients, how did your clients end up finding you? And the fact is, if my LinkedIn profile wasn't optimized, if I didn't show up, I doubt you would, you know, go browse on page 92 to look at the 43,592nd person that shows up. And so that's an easy way for us to show up and be found, especially on LinkedIn.

Now, just as an another example, Bart, I also do strategic planning and so strategic planning, as part of the **** and so for the word strategic planning consultant, because, you know, in my target market not a lot of people know the word coach, it's still relatively a new word. So some people still fall into the word of consultant. So that's the way they searched, on that word I rank number 4, I'm on the first

page, I rank number 4 out of 84,007 results. Under the keyword marketing strategist, I rank number 5 out of 88,379 results. And then out of keynote speakers, I ranked number 6, out of 5,383 results. So just, even four of those keywords as an example, you see the power, when people are ready and they're searching, you want to make sure you're there and that he finds you, especially right on the first page.

Bart: Wow. I mean, I didn't even think about people using LinkedIn as a search engine. Do you think this is because they're business people and Google is so full of inaccurate results when it comes to business people, so the keywords for you, marketing coach, marketing coach, marketing strategist, literally is like a search engine. But it's a free search engine. And then you're getting business right off LinkedIn, that's fantastic.

Yoon Cannon: And not only does it work for the LinkedIn algorithms, but the fact that LinkedIn ranks me so high on their search terms helps boost my Google algorithms as well, much more so than if I was trying to go at it through just my website alone, without LinkedIn. So the power of the LinkedIn algorithms are so much stronger than what I could possibly, you know, contribute by myself.

Bart: Okay.

Yoon Cannon: And so that's important to understand. How do people search to find you? So if you're a health coach, if you're a relationship coach, you know, what are the words that they use to search for the type of help that they're looking for, and make sure that you're optimized. And I'll tell you a simple trick, people ask me all the time, "Well, how can I tell?"

Well, if you go in your advanced option on the top-right section of your LinkedIn page, if you go in advance and you search under the keyword, you can find, it'll tell you. So if your keyword is relationship coaching, type that in. And if your profile doesn't come up on the first page, then you need to do some work on getting those words more integrated into your profile.

Bart: So that's simply SEO, I mean, you got to pick your keyword. Now, is that something you walk people through to help them figure out their keywords as the same as we've done with some of the Google? Which a lot of the people, by the way, haven't done. I mean, I've had websites since '96, so this is not news to me. A lot of people have given up on SEO search engine optimization in general because they think it's just too much work. But this sounds like a smaller bite. Like I can get my head around this.

Yoon Cannon: Oh, yeah. Yeah.

Bart: You know what? I can win this small little, I can be a big guy in this pond because it's not really the whole world. Do you find that people see results much faster in LinkedIn than they would trying to fight the Google monster?

Yoon Cannon: Absolutely. No, Google is like this massive, massive university library and LinkedIn is the business section. And so, you know, you want to be more concentrated. Now, let me also give a caveat to that as far as, you know, keywords and then I want to move on to some of the other strategies I'd love to share. The caveat to that, just so our listeners understand, coming up in keyword, you're going to be able to impact a greater amount of people if you grow your connections. So the more connections you have, the bigger the pool that you're going to be able to show up in everybody else's keywords. So it's going to show a lot of your first and second, among your network and your network's network. Does that make sense?

Bart: Yes.

Yoon Cannon: Not 161 million users.

Bart: So let me ask you, I found you on LinkedIn, I'm in my profile. We're second connected, so that means we're not connected, does that mean we're one person away from each other?

Yoon Cannon: Yes.

Bart: What does that mean?

Yoon Cannon: That means we're one person away from each other and the second connections are included in the keyword research, on the advanced tab.

Bart: So what is the next step? Do they drill down and then read your profile or they have to connect in order to read your profile?

Yoon Cannon: They can read my profile, it's really the way you set it up. You can set it up that they have to connect, or you can set it up that it's all public. So you can, they can read your profile and then request a connection. And vice versa, you can read somebody else's profile and request a connection.

Bart: But can they also call and hire you without getting a connection?

Yoon Cannon: Well, they can hire me, but they couldn't send me a message on LinkedIn without being connected.

Bart: Got it. And what percentage of people accept your requests for connections? I mean, is there a limit? Do you have to get a referral from a friend? What is their systems in place today?

