

# Secrets of Social Selling Signals



Martin Brossman & Jerel Bonner

# Scan Us Now



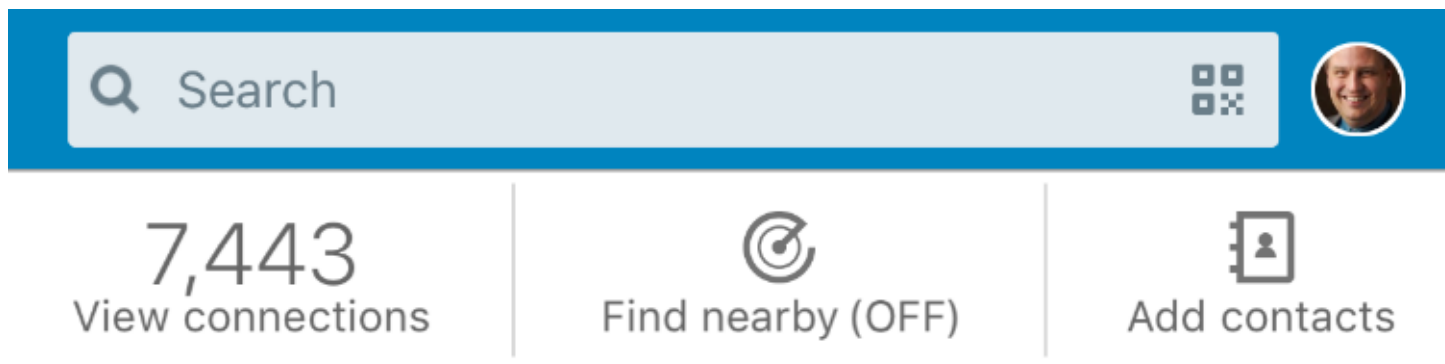
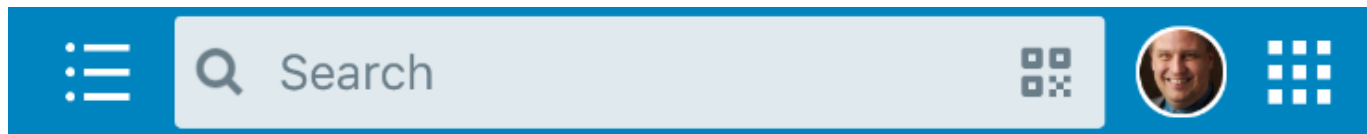
*Jerel Bonner马扬 O2O Social Influencing S...*  
*A 'knowledge broker' to CXO's to build 'A Teams' to deliver on the brand promise, ...*



**Martin Brossman**  
Results Driven Success Coach, Speaker,  
Author, Social Media and Social Selling Trainer



# Scan Us Now



# Agenda

1. Introductions
2. Objectives
3. LinkedIn Today
4. Relationships & Buyer Journey
5. Social Signals & Value
6. Triple C's of Social Selling
7. Twitter
8. Insights & Actions



# Tell us about you



# Program Objectives

- Build **relationships of value** to support the **buyer journey**
- Notice prospect **social signals** and respond with **value**
- Triple **C**'s of Social Selling
  - **C**ontent – **C**urate or **C**reate

## At the conclusion of this session, you will be able to:

- Spend your time effectively on LinkedIn and Twitter for 40 min a day
- Understanding how to evaluate a person's profile to engage with them on LinkedIn
- Create real **value** vs noise
- Stay on **top of mind** with your target prospects
- Think of designing a customer facing profile

What is the Product You!

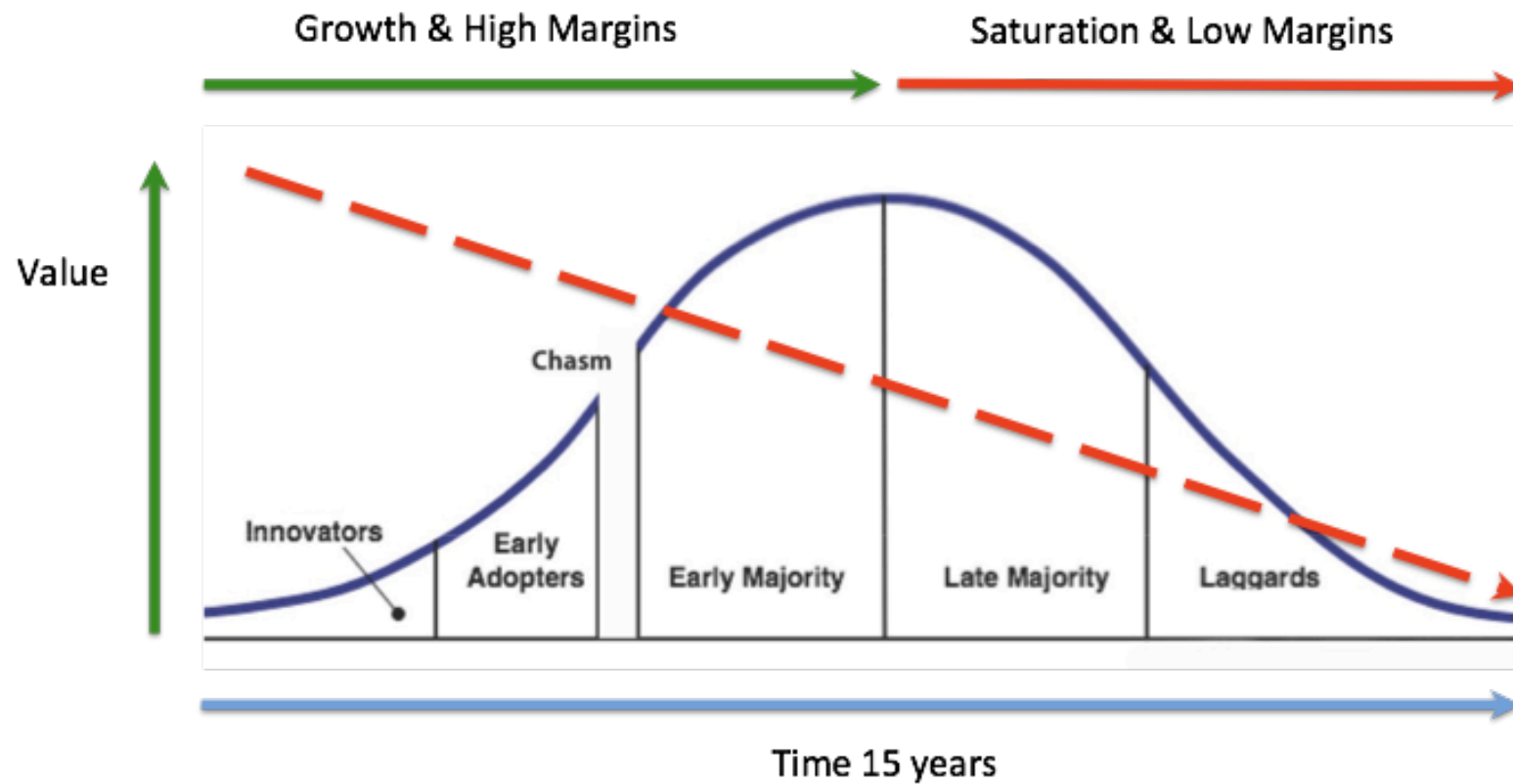
No Cost Barrier to entry

Anyone can now produce low quality  
Manage the Touchpoints  
content

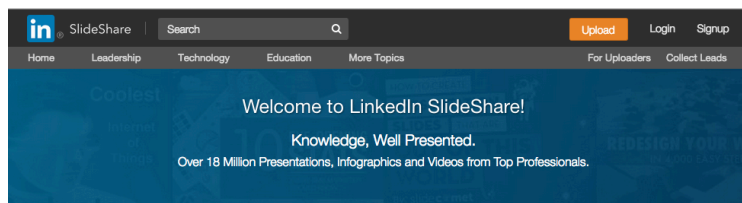
Too much noise

Credible ways to validate expertise

# LinkedIn Today



# How LinkedIn Transformed



## Visit more LinkedIn products



Learning



Elevate



Insights



Post a job



Advertise



Groups



ProFinder



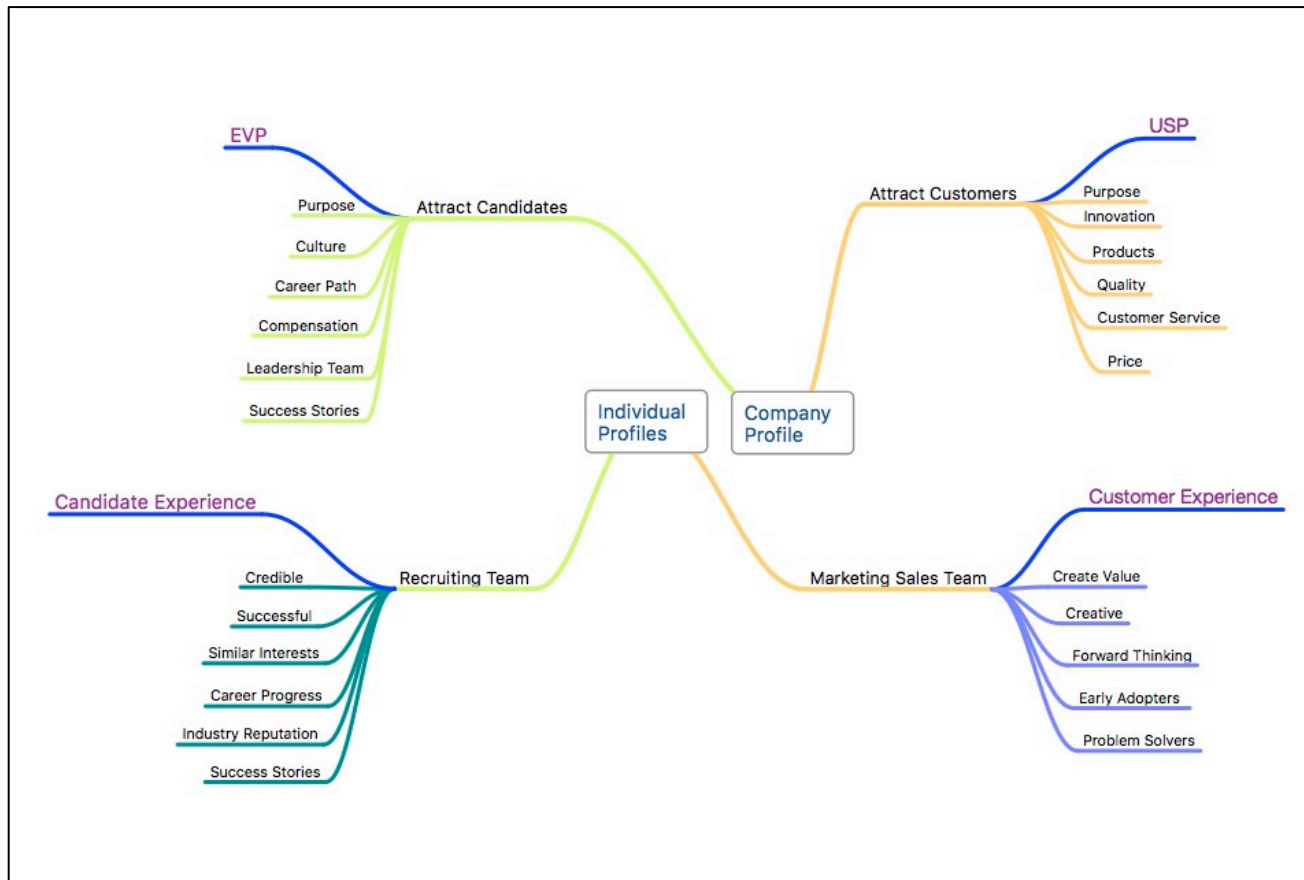
Salary



Slideshare

Stay Away  
From

# LinkedIn's Publishing Focus



# LinkedIn's SSI





# LinkedIn's SSI



Your Social Selling Index

[Share your SSI](#)



**Jerel Bonner** 马扬 O2O Social...  
Guiding senior executives to leverage  
LinkedIn for market advantages - Senior  
Solutions Architect at LinkedIn China

**1** of 6684  
Team SSI Rank

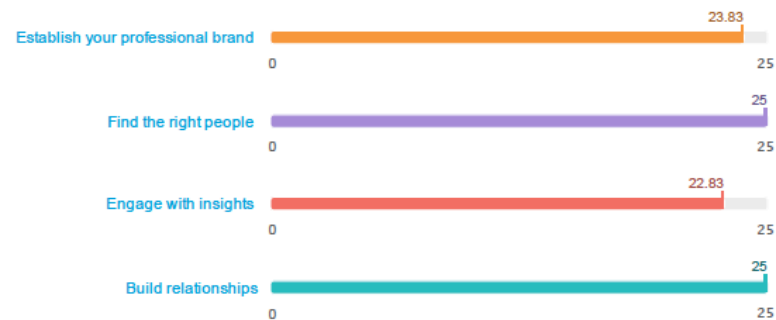
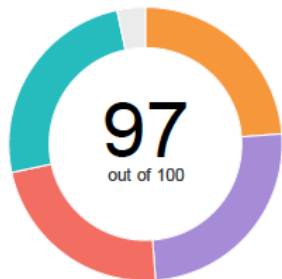
**Top 1%**  
Industry SSI Rank

**Top 1%**  
Network SSI Rank

Look up your SSI  
<http://bit.ly/mylissiis>

## Current Social Selling Index

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



JB

How well dressed is your LinkedIn profile?