Yoon Cannon: Yes. LinkedIn is very strict, so you don't want to be spamming people who you really don't know to randomly request a connection. You know, LinkedIn will blacklist you and that's very bad, you don't want to get to that part where, you know, you're blacklisted off of being able to use LinkedIn at all. So they give you options as far as, if you find people that you want to connect with, it'll preload some options that, you know, you have certain groups in common or you may have worked together through one of your past employment history, or you can have the option of filling in their direct email address and you can request connection on LinkedIn if you have their email address. But even then, you don't want to just randomly say, "I went on your website and got your email address, I would like to connect with you." But, you know, there should be some type of lead in as to why it would be of benefit to be connected.

So, that's, for instance, you know, I've often used networking groups. I might not be able to hit, I definitely can't hit a conversation with every person there at a networking group. But I will collect people's business cards or I will at least get the registration list and use the emails from that to say, "Here's a good reason why we're connected. Now, I didn't get a chance to talk to you at the networking event last night, I'd love to connect with you on LinkedIn." And I have their email address and they accept. Do you see how that works?

Bart: I do. I do. And then is there a relationship building strategy you have after that, such as, you know, in Facebook you post things and you post quotes and people begin to know you and like you or don't like you and un-friend you. Is there a strategy that you do to post things in your ongoing stream of news? How is it that you nurture these relationships once you get them?

Yoon Cannon: Absolutely. So the strategies, and that really falls under, I have a couple of points I wanted to share with our listeners with passive strategies and then some active and pro-active strategies. So being able to take the relationship further is definitely in the category of active strategies and that will help, I'll share that with

you in just a minute. And the thing is, that will be a lot more effective if you do the first step of adding effective testimonials. Adding powerful testimonials onto your LinkedIn.

So if someone, and, you know, think about, being, turn the tables. You know, if somebody had sent you a connection and you don't know them from Adam, but they'd like to connect with you and you just want get them in contact with who is this person who is reaching out to me, and you click on their profile, it has three sentences on it. So you get, you know, one is the industry they're in. But, you know, you scroll down and there's no recommendation. Or there might be one flimsy recommendation. And so, you know, what that does is that doesn't give that person confidence, that raised level of confidence and trust before they even start talking to you. It really puts them in a completely different framework. You see that type of a LinkedIn profile versus, imagine you getting a LinkedIn connection and you read all about the person and you quickly, in a minute, you quickly get, you know, who do they, who are their target market, who do they help, what's the problem that they solve, why are they so unique, and then you get to read, you know, tons of testimonials, of endorsements, of people who are just raving and endorsing their work. That changes your whole perspective and your whole perception of the person who just connected with you on LinkedIn.

So it's important before you even go do the active strategy that you have a passive one set up. You get prepared and make sure your house is in order, so to speak. So I would definitely recommend spend the time and getting and requesting testimonials from all of your clients that you've worked with and getting them to, you know, post this for you. Right on LinkedIn, you can request an endorsement. So of course the person has to be on LinkedIn to be able to request that. So for some people who are not on LinkedIn, you could certainly just encourage them about the power and how it can help them with their business, but you can, it's very easy on the LinkedIn platform, how they allow you to do a request for endorsements.

Bart: So an endorsement is not simply, you put your own quotes like you would on a web page. You have to engage them and then vice versa, they actually endorse you. And that's so important. I love that.

Yoon Cannon: Yeah. Because then if somebody wanted to go and click on who are the types of folks who have been raving about your services, they could click on their LinkedIn profile, read more about their company, and if everything is real, is trustworthy, it's not just copy that you've put on your website and just some random

name, you know, that people are using direct mail. These aren't random names, these are real people, because you have to be a real person on LinkedIn.

Bart: Yeah, and it's under, I'm looking at my profile, it's under "Recommendations for Bart," and it has people that have taken the time to basically give a testimonial, they call it recommendations, is that correct?

Yoon Cannon: Yes, recommendations. And you know what? It really does sell, your clients, let them sell you for you. You know, just last week I got a phone call from a gentleman who is a long-time CEO and I said, "Oh, how did you hear about me?" And he said, "Well, you know, somebody we had in common on LinkedIn. And I told him that we should talk." And I said, "Oh, okay, what would you like to talk about or what would you like the nature of the conversation to be?" And he said, "Well, I have to tell you, I couldn't help but notice the testimonials that you had on your LinkedIn profile, they really got me thinking about how you could actually help me." And so now, he would've never really even been interested to call. Who knows, if that person who we had in common, even though she told him, "You should talk to Yoon," he may have not even bothered to actually connect with me just from that alone. But he just raved about those testimonials. So it makes my job so much easier and it makes the sales process so much easier, it doesn't feel like selling at all because they're already sold when he first talks to me.