**Ask yourself:**

Am I dressed to meet a client face to face  
at any moment?



Build **relationships** of **value** to support  
the **buyer journey**

# Acquiring New Customers

What are the Touchpoints  
Where are they in the journey  
What is YOUR GOAL!

Then: The purchase funnel

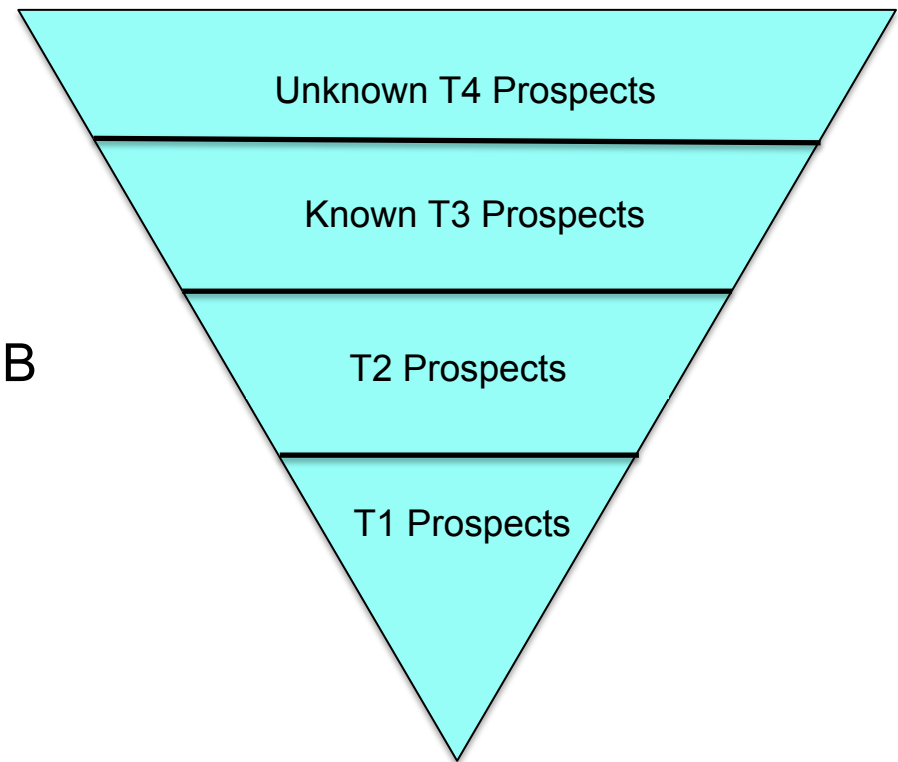


Now: The consumer decision journey

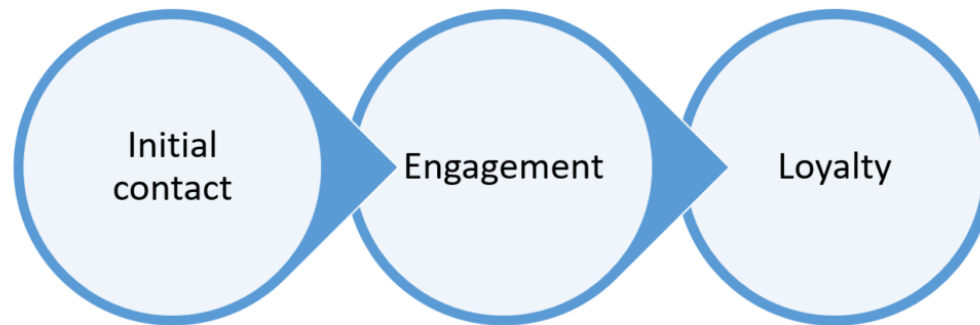


# Targeting Prospects

- T3 Meets your defined profile
- T2 Have identified KDM & BB
- T1 Have connected with KDM & BB

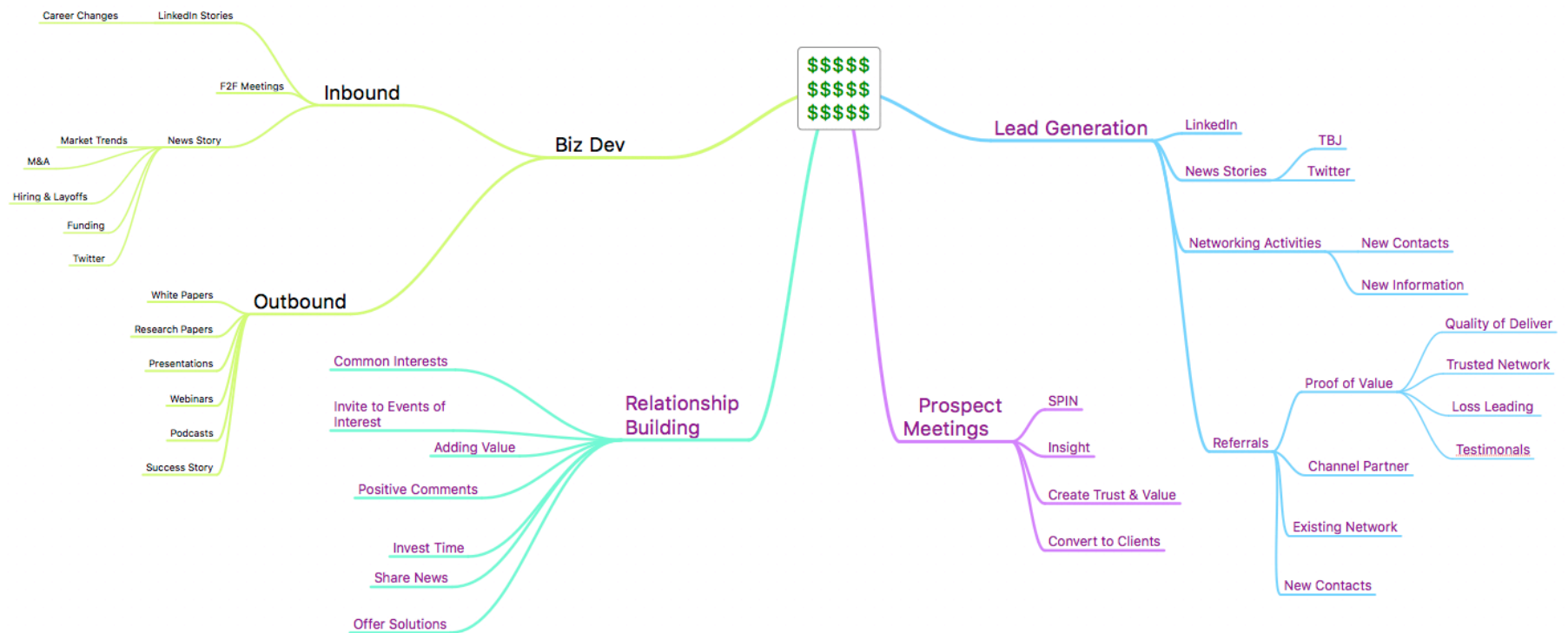


# Targeting Prospects



Manage the Touchpoints along the journey

# Engagement Activities

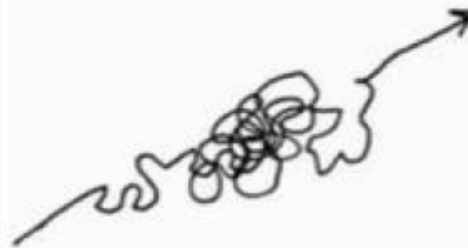


Success



what people think  
it looks like

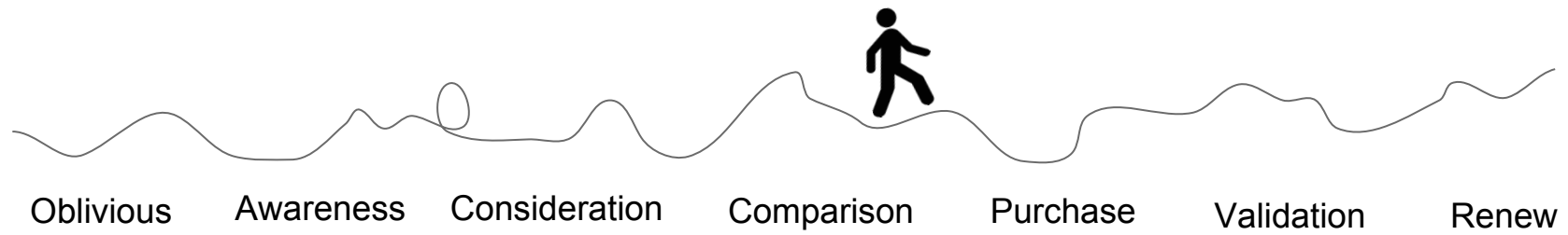
Success



what it really  
looks like



# The Buyer's Journey



# Buying Journey Stages

**Oblivious** - Not aware they have a need

**Awareness** - Having knowledge of the need for an alternative solution

**Consideration** - Evaluated or exhausted all known options and didn't get desired results

**Comparison** - Exploring external options for support and solution

**Purchase** - Select a vendor to provide a solution

**Validation** - Confirmed expected value was delivered.


**Upsell** – Repeat business, (a license, subscription, or contract.)


# Align Content with the Buyer's Journey


What type of content do you use at each stage?



- © **Oblivious** - They don't realize they need you
- © **Awareness** - They realize they need someone's expertise
- © **Consideration** – Learning about alternative options like you
- © **Comparison** – Evaluating for the best support and gradually engaging with the market
- © **Purchase** – Accept support with a formal commitment
- © **Validation** - Assuring value is received
- © **Renew** - Expanding their investment

# Wasting InMail

 Sales Navigator Feb 4

**Jason Dodd**  
**Introduction**  
Hi Jerel Bonner马扬 O2O,  
  
My name is Jason Dodd, EVP Sales of Digital Kryptonite a pay-per-performance marketing company.  
  
We've generated over 10,000 qualified leads for businesses like yours since being founded 11 months ago. One of our clients got 131 clients in the first 5 months!  
  
The best part... If we don't deliver, you don't pay!  
  
I would love the opportunity to learn more about your business, your challenges & goals to see if there's a fit.  
  
What is your schedule like to connect over the next week or so?  
  
Looking forward to it!  
  
Jason  
  
Ps - you can also schedule a call using this link:  
<http://calendar.digitalkryptonite.com/jason>

 Sales Navigator Jan 29

**Melinda Emerson**  
**Introduction**  
Hi Jerel Bonner马扬 O2O, thanks for connecting!  
  
I know you're incredibly busy and you get a ton of messages, but this will only take 60 seconds to read.  
  
My name is Melinda Emerson, Founder of SmallBizLady, a performance coaching and consulting enterprise. We develop tools and training materials to raise Small Business sales figures and success ratio.  
  
In the past year we have created an exclusive training program called Fix Your Business Master Class. In this 12 week class we will personally lead you through our system to Fix Your Business and build a plan to double your revenues next year.  
  
The best part is... I will personally work with you and your team to train and implement our strategies into your system.  
  
Would you be interested in getting the inside tips from experts on HOW to double your revenues in 2019, increase your productivity, create an amazing team, and win financially?  
  
I totally understand if you're too busy to respond. Even a one or two-sentence response would completely make my day.  
  
Melinda  
  
P.S. You can schedule a call with me using this link:  
<https://calendly.com/smallbizlady/30-min-meeting/>  
**Jerel Bonner马扬 O2O Social Influencing Strategist** • 8:51 PM  
I'm definitely going to show this to you in my sales training program of how not to use LinkedIn thanks

JB

# Targeting Prospects



**Jerel Bonner** 马扬 O2O Social Influencing Strategist • 12:23 PM

Hi James,

Thanks for viewing my profile last week. I see we have lots of mutual connections like Rebecca Sotirkys. My company, Corraling Chaos has tried extensively to find out more information to create an intern program for vets. Are you able to help, please. Thanks for connecting.

James Simpson is now a connection.



**Jerel Bonner** 马扬 O2O Social Influencing Strategist • 1:36 PM

Hi James - Thank you for connecting. Let me know how we can proceed. Jerel



**James Simpson** • 1:54 PM

Jerel, One way to get involved with internships is to partner with Hiring Our Heroes through the US Chamber of Commerce Foundation. They have a fellowship program that has had considerable success. I'd be happy to discuss other opportunities. As a veteran and someone who employs veterans I love to see others get involved.



**Jerel Bonner** 马扬 O2O Social Influencing Strategist • 4:23 PM

Dear Mr Sanjay Das,

We've never met, though I noticed your profile and I remember ABC from Patty Bergey. We also have similar network connections. It would be an honor to be connected to you so that we can share knowledge respectively to stay ahead of the market trends.



**Sanjay Das** • 2:07 PM

Hello Mr. Bonner.

How do you know Patty Bergey?

Sanjay



**Jerel Bonner** 马扬 O2O Social Influencing Strategist • 3:23 PM

Hi Mr Sanjay,

I've met Patty through a networking event.

Jerel

JUL 17



**Sanjay Das** • 4:22 PM

Got it; thank you for sharing.



JB

# Manage the Touchpoints - 7

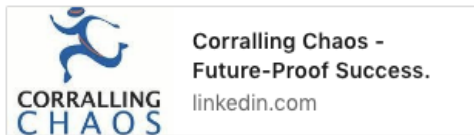
TP1

Hi Rosina,  
Nice to know you through Don and LBio. Thanks for chatting with me and I look forward to chatting with you about how you can find some salespeople to move your latest project forward. Thanks for connecting. Talk to you soon,  
Jerel [See less](#)

TP2

**Jerel Bonner马扬 O2O Social Influencing Strategist • 8:54 AM**  
Your welcome Frank  
Till we talk, can you please follow our company here on LinkedIn. This way you can learn more about what we do and stay up to date on market trends that affect your bottom line.  
Thank you

<https://www.linkedin.com/company/corralling-chaos/>



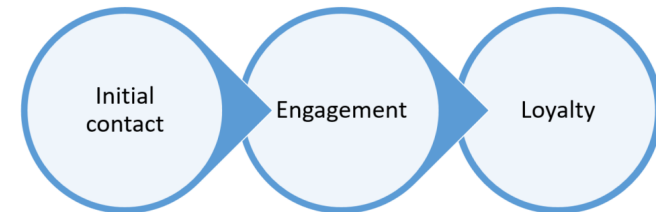
TP3

**Jerel Bonner马扬 O2O Social Influencing Strategist • 7:**



**Tipped: 1929 and 2008 will look like a vacation**

Herb Kelsey on LinkedIn



JB

# Do they manage their own LinkedIn

- LinkedIn and Twitter is part of the process
- Does it feel like the actual person or a surrogate?
  - Take title under consideration
  - (Simple safe answers it is most likely a surrogate)



**Mike Kubesheski**

Chief Marketing Officer - Executive  
Communications - Public Relations -  
👥 Ann Hawkins and 2 others

Ignore

Accept

# Real or Surrogate



Mike Kubesheski • 2nd


Chief Marketing Officer - Executive Communications -  
Public Relations - Brand Manager

San Francisco Bay Area

 Multidexterity

 University of California,  
Davis

 See contact info

 500+ connections

Accept

View in Sales Navigator

More...

Strategic, well-connected Marketing executive with more than 20 years of experience in growing organizations through data driven and empirically managed marketing. A results-focused, highly adaptable executive with a strong management background in growing existing revenue sources and designing and producing significant new sources. Recognized as a proven, collaborative leader who is proactive and has a keen ability to navigate complex business opportunities and challenges and produce innovative solutions that translate into record profitable growth.

#### Areas of expertise:

Corporate Marketing Program Administration  
Search Engine Optimization  
Social Media management  
Digital Public Relations  
Branding and Corporate Identity  
Stakeholders Management  
Marketing Research

## Experience



**Principal**  
Multidexterity

Jan 1998 – Present · 21 yrs 1 mo



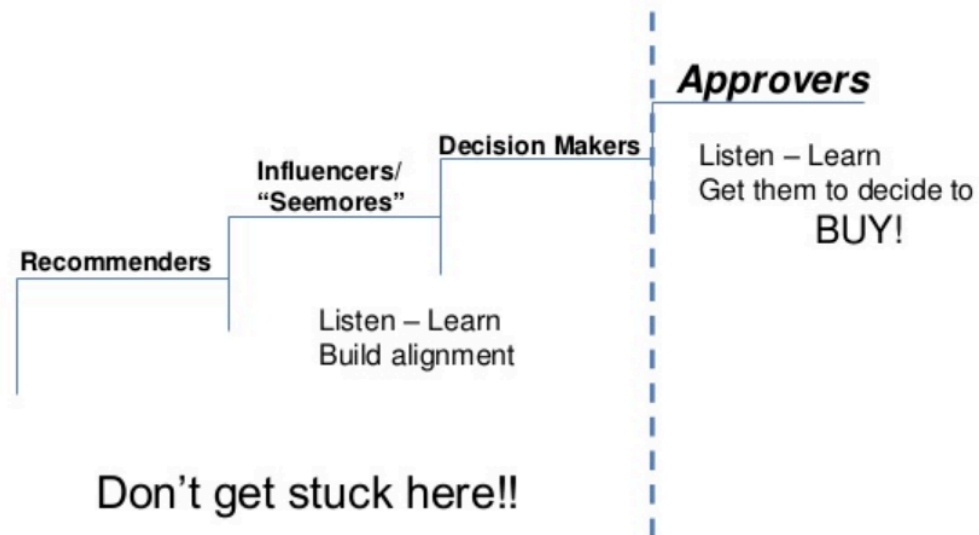
**VP of Marketing**  
Family Business

Jan 1990 – Dec 1999 · 10 yrs  
United States

JB



# Connect to Bridge Builders



Intro to decision maker.  
Do they have access  
to senior executives.

## Unlock the gate

# Activity 1 – Who are YOU looking for

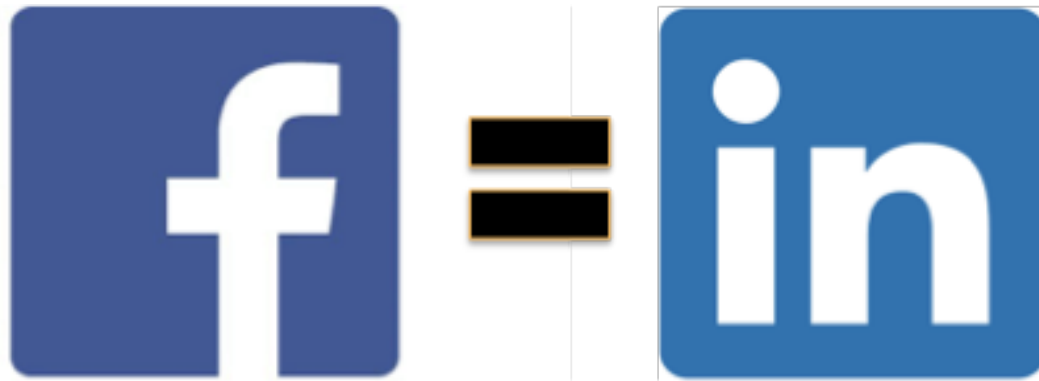
Describe in very granular detail

- Target Audience
- Decision Maker Profile
- Consumer Profile
- Other Participants Profile

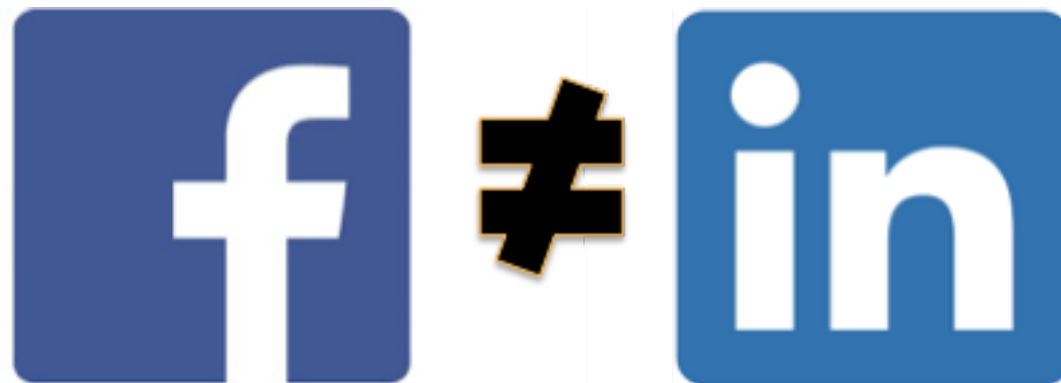
## Activity 1 – Who are YOU looking for

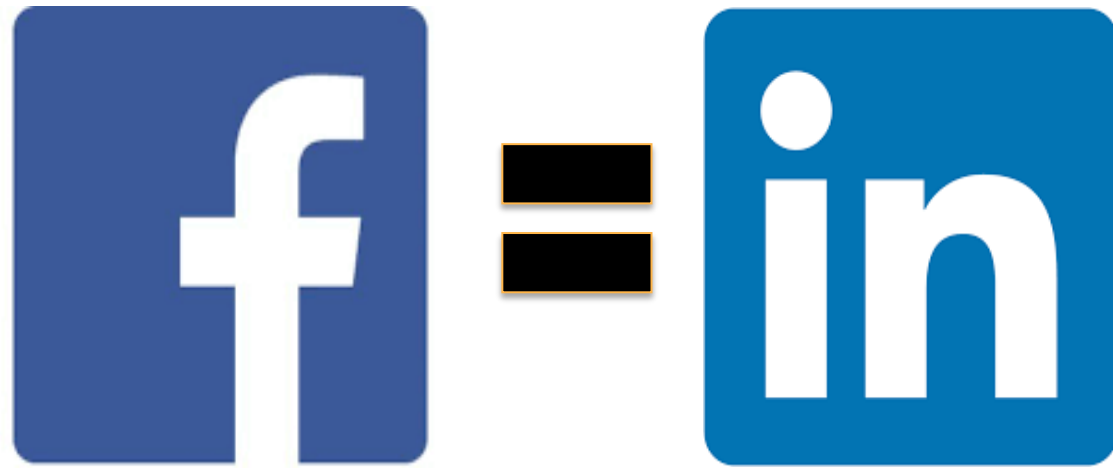
Company Specifics	KDM Title	Bridge Builders	Executor	Users Title

Notice prospect **social signals** and  
respond with **value**



Or






# Which Feed Post

**Voicera**  
voicera Sponsored · 

EVA takes notes, records, and transcribes meetings, so your team can focus and never miss a detail.