So definitely, adding the testimonials is very, very helpful, and at the same time, you can also, there are other features, live share, you know, being able to get your content out, you can do that through live share, people are very visual. But you can also get your content out with adding the publication section. You know, writings that you've done that have been published in magazines or online, you can add that. And one of the newer features, you can add your YouTube videos, you can embed that right into your company section, your company services section.

Bart: Wow. Do they change this on a, like a weekly, monthly, yearly basis? Or once you kind of have a grasp of this, like if I spend an hour with you and I understood all this, do I have to relearn it every three months, like Facebook changes, or it'll be good for a year or so?

Yoon Cannon: No. I think LinkedIn is a lot easier, user friendly than Facebook is with all the changes because it's really, it's more like adding things on, just new features that were added on, not the entire platform has changed. You know? So once you know all the different features and how to use them and you've done that before, it's just a matter of, you know, it's not really on a time schedule or every

month there's a new release, but you'll see the news on LinkedIn when a new feature pops up and you can start utilizing the new features. And I think that YouTube video is really profound. Because, you know, what that has prompted me to do is invite people to, you know, maybe reaching out through email or reaching out through LinkedIn or even requesting a coffee appointment, maybe that's just too much, but they still are interested enough and it's easier to get them to click on a YouTube video on LinkedIn while they're on LinkedIn than it is to get them to click onto my website.

But even so, I have to tell you that just talking about websites, here's another part that should be on your ready to-do list, you know, when we talk about ready-aim-fire, well, getting your house in order. The website should also be ready to be able to help convert those prospects into clients. And keeping in mind, LinkedIn, just because they don't call me direct right from LinkedIn all the time, I know that the folks that get to my website are from LinkedIn. In fact, my Google analytics tells me 40% of my website traffic comes from LinkedIn.

Bart: Wow. That's very highly qualified traffic.

Yoon Cannon: Absolutely. So people who opt in on my weekly Biz Growth Tips newsletter, people who opt in from that, they learned about me from LinkedIn, so that's who gets the credit, really. Is LinkedIn gets the credit. When people who contact me through other services and say, "Well, I saw this on your website," well, really if you backtrack and say, "Okay, well, then how'd you even find the website?" "Oh, well, first I found you on LinkedIn."

Bart: Wow. We only have about 10 minutes left, but I have a question that come up from me, because I have 7 or 8 different email lists with iContact and other vendors. At some point there's an option to send the email to LinkedIn. I don't know if you used iContact or something similar. And there's these lists, because I'm members of other groups. How much of those, that outgoing broadcast of "Hey, I'm interviewing this great person today," "Hey, I've got this new video posted," if it says there's 6,000 members in a speaker group, you know, professional speakers group, does that get posted to a wall? Does that get posted to their individual accounts? Like proactive can we be with an outgoing message or, because I haven't personally been able to track that so I don't know if that's effective or not effective.

Yoon Cannon: Sure. Yeah, and you know what? You could do a split test, you could do your general broadcast that goes out to everybody and then you can also

broadcast within the groups. And so I would recommend joining targeted groups. Bart, do you know offhand how many groups that you're a part of? On LinkedIn?

Bart: I think 15 groups.

Yoon Cannon: Well, you know, LinkedIn actually allows you to join up to 50 groups.

Bart: 50, 5-0?

Yoon Cannon: Yes.

Bart: Wow.

Yoon Cannon: 5-0. LinkedIn allows you to join up to 50 groups, so I always encourage people to take advantage of what they allow you.

Bart: So if I share an update on my page, it goes to all 50 groups? Or all members in the 50 groups? Or not at all?

Yoon Cannon: No. No. It just goes to your network.

Bart: Got it. So how is it that I leverage those groups. I can broadcast something to the group or is there a moderator?

Yoon Cannon: You can broadcast, yes. There are moderators in each group and each group has different levels of, you know, stringency. So some groups just allow you to post whatever you like, other groups make it, as soon as you join, they'll probably, the moderator will tell you, "We don't allow any kind of marketing, we don't allow any kind of sales pitches or spam." And so you want to keep that in mind. Anyway, you don't really ever want to be putting out spam type advertisements—

Bart: But if you wrote an article on something, or in this case, it's a free interview on this topic, it would've made sense to broadcast to those groups that would be likely candidates, especially if it was a coaching group, for example.

Yoon Cannon: Yes.

Bart: That's, "Hey, **** an interview, talking about coaches and LinkedIn," that would probably have got past because it's all very white, you know, very white.