VOICERA.COM  
**This Might Be The Greatest Meeting Hack Ever**  
Let EVA take the notes | Never miss an action item

**Venetian Meetings**  
604 followers  
Promoted

[+ Follow](#) 

Capture the attention of your attendees with innovative and engaging events by collaborating with us.



**The Rise of Design Thinking in Meeting and Events**  
venetian.com 

JB

## Activity 2 – Evaluate your feed

- Facebook vs LinkedIn
- Promoted and Sponsored
- Top vs Recent (only on desktop)
- Insightful vs pats on the back
- Who is engaging with important people



# Name that Feed Post





**Gina Trimarco** • 2nd  
Sales Strategist @ P10, Shifting Businesses From Performance Problems To Rev...  
21m • Edited

[Rachel Tipton](#) and I are beyond excited about our new endeavor together. What started out as a fun marketing idea for our personal brands has turned into an actual business. When you have a passion for something and don't fr ...see more



**Launching January 10**

High Value	Pro/Sp Ad	Share	fb	Like / Share	Hide	Old News

# Feed Activities...

- Like for...
- Comment to....
- Sharing
- Shout outs.... don't overdo it!
- Don't post and ghost

# Noise Activities...

26 Likes · 18 Comments

Like Comment

Likes



**Glenn Gray** • 2nd

Licensed Community Association Manager at Castle Group at Riverstone

Congrats Trina

Like Reply



**Mark Moore** • 2nd

Sr. Recruiter/Owner at LM Recruiting Group

Congrats Trina

Like Reply



**Dave Sayers** • 2nd

Director of Talent Development at Cortland

Congrats Trina

Like Reply



**Tom Greene** • 2nd

Alliant Employee Benefit Consultant focused on Employee Health & Productivity

Congrats Trina

Like Reply



**Kevin Kennemer** • 2nd

Executive Consultant on People Strategy, Culture & Compensation | Author

Congrats Trina

Like Reply



**Theresa Nguyen** • 2nd

Progressive and Dynamic HR Leader with Diversified Experience in Start-ups

Congrats Trina

Like Reply



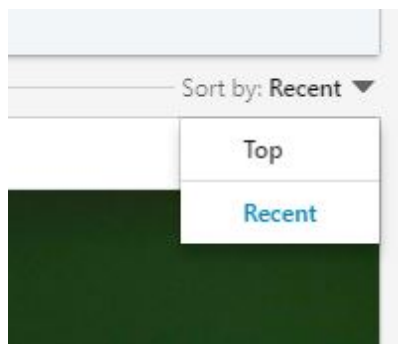
**Javiel Lopez , SPHR, MS HRM** • 2nd

CHRO / Forward Thinking Leader

Congrats Trina

JB

# Feed Update Sorting...



## Sorting Top Updates and Recent Updates in Your Feed

You can control how updates in your network are displayed in your LinkedIn feed on the homepage.

The feed by default is set to display your **Top updates**, which are selected according to relevance, based on your activity.

On desktop, you can also view your feed updates by **Recent**, which are organized chronologically. This setting must be manually selected for viewing.

To change your feed view:

1. On your LinkedIn homepage below the **Post** button, click the ▼ **Down** icon next to **Sort by:** to see a list of options.
2. Click **Top** or **Recent** from the dropdown.

### Notes:

- Your feed will default back to the **Top** setting when you leave the page or after four hours of inactivity on the homepage.

# Who is Using LinkedIn

**Capital Area Workforce Development**  
694 followers  
2h • Edited

[+ Follow](#)

Meet the newest members of our board - [Melissa Short](#) and [Brendan Attoh](#)! Melissa is VP of Human Resources at Transitions LifeCare and Brendan is HR Manager at Global Skyware. We're excited about the perspectives they will provide regarding [#healthcare](#) and [#IT](#) [#talent](#) needs. Welcome aboard!

[Valerie Sachariat](#) [Susan Jackson](#) [Brian Holland](#) [Stephen J. Miller](#), [SPHR Lori Waters](#), [MHR](#), [SPHR Rodney Carson](#), [CEcD](#), [CBA](#) [Anthony Caison](#) [Charlie Bell](#) [Kimberly Wheeler](#)



MB

# Opening Door Signals



**Jerel Bonner**马扬 O2O Social Influencing Strategist • 5:39 AM

Dear Chris Damico,

We've never met, though I noticed your profile and I have heard interesting things about Align. We also have similar network connections, like Will Barfield. It would be an honor to be connected to you so that we can share knowledge respectively to stay ahead of the market trends.



**Chris Damico** • 5:39 AM

Jerel-Nice to meet you. A friend of Will Barfield's is a friend of mine. Watched your TEDx talk. Communicating & providing value is what it is all about, could not agree more. Align, in this manner, continues to ask the consumer/potential patient what they want & then we do it. Not rocket surgery but the mindset of a dentist, is not one of a business owner/quick to change. If I can ever provide value, let me know. Chris

# In the House



**Chris Damico** • 1st

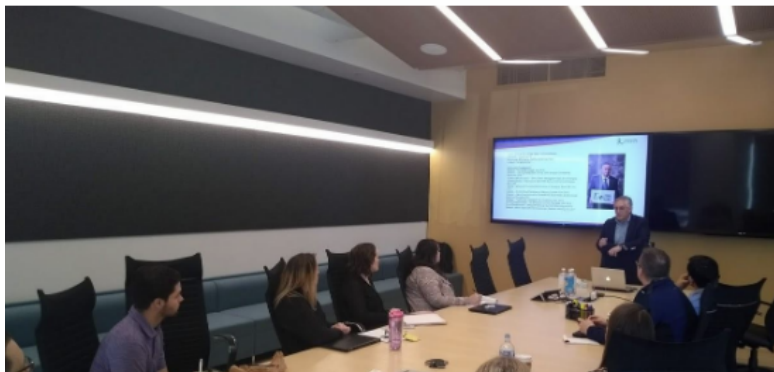
Sales Leader|Sales Closer|Maximizer of People & Company Growth|Publishe...  
13h • Edited

...

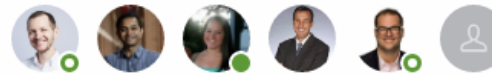
Thank you [Jerel Bonner马扬 O2O Social Influencing Strategist](#) & [Adrien Vives](#) from [Corralling Chaos - Future-Proof Success. Now.](#) for talking with us about The Six Competencies of Success & giving us 'actionable' business nuggets! [Alexandra Georges](#) [Brittany Marino](#) [Kerri Becker](#) [Nick Tassitino](#) [Sam Sifrar](#) [Morgan Warren](#) [Austin Burroughs](#) [Ravi Maniar](#) [Seth Tarter](#)

[#AlignLeaders](#)

[#TedxHultShanghai](#) [#work4align](#) [#proudalignemployee](#)



## Likes



**Brian Ellis, SPHR, SHRM-SCP** • 4:20 PM

Hi Jerel,

It's great to hear from you and I hope you are doing well. I'll be happy to share your name with Ryan as a potential guest. That's great that you were able to meet with Chris at Align. I hear very good things about the work he and his team are doing. Hope to see you again soon - I am planning to be at the next DisruptHR in early March.

Brian



**Jerel Bonner马扬 O2O Social Influencing Strategist** • 6:10 PM


If you are at the same location why don't the 3 of us have lunch?

JB


# Opens Doors for Others

**Chris Damico**  
Sales Leader|Sales Closer|Maximizer of People & Company Growth|Publ......

WEDNESDAY

 **Chris Damico** • 2:36 PM  
**Jerel Bonner**  
Hi Martin-Jerel Bonner spoke at my company today. He mentioned your name & I see we have over 40 mutual connections. If I can ever help you, let me know. Chris

TODAY

 **Martin Brossman** • 3:05 PM  
Hi Chris, thanks you for reaching out. I'm pleased to connect with people that make things happen and are always learning. How can we help each other?

JB



# Opens Doors Pt2

**Don and Chuck**

2 people in this conversation

...

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TODAY

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**Jerel Bonner马扬 O2O Social Influencing Strategist** • 1:55 PM

Don, meet Chuck, Chuck meet Don,  
Chuck, I shared your feed about wanting to interact with more  
recruiters with Don. Don has shown an interest to know more  
about what you are looking for.

Gent's I leave it to you both to take it from here.  
Jerel



**Chuck Solomon** • 2:06 PM

Jerel,  
Thanks for the intro. Don good to meet you! I just sent you a  
connection request on LI. Also, if you have time to talk sometime  
this week, please grab a time on my calendar

## Activity 3 – Evaluating and Engaging

- Find a prospect and evaluate them
- Next steps
- Interruptions
  - Welcomed
  - UnWelcomed

## Activity 3 – Evaluating & Engaging

Company Specifics	KDM Title	Bridge Builders	Executor	Users Title

# Evaluating and Engaging



**Jerel Bonner马扬 O2O Social Influencing Strategist • 12:32 PM**

Hi Ryan,

We've never met, though your company news came across my feed. You have a very impressive path of success. We have many similar contacts. I'd be honored to connect with you to explore opportunities for me to be guest on People Talks and improve the recruiting process. Thank you Jerel

Ryan O'Donnell is now a connection.



**Jerel Bonner马扬 O2O Social Influencing Strategist • 1:07 PM**

Hi Ryan,

Thanks for connecting. I will send you an email this afternoon sharing my background and experience doing podcasts, that will ensure downloads for your program. Cheers

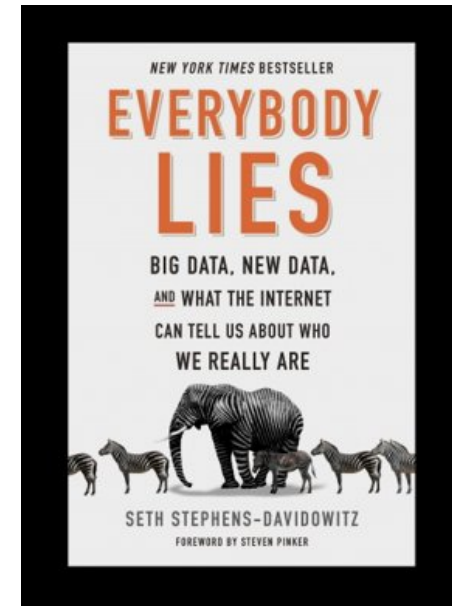


# Digital Data Reality

Digital Truth	
Searches	Social Media
Views	Social Media
Clicks	
Swipes	

## THE OUTSIZE VALUE OF IGNORING WHAT PEOPLE TELL YOU

WHAT PEOPLE SAY	REALITY	IPSO FACTO . . .
They don't want to stalk their friends.	There is little in this world they want more than to keep up with and judge their friends.	Mark Zuckerberg, cofounder of Facebook, is worth \$55.2 billion.
They don't want to buy products that are produced in sweatshops.	They will buy nice, "reasonably priced" products.	Phil Knight, cofounder of Nike, is worth \$25.4 billion.
They want to listen to news in the morning.	They want to hear about midgets having sex with porn stars in the morning.	Howard Stern is worth \$500 million.
They have no interest in reading about bondage, dominance, and sadomasochism.	They want to read about BDSM between a young college graduate and a business magnate.	<i>50 Shades of Gray</i> has sold 125 million copies.
They want politicians to outline their policy positions.	They want politicians to spare them the details but seem tough and self-assured.	Donald Trump



# Digital Identity Impression



# Google Presence

"Heather McGowan"



[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 41,800 results (0.50 seconds)

## Heather McGowan

<https://www.heathermcgowan.com/> ▼

Your browser does not currently recognize any of the video formats available. Click here to visit our frequently asked questions about HTML5 video.

## Heather E. McGowan - Transdisciplinarity Coach - The 4th Industrial ...

<https://www.linkedin.com/in/heathermcgowan> ▼

Heather McGowan and Chris Shipley have one clear thesis: In the future, those who continuously learn will continue to lead. It sounds simple, and yet our ...

## Work to Learn

<https://www.futureislearning.com/> ▼

Heather McGowan and Chris Shipley have one clear thesis: In the future, those who continuously learn will continue to lead. It sounds simple, and yet our ...

[About](#) · [Speaking](#) · [Consulting](#) · [Writing](#)

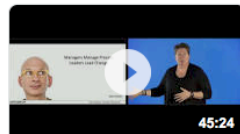
## Videos



Work to Learn -  
Heather McGowan



Future of Work: XQ  
Symposium | Heather  
E. McGowan



The Edge of the Future  
of Work - Chris Shipley  
and Heather McGowan



"vicki labelle"



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About 2,570 results (0.37 seconds)

## Vicki Labelle Profiles | Facebook

<https://www.facebook.com/public/Vicki-Labelle> ▼

View the profiles of people named **Vicki Labelle**. Join Facebook to connect with **Vicki Labelle** and others you may know. Facebook gives people the power to...

## Vicki LaBelle leaving local Red Cross chapter for new role ...

<https://www.starnewsonline.com/.../vicki-labelle-leaving-local-red-cross-chapter-for-n...> ▼

May 14, 2017 - Labelle, executive director of the Red Cross of the Cape Fear Area, will serve as the executive director of the Central North Carolina Chapter.

## Vicki LaBelle - Executive Director - American Red Cross of Central ...

<https://www.linkedin.com/in/vickilabelle>

View **Vicki LaBelle's** profile on LinkedIn, the world's largest professional community. Vicki has 6 jobs listed on their profile. See the complete profile on LinkedIn ...

MB

# Google Presence



**Learning Agility Mindset**

**Jerel Bonner** 马扬 O2O Social Influencing Strategist

A 'knowledge broker' to CxO's to build 'A Teams' to deliver on the brand promise, Co-Founder & Managing Partner  
Chapel Hill, North Carolina

**Corralling Chaos - Future-Proof Success. Now.**

**Duke University**

**See contact info**

**See connections (500+)**

简体中文 English

**Edit public profile & URL**

Our new Smart Payment Buttons(TM) allow customers to Pay with Venmo

**The New PayPal Checkout**

**Learn more**

Add new skills with these courses

## Edit URL

Personalize the URL for your profile.

[www.linkedin.com/in/jerelbonner](https://www.linkedin.com/in/jerelbonner)

## Edit Content

This is your public profile. To edit its sections, update your profile.

**Edit contents**

## Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility

On ☒

MB



# Proof of Value

amazon.com **Prime** Hello, Martin Brosman. We have [recommendations](#) for you. ([Not Martin?](#))  
Martin's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)

Shop All Departments Search

Books Advanced Search Browse Subjects New Releases Bestsellers The New York Times

**Instant Order Update for Martin Brosman.** You purchased this item on [March 26, 2008](#)

**Prime** Martin Brosman: This item is eligible for Amazon Prime. [Click here to turn on 1-Click](#) and make Prime always use the regular shopping cart as well.

Member: Martin Brosman

[Finding Our Fire - Enhancing men's connection to heart, passion and strength](#) and over 420,000 other books are available [more](#)



**Finding Our Fire - Enhancing men's connection to heart, passion and strength (Paperback)**  
~ [Martin Brosman](#) (Author)  
★★★★★ (6 customer reviews)

Price: **\$19.95** & eligible for free shipping with **Amazon Prime**

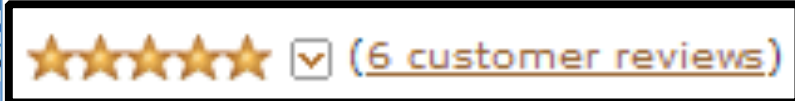
**In Stock.**  
Ships from and sold by **Amazon.com**. Gift-wrap available.

[13 new](#) from \$18.95   [12 used](#) from \$10.86

Formats	Amazon Price	New from	Used from
Kindle Edition	\$4.95	---	---
Paperback	\$19.95	\$18.95	\$10.86

[See larger image](#)

[See all 5 customer images](#)  
[Share your own customer images](#)  
Publisher: [learn how customers can search](#)



3 of 3 people found the following review helpful

★★★★★ **A cool drink for the thirsty**, March 26, 2008

By [T. Golden](#) (Gaithersburg, MD United States) - [See all my reviews](#)

REAL NAME

**Amazon Verified Purchase** ([What's this?](#))

**This review is from:** [Finding Our Fire - Enhancing men's connection to heart, passion and strength \(Paperback\)](#)

We live in a culture that devalues the masculine. This devaluation tends to promote negative stereotypes of boys and men which snowball in the media and become entrenched ideas. Brosman's "Finding Our Fire - Enhancing men's connection to heart, passion and strength" is a clear and insightful look into masculinity that bypasses and goes far beyond the stereotypes. It offers an easily accessible and perceptive view of what men need to do, and what men are doing, to connect with our passion and fire. Brosman is a captivating story teller and an old hand at observing and facilitating human development. You get pearls from him throughout the book but importantly you gain from the voice of the many men who for the last 10 years have been a part of his Men's Inquiry groups. In fact the book is a great source to bring understanding about men and their ways of doing things but also a very powerful guide and template for men to create their own inquiries with other men.

The book is also a great tool for women trying to love and understand the men in their lives.

Highly recommended.

Help other customers find the most helpful reviews

[Report abuse](#) | [Permalink](#)

Was this review helpful to you?

☒ Yes ☐ No

[Comment](#)

MB

# Proof of Value



**George Millsaps**

Education Services Officer

April 6, 2018, George was a client of Martin's

As former State Director of the North Carolina Small Business Center Network (SBCN) and Assistant Commissioner of Small Business for the State of North Carolina, I personally hired Martin for several training sessions and know that many of our 58 SBCs used Martin's talents. Reviews were very positive, with the majority of the comments being that they wanted more time. The breadth and depth of knowledge Martin can bring to an audience requires multiple sessions or a focused need for him to fulfill.



**Scott C. Taylor, LION**

General Manager at Ozonia Environmental Technologies, Suez Environment


November 26, 2013, Scott C. was a client of Jerel Bonner马扬 O2O'S

I've known Jerel for a couple of years now and I have always admired his drive, ambition, and positive outlook on how good people can be if they are given the proper mental tools to aid in problem solving. When I started to find cracks in the cohesiveness of my team, I knew that I needed to work with Jerel on a program that would teach my team how to work together and how to identify what really brought value to themselves and the company. My instincts proved to be correct.

# LinkedIn Presence

How well dressed is your LinkedIn profile?

**Ask yourself:**  
Am I dressed to meet a client face to face at any moment?



**Is your LinkedIn profile a customer facing profile or a boring resume?**

Martin Brossman on LinkedIn  
December 19, 2016

# Triple C's of Social Selling

- **C**ontent – **C**urate or **C**reate

# How NOT to create value

- Creating NOISE
- Impersonal InMail or invites
- Just “Liking”



# Longer articles, keyword drive

Jerel Bonner马扬 O2O Social Influencing Strategist posted this



## Mastering "Learning Agility", Finding and Utilizing Resources

Jerel Bonner马扬 O2O Social Influencing Strategist on LinkedIn  
June 12, 2016

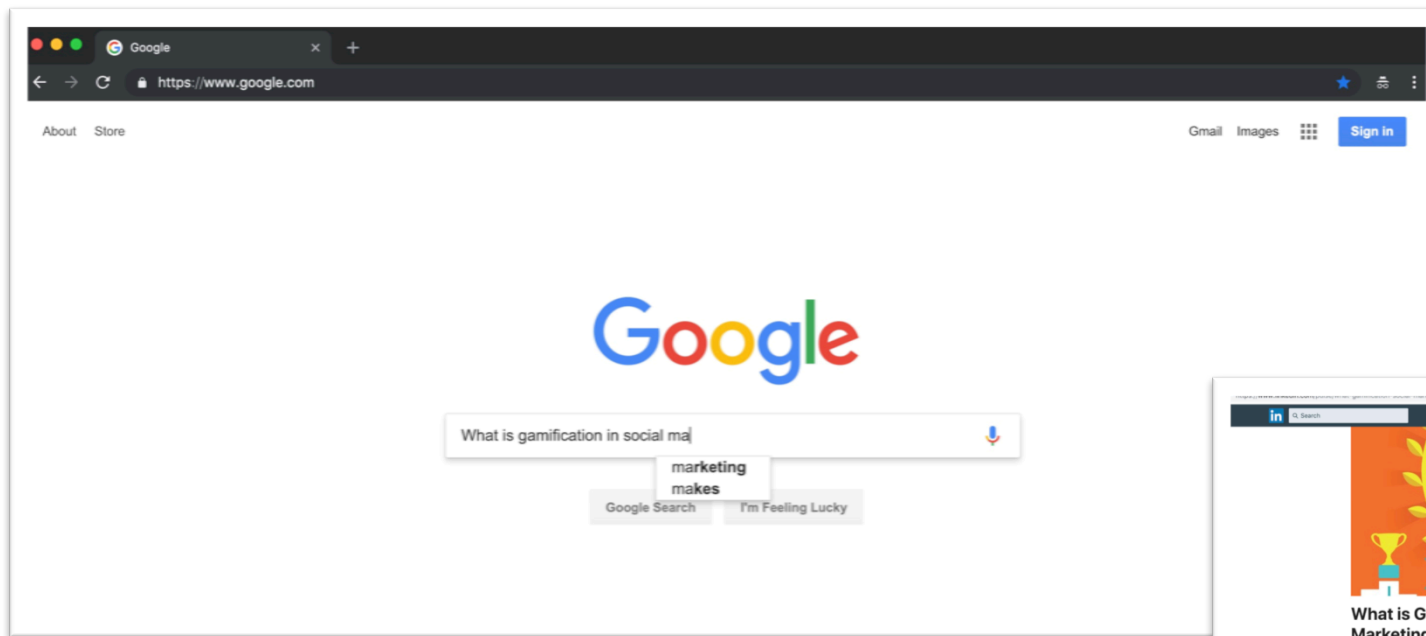
[Edit](#) [Delete](#)