Yoon Cannon: Yes. Yes. It's very relevant and very—

Bart: And that would be a matter of writing a short blurb and then submitting it through those groups?

Yoon Cannon: Yes. So each group that you join, you'll see how many members are in that group. So some of the members that I'm a part of might have 4,000 members, others might have 100,000 members, and still others might only have a couple hundred members, but I choose to be in those small groups, just because it's more of a, it might be more of a pure group as far as I know most of the people in the group anyway.

So there's definitely different pros and cons for each, but the key is, you can search for targeted groups to be a part of where your ideal clients are involved in that community. And so you can search even on LinkedIn, it'll help you find those groups, it'll give you tons of group names that show up. So if you start typing in, you know, "CEOs," or you start typing in "small business," you start typing in any kind of interest, let's say you're more serving a niche in an industry. So if you type in legal groups, then that's the industry, then it'll show you all the different legal groups that are on LinkedIn. And so you can search and be part of those target groups.

I also would even recommend looking at the groups that your clients are in and taking a look to see which of their groups would make sense for you to be in and how great is that when you have your clients who are already touting, you know, how amazing you are on your LinkedIn profile? And so when you broadcast an article that you want to share or a discussion that you want to start, a lot of times I even find, the things that I post in my groups are, the ones that even get the highest comments, are the ones that I find a way to pose it as a question and then offer some of my thoughts on it, and welcome everybody else's comments. So the question posing title of my discussions are usually going to get more comments than if I tell them straight out, here's, you know, here's seven steps to do XYZ.

But anyway, going back to looking at your client's profiles and seeing what groups they belong to, that's another great way to be able to get the visibility in the right target market that you're looking for.

And also, Bart, I wanted to go back to your other question initially before I got into the passive strategies. You know, you had asked, "What do you do once you get

connected?” So once you request a connection and how do you nurture that? And so if you, that depends, it depends on your goal.

Now, for instance, another part, you know, I did \$45,000 in business from one LinkedIn lead that was from a meeting planner who was no longer able to pay their speakers but wanted to have a speaker pro bono. And of course, as coaches, a lot of us are speakers and we all prefer and are trying to utilize our speaking as a business model. But you know what? I took on the engagement and that engagement led to \$45,000 in business. And so the game plan on that was that I was looking for meeting planners. I was trying to connect with meeting planners. And so what I’m doing when I’m connecting, if that’s the meeting planner I’m connected with, I request the connection, she says yes, you know, I agree to be connected.

You know, the first thing, really, I try to find a way of how can I help them? Give, give, give, you know, is the mantra for networking at its best. You want to give before you receive. So instead of leading with, “Hey, I’m a business growth speaker and, you know, when you need a keynote speaker, take it to me.” You know, instead of leading with someone like that, you know, able to ask, “Well, I’d really like to get to understand what your challenges are, what are you looking for this year? You know, I’ve got a lot of contacts and connections, perhaps I can help supply some of your other needs.” And so that really engages them at a much higher level. You know, now they want to tell me about all their needs, and the thing is, I take notes and I really actually go to work trying to help them meet those needs. How can I, it’s not just a question asked with no intention for follow through, these aren’t empty questions. These are really well-intentioned questions with yes, I’m going to follow through on this and go to work to help you with that, and that just gets you further

Bart: You’re getting connected and then you’re sending them a private message, you’re building a relationship, this authentically helping them?

Yoon Cannon: Yeah. Yeah. And you know, and this is the whole point why you’re on LinkedIn, so they say yes, connect. Well, how do you build a relationship, you know? Give me something to go on, give me something to talk about.

And so you read their LinkedIn profile and, you know, hopefully they filled it out more than three lines and really, most people who understand LinkedIn, they will out a much more in-depth profile. So you have something to talk about, whether it’s your past work life or whether, you know, whether it’s something they filled out in the hobby section. And if you can’t find something there, you know, take a look at

the groups that they belong in. And strike a conversation from an interesting group that they belong to.

There's so much there that you can glean from that will help you build that relationship. And then, of course, it's always good to end each connection request with a permission to connect again at a certain timeframe. So that's always nice, so you're on the same page where you're not hounding them every two weeks, you don't feel like you are, but asking, "Okay, so if I had a potential candidate for your fundraising event that you're looking for, could I get back to you in a week to give you an update on that?" "Oh, sure, that sounds good." Or they might say, "You know what? I am up to my ears with this other project, can we make it more like a month." So, you know, knowing what their comfort level is and ending each connection with a date, a tentative timeline for when you're going to be connecting again.