1,450 views of your article



MB

# Confirm Title Name Incognito



MB

## Your lesson in SEO!

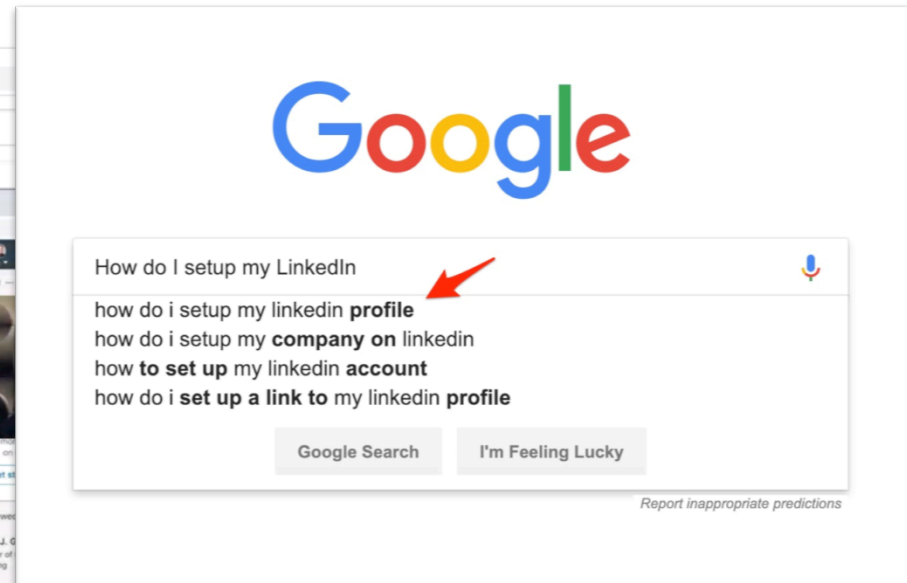
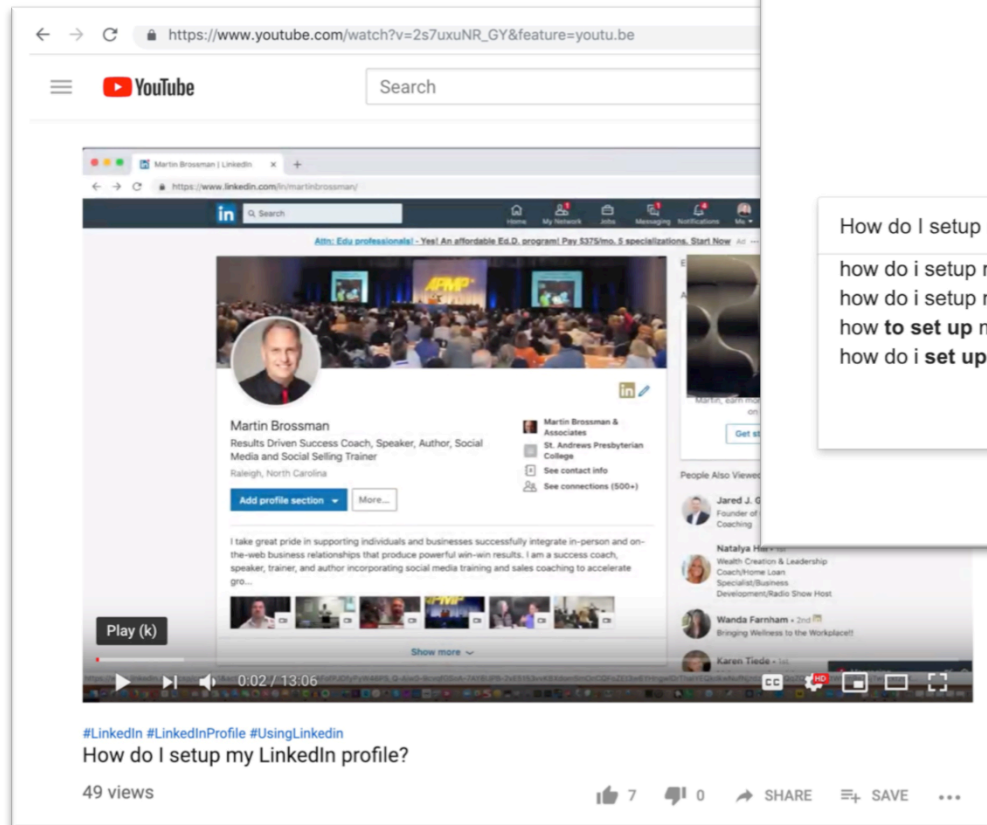
Why do magazines use catchy titles for articles inside the magazine?

Why are “catchy titles” a bad idea on the web to attract customers?





# Works for Video too



MB

## Don't write well?

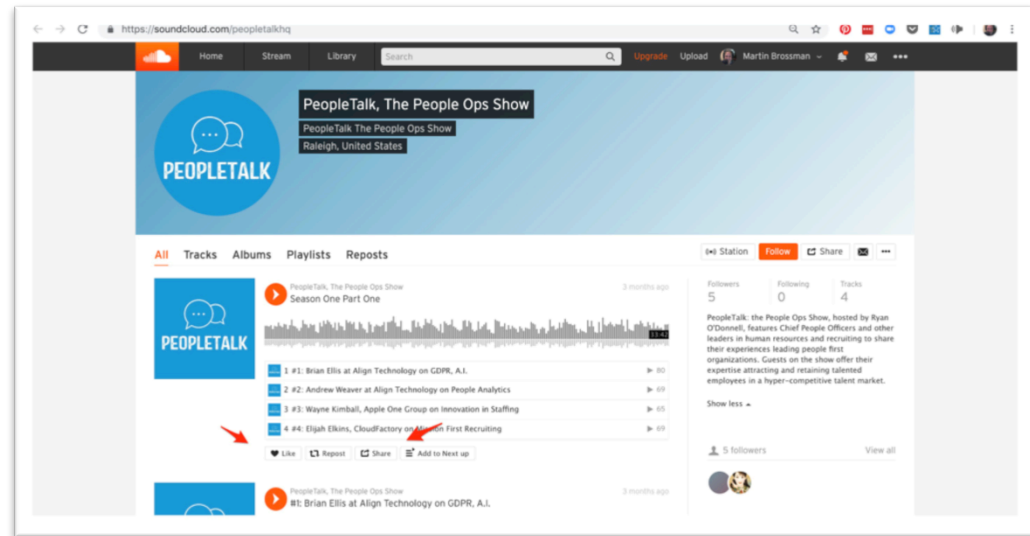
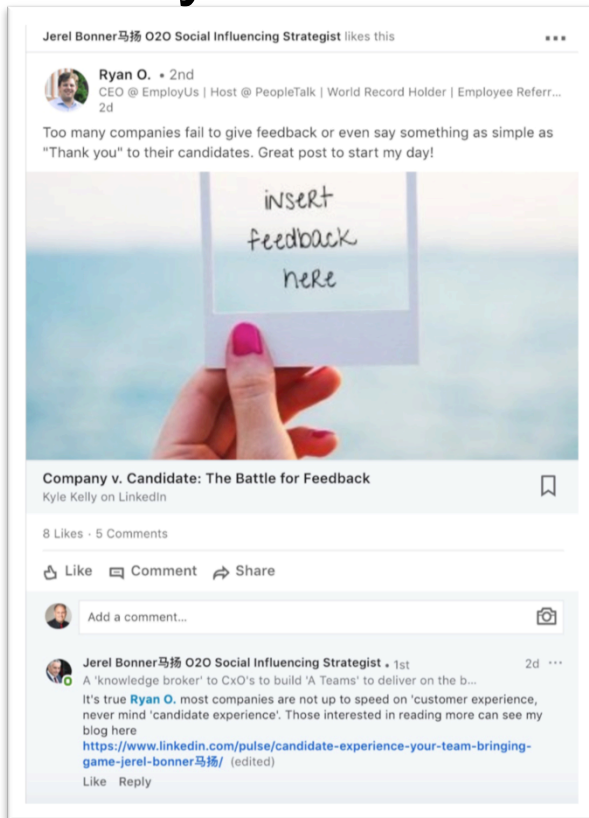
- Bullet out the key ideas
- Add links to key content to quote or reference
- Add name to drop in article
- Get a writer to write it (600 to 1200+)
  - \$50 to \$250
- Get a legal picture
- Edit back into your voice

## Activity 4 – Content curation

- Valuable comments (is the place to start)
- Curating useful content
  - Customer insight content
  - Get your content keyword driven



# Activity 4 – Content curation




JB

## Activity 5 – Content Curation Comments

- What is the market challenge?
- What are the problems that the need solved?"
- What is the solution they may not see?
- List three possible articles to share

Market Challenge	Is this solution for them	Insight	Credible Source


# Market Intel



PrecisionHawk  
Raleigh, NC • 10,151 followers


1 person from your school was hired here. [See all 139 employees on LinkedIn](#) →

[View in Sales Navigator](#) [See jobs](#)



PrecisionHawk  
10,151 followers  
1w

Attention drone pilots - do you love a challenge? We've got hard problems to solve and we need your expertise. Check our careers page if you're ready to join us in breaking new ground. <http://bit.ly/2QZk2do>



MB

# Market Intel



PrecisionHawk

Raleigh, NC • 10,151 followers



1 person from your school was hired here. [See all 139 employees on LinkedIn](#) →

[View in Sales Navigator](#)

[See jobs](#)

People ▾

PrecisionHawk ▾

Connections ▾

Locations ▾

All Filters

Clear 1

[Founders- \\$100 Divvy Demo](#) - See a 15-min demo of this free expense management platfo

Showing 135 results



**Nathan Cavicchi** • 2nd

Inbound Technical Marketer

Raleigh-Durham, North Carolina Area



8 shared connections

[Connect](#)



**Sara Colton** • 2nd

Vice President of Sales Operations

Raleigh-Durham, North Carolina Area




2 shared connections

[Connect](#)




MB

# Market Intel







**Nathan Cavicchi** • 2nd  
Inbound Technical Marketer  
Raleigh-Durham, North Carolina Area

[Connect](#) [View in Sales Navigator](#) [More...](#)

 **PrecisionHawk**  
 **See contact info**  
 500+ connections

## Nathan Cavicchi

### Contact Info

-  **Nathan's Profile**  
[linkedin.com/in/nathancavicchi](https://www.linkedin.com/in/nathancavicchi)
-  **Websites**  
[nathancavicchi.com](https://nathancavicchi.com) (Personal Website)  
[precisionhawk.com](https://precisionhawk.com) (Company Website)
-  **Twitter**  
[TheNinMe](https://twitter.com/TheNinMe)
-  **Birthday**  
January 19

*Bingo*

MB



Nathan Cavicchi

- <https://twitter.com/TheNinMe>

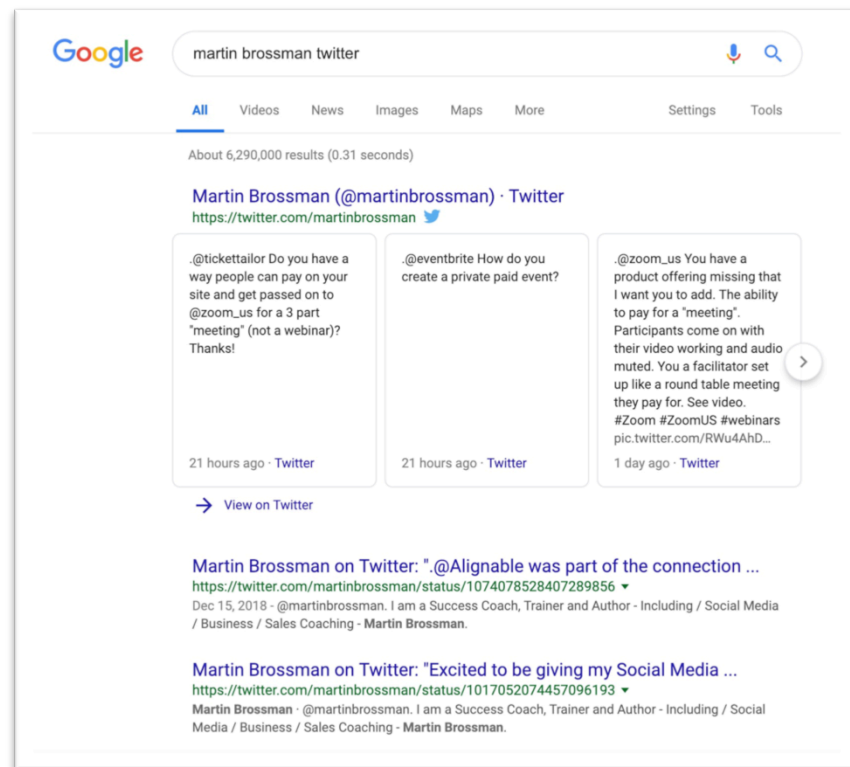
We need a volunteer ....