Bart: Wow, there's a lot of data. Our time's almost up, I wanted to direct the people to a page that they can get more information about what you're doing. I know you're a business coach but you're also totally brilliant on LinkedIn. Like there's some things here that I just never thought of and it seems a little time consuming, but I think with your help, we can whittle it down to make it work.

The webpage you should go to is 100CoachingTips.com/Yoon, Y-o-o-n. And if I've mispronounced that, my apologies, Yoon. But 100CoachingTips.com/Yoon. And on that, you basically made an offer to 100 Coaching Tips that you can spend an hour with them and open up their LinkedIn and really help them with not only strategy, but get that foundation done with them, kind of with your help, and then give them a long-term strategy. Tell me more about what you're offering us for this completely discounted rate of 97 bucks compared to 350.

Yoon Cannon: Yes. And actually, Bart, that 350 is my rate for small business, so some of my other clients who are not small business and they're in middle market, that's even a higher rate, so I just really wanted to make a successful, I love helping other coaches, you know, it's like a family that we really are all here to help one another. And I believe in this power laser session because what I find, so many other coaches have come to me, and consultants who have come to me and asked me for help, and I know that they've come from other programs or study courses and yet, they didn't, they might have thought that they followed the directions that they learned at some point in time, but when we sit down and I give them some feedback of what I see, it's amazing how disconnected, the awareness factor, you know? So, really, I just want to cut to the chase because I want to save you time

from, you know, not being able to see it yourself, like, "Oh, how did I miss that?" this is a popular reaction that I get from a lot of clients who go through this power laser session. You know, we worked on their LinkedIn profile and then I'll just rattle off from top to bottom, here's what I see. And you know what? I even go through the time to even take a look at the type of messages that they're sending out on the groups and the type of messages that they're sending out one on one emails.

And we end up giving, for most of the people, we end up giving a complete, complete makeover. I mean, it's totally different. And the reaction I get all the time is, "Wow, here I thought I was doing this, or I thought I was XYZ," they know the principles and yet the execution, you know, something got lost in translation.

And so it makes such a huge impact on so many coaches that I really want to give it, this offer, to your listeners, Bart, so we can really help you save so much time, rather than ingesting, you know, hours and hours and hours of training, let me just look at your profile and just show you what's going on for you on LinkedIn.

Bart: And we've gone over some of the principles and the blueprint, but I mean, as we're looking at this, I literally want you to help me with mine.

Yoon Cannon: Absolutely.

Bart: Because it's been, from what I've seen, and I've got multiple hats and it just make sense. I mean, the idea of getting a coach is not something we're not accustomed to, considering everyone on the phone call is a coach, but I think that's really generous. When we originally saw it, I was like, "This is probably worth \$3-400, I can't believe she's doing it for 97, that would be amazing," and you said, "Yes." So we appreciate that. The website's 100CoachingTips.com/Yoon, Y-o-o-n.

Gosh, I want to keep talking to you but we're out of time. Is there any final tip or strategy you can share with us or any final comments before we say good afternoon to the listeners?

Yoon Cannon: Yes. I know a lot of people want to go into the fire stage, you know, get ready-aim-fire, and everybody just want to go to the fire stage and just hit the ground running. But I tell you, you're going to get so much more success if you get your house in order and let's prepare correctly. And get you ready, get you positioned, understand who your target market is, get your offers in place, you know, know what your wow factor is, all that positioning, your testimonials. You

know, put your focus on that end first. Make sure you get that done and you'll find that everything else will just have so much more success with it.

So I just really want to give our listeners that takeaway, just to remember the power of what that can do for you if you work on those passive strategies first.

Bart: Thank you, I think that's very well said. Thanks for being with us on this special edition. My name is Bart Baggett, our guest has been Yoon Cannon. Please visit her website and her offer at 100CoachingTips.com/Yoon.

Also, check your emails. We are down to the last couple of weeks of interviews. We've got some afternoon interviews, some evening interviews, and tonight we also interview about internet marketing. So it's going to be a very packed week, make sure you catch the replay of today's interview, share it with your friends. If you have any coaching friends who have not joined our program, the membership is free, the replays are free. And if you decide you want to get the whole season, that's also an option and that is right there on the home page, 100CoachingTips.com.

Yoon, thank you for being our guest, you've been a real pleasure.

Yoon Cannon: Thank you, Bart.

Bart: And I hope you can join us next season.

Yoon Cannon: Excellent, it's been my pleasure. Thank you so much for having me, Bart.

Bart: Good afternoon, everybody. Thanks for joining. I'll talk to you soon on the next interview.