# Find that Twitter



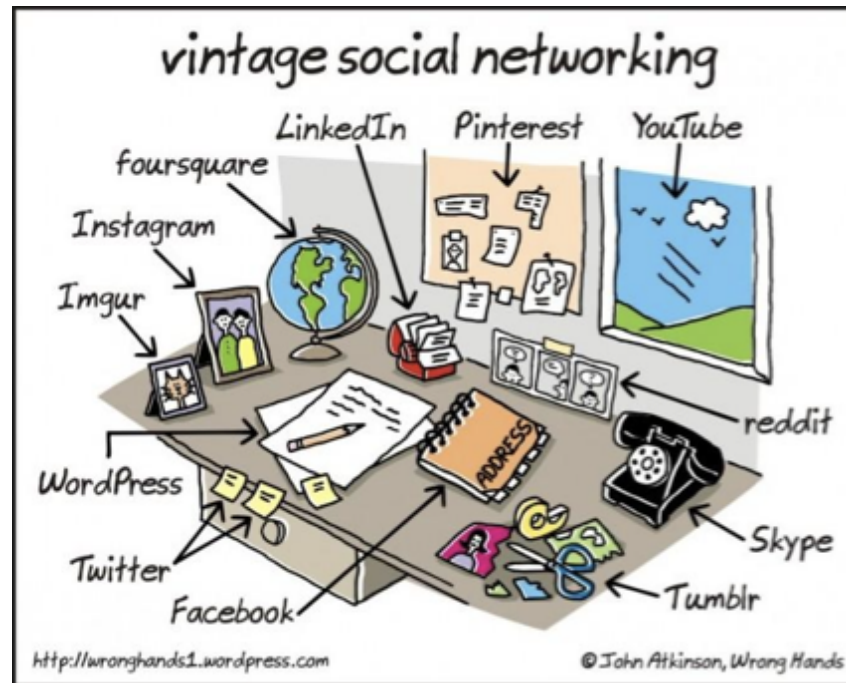
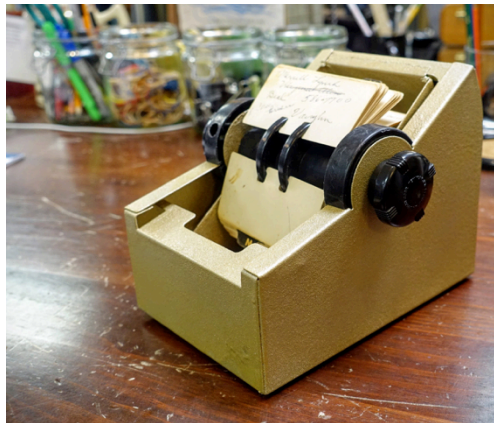
# Finding them on Twitter

- Google Incognito on Chrome



MB

# Digital Dynamic Rolodex



MB/JB

# Digital Reminders



**Jerel Bonner**马扬 O2O Social Influencing Strategist • 4:19 PM

I'm currently reading " The Confidence Code" interesting dynamics on confidence factor between men and women

TODAY



**Jerel Bonner**马扬 O2O Social Influencing Strategist • 9:39 AM



**The Economist**

6,710,833 followers

2h

Is the gig economy really the "reincarnation of an ancient evil", as the Archbishop of Canterbury calls it? The Economist believes that firms such as Deliveroo and Uber should be welcomed. But the gig economy, in which short-term jobs are assigned via online platforms, is by no means perfect. Governments need to do more to enforce the law to protect gig workers.

JB

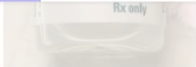
HomeMomentsNotificationsMessages

Search Twitter

Twitter

TodayNewsSportsEntertainmentFun

Create new Moment




**Google Home Hub debut at #MadeByGoogle**

CNET · Earlier today

Google debuted its latest devices in New York City, including the Google Home Hub, the company's latest smart home device.

5 Likes




**The Pixel Slate is Google's new convertible tablet**

Technology · This afternoon

The newly announced Chrome OS device, which competes with the iPad Pro and Surface Pro, is arriving "later this year."

23 Likes




**Nikki Haley resigns as US ambassador to the UN**

US news · Earlier today

President Trump announced that Nikki Haley has resigned as the US ambassador to the United Nations and will be leaving her...

363 Likes



**Billionaire Yusaku Maezawa's secret behind his SpaceX trip: work less**

TicToc by Bloomberg · Earlier today

Japanese billionaire Yusaku Maezawa says working less, not more, is the reason why he's been able to build an \$8.4 billion company, become a major force in the art world and land a ticket on Elon Musk's rocket...

9 Likes

Your lists

Include @DavidAmerland in:

Associations

check daily

CPAs and CPA Associations

Have been in my class

KeyFollow

LinkingIn2Sale Prospect

Local Owned in NC

Media - News

Mobile Tech Expo

NC Chambers of Commerce

NC Community Colleges

NC Local News Resources

People to follow

Podcast resources

Poken Owners of America

Poken Owners of Europe

Reporters

SBC Directors

Small Business Centers NC

Social Media for Business examples

Social Media Managers

Social Media People

Thought Leaders

Weather News

Create a list

MB

# Tracking the conversation of YOU and/or your business on the Web

The screenshot shows the Google Alerts (BETA) website. At the top, there's a browser address bar with the URL <http://www.google.com/alerts>. Below the address bar, the Google logo is on the left, and the text "Google Alerts (BETA)" is in the center. To the right of the logo, there are links for "FAQ" and "Sign in".

The main content area is titled "Welcome to Google Alerts". Below this title, there's a paragraph explaining that Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on the user's choice of query or topic. Below this, there's a section titled "Some handy uses of Google Alerts include:" followed by a bulleted list:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Below the list, there's a line of text: "Create an alert with the form on the right." and another line: "You can also [sign in to manage your alerts](#)".

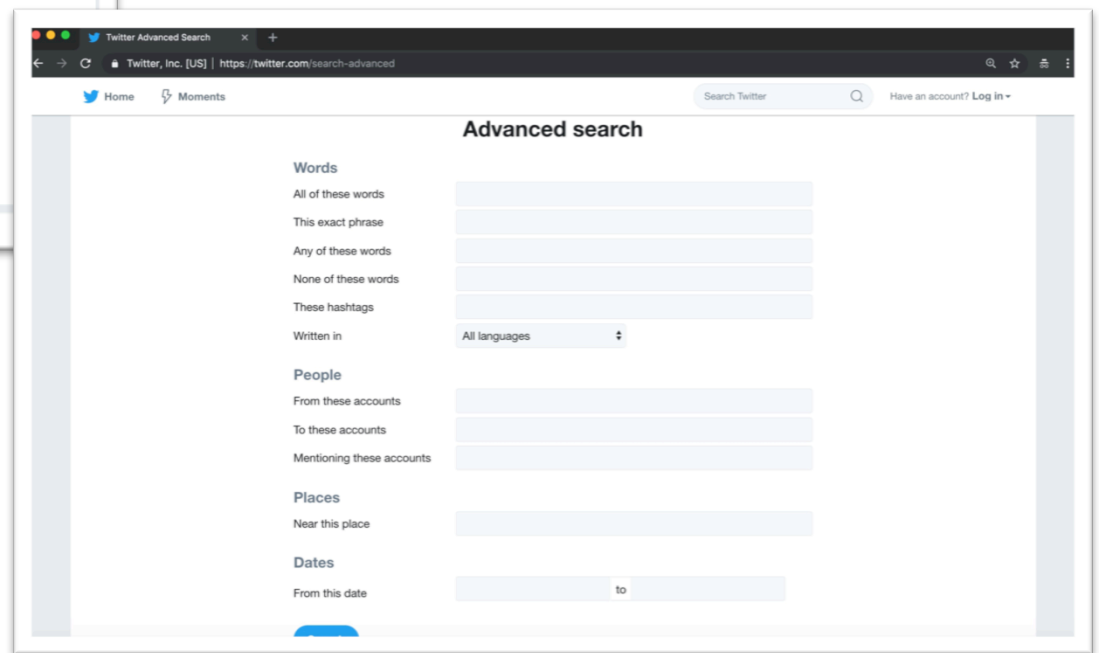
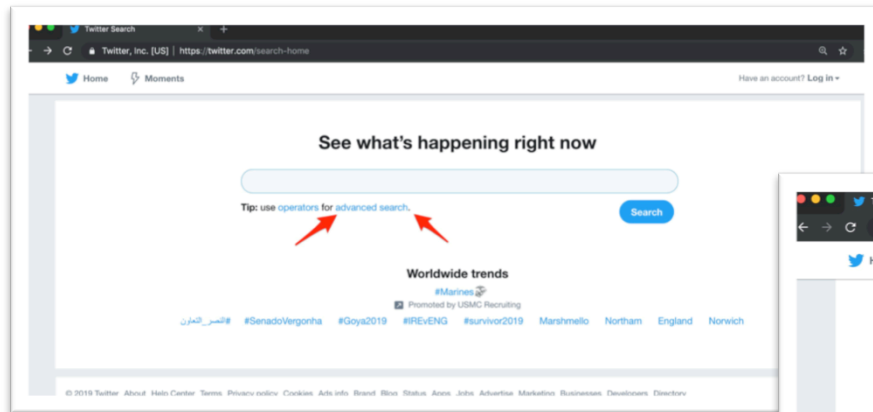
On the right side of the page, there's a form titled "Create a Google Alert". The form has a heading "Enter the topic you wish to monitor." followed by a text input field labeled "Search terms:" with the placeholder text "Your Name". Below this, there are two dropdown menus: "Type:" with "Comprehensive" selected, and "How often:" with "once a day" selected. Below these, there's a text input field labeled "Your email:". At the bottom of the form is a button labeled "Create Alert". Below the button, there's a small disclaimer: "Google will not sell or share your email address."

At the bottom of the page, there's a footer with the copyright notice "© 2007 Google" and several links: "Google Home", "Google Alerts Help", "Terms of Use", and "Privacy Policy".

[www.google.com/alerts](http://www.google.com/alerts)



# Deep Search on Twitter



<http://search.twitter.com>

MB

Home Notifications Messages #redhat

# Hashtags

#redhat

Top Live News Photos Videos More options ▾

Who to follow · Refresh · View all

- AARP Politics
- Paul Myers
- NC State Student Gov

Find friends

Trends · Change

- #ReadyForScorchTrials
- Snapchat
- #EMABiggestFans1
- Dreamforce

LinuxAcademy.com @linuxacademyCOM · Aug 5  
Ready for DevOps? Check out our DevOps courses including Learning Chef, Vagrant, Docker, and Jenkins

Help your content be found

- #ShopLocal #KerrLake

Branding

- #RedHat #MartinBrossman

Side comment

- #NOT or #Fail or #justkidding

Note: caps don't affect the hashtag just read better

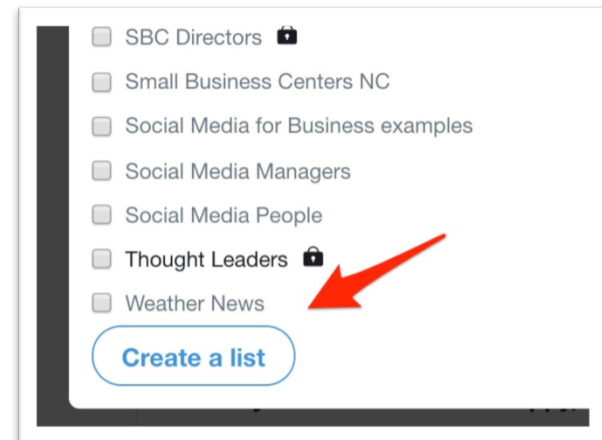
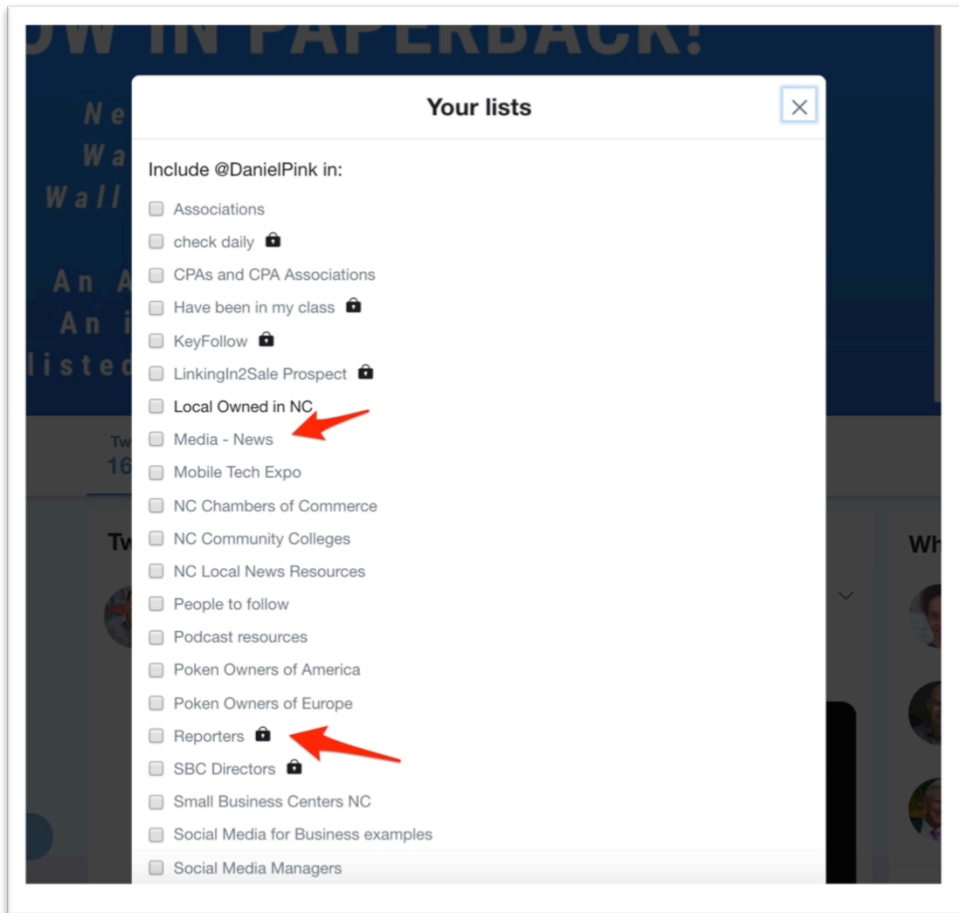
Hashtags work on:

- LinkedIn
- Twitter
- Facebook
- Instagram
- Youtube

# Adding to Lists on Twitter – Public & Private

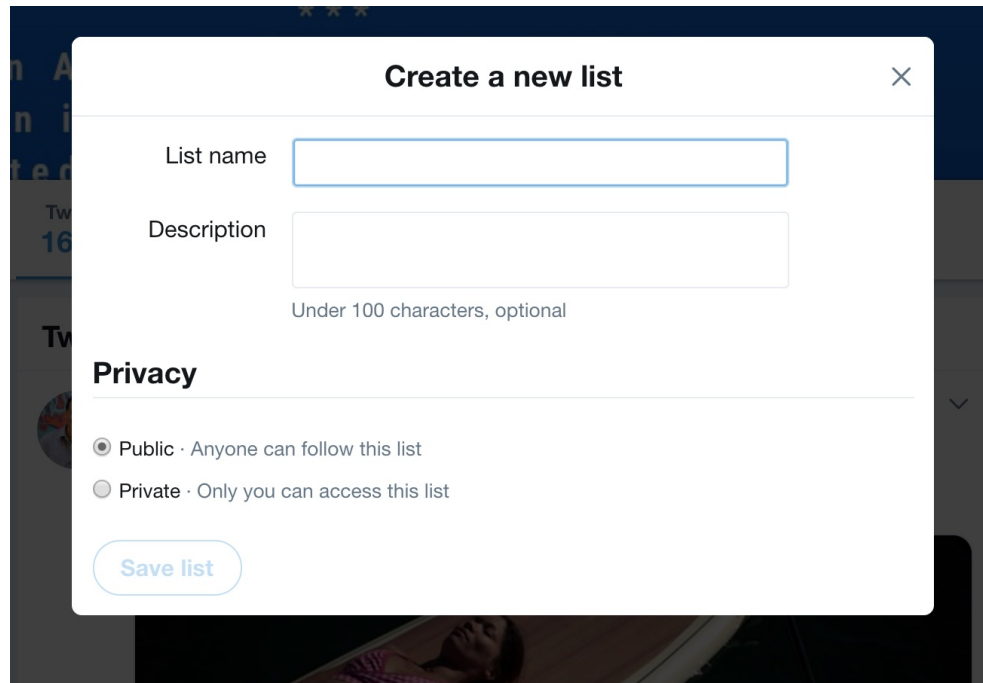


# Adding to Lists on Twitter – Public & Private



MB

# Adding to Lists on Twitter – Public & Private



The image shows a 'Create a new list' modal window from Twitter. The window has a title bar with a close button (X) in the top right corner. Inside, there are two text input fields: 'List name' and 'Description'. Below the 'Description' field, there is a small text hint that says 'Under 100 characters, optional'. Below these fields is a section titled 'Privacy' which contains two radio button options: 'Public · Anyone can follow this list' (which is selected) and 'Private · Only you can access this list'. At the bottom left of the modal is a blue button labeled 'Save list'.

Create a new list

List name

Description

Under 100 characters, optional

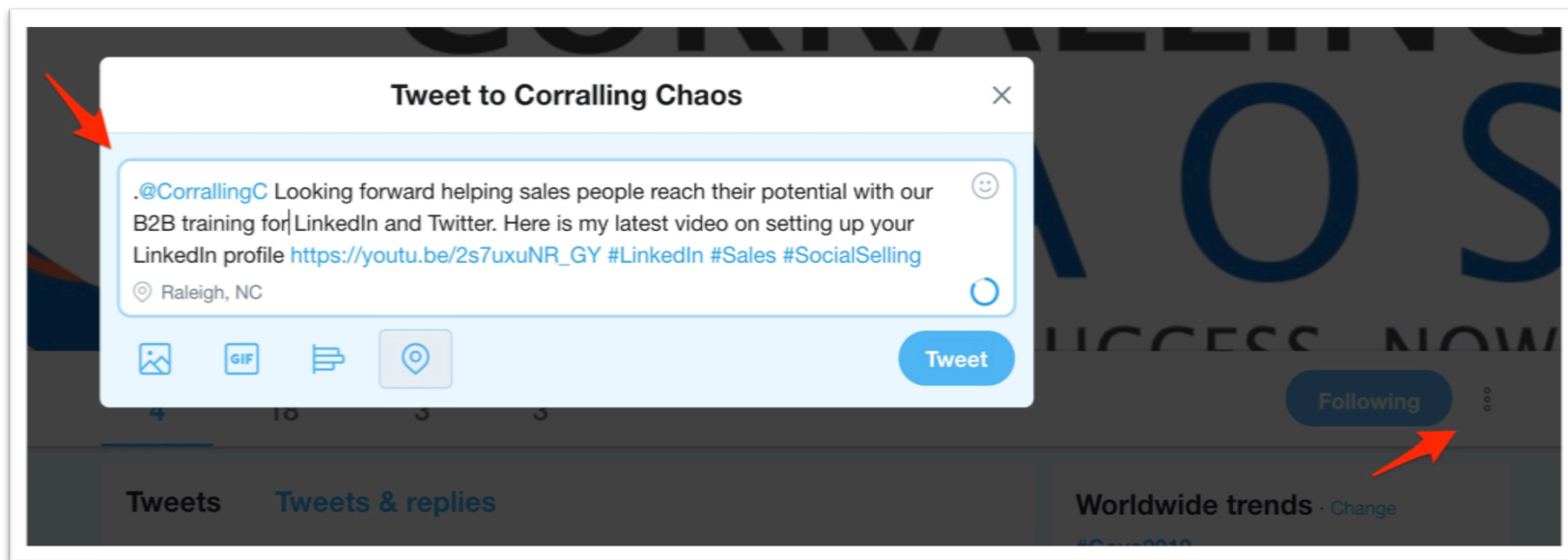
**Privacy**

☒ Public · Anyone can follow this list

☐ Private · Only you can access this list

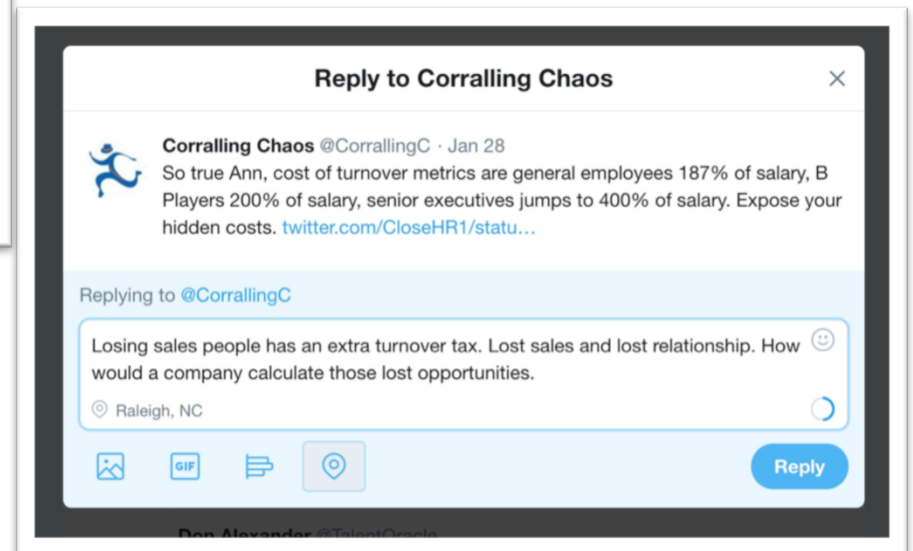
Save list

## Mention on Twitter & Mention + share

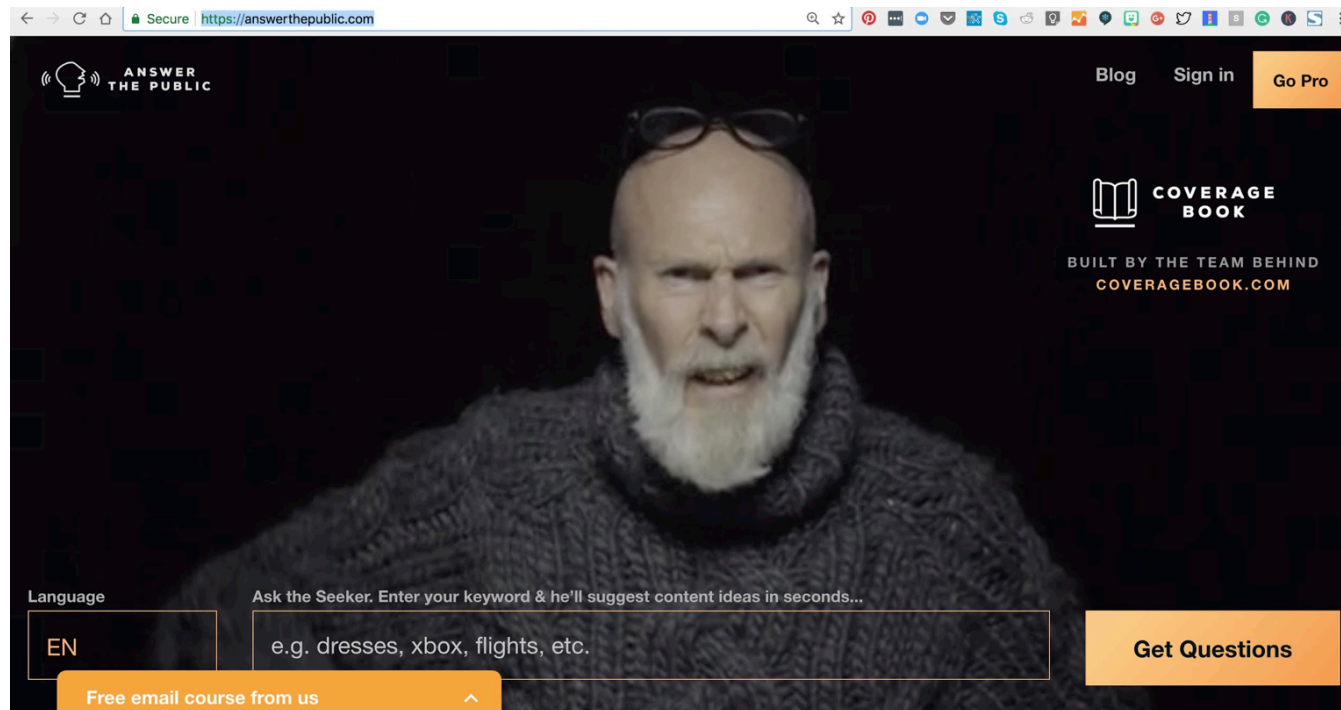


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# Twitter Comment & Like



# answerthepublic.com



MB



What did you gain from this program?  
What is your next actions?

# Secrets of Social Selling Signals



Martin Crossman & Jerel Bonner