

Trudy ([00:06](#)):

Welcome to the Online Business Launchpad podcast. We're going to be helping guide you step by step through the process of growing your business online, and we're going to be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy ([00:26](#)):

Welcome to the Online Business Launchpad podcast. Uh, it's really great to be here with you today. And I've got Louise Brogan with me now. Louise is a LinkedIn expert, and I recently had her help me just take a look at my LinkedIn profile. And basically, I don't know for the listeners there, um, maybe you've always thought of LinkedIn as being kind of like a, an electronic CV or a resume. And I just want to tell you that the world's changed and it's no longer all about that. And if you are somebody who wants to make better use of LinkedIn, either for the purpose of promoting your business or in terms of basically showcasing to the world what it is that you can do, you definitely don't want to treat it like a CV.

Trudy ([01:12](#)):

So Louise did just such, such a great job of helping me with my profile that I just thought I'd ask her to be on the podcast because I know she's got a lot of information that she can share that's going to help everyone who's listening just do a better job with their LinkedIn profile because there's things that you can change really quickly that actually make a big difference. So welcome Louise.

Louise Brogan ([01:32](#)):

Thank you Trudy, I'm absolutely delighted to be joining you on your podcast all the way over in Australia. And I'm, um, I'm sitting here in Northern Ireland nursing my morning coffee.

Trudy ([01:45](#)):

Watching the sun come up while I'm watching the sun kind of go slowly down.

Louise Brogan ([01:49](#)):

Yeah, I mean that is the beauty of podcasting, isn't it? You can talk to people from all over the world. It's wonderful.

Trudy ([01:54](#)):

Oh, it's fantastic. It is, it is fantastic. Um, yeah, so, so I'm really looking forward to sort of talking all things sort of LinkedIn with you today, Louise. Um, but I wanted to ask you a little bit o-of background first before we get into that. But first thing, first thing I'd like to ask you is, is, is that when you were, when you were a child growing up... And this is a little bit of an off the wall question, but when you were a child growing up, what was the thing that was the most exciting that ever happened to you when you were say, right around... I don't know, somewhere between the ages of five and 15?

Louise Brogan ([02:24](#)):

Oh my goodness! Well, that's really funny. I wasn't expecting this question, but one of the things that did happen to me, um, when I was about 10 years old and it's, uh... It just sticks in your mind, doesn't it? These certain things. I remember running through the primary school hallways. And back in the days when kids... We probably weren't supposed to run, but you did kind of run about. And I remember

falling in the hallway and something had happened to my coat. The lining of my coat had ripped and I was carry a pencil in my coat pocket. And the pencil went through the lining of the pocket and straight into my knee.

Trudy ([03:04](#)):

Ouch.

Louise Brogan ([03:05](#)):

Yeah. (Laughs). I remember screaming and somehow I remember the head master... I don't know, I don't know if he'd been in a classroom and came out and heard me or what happened. I remember him carrying me right into his office, which you probably wouldn't be allowed to do now either.

Louise Brogan ([03:19](#)):

And they must have phoned my mum and dad. I don't think we got an ambulance, but there was a pencil sticking out of my knee. And I remember being taken to hospital and getting it, um, stitched up. But I remember the headteach-... The headmaster kind of putting it together with the bandages and that it was just... It was such a shock to me. Um, I still have the scar on my knee today, but it makes me sound... I am quite accident prone and I'm not at all... I've never touched wood, broken a bone in my life. Um, so I'm quite, um... My parents would've say I was a lu-, a lucky child. So, um, that was quite unusual for me to have such a drama in school, but that really... I don't know why that's jumping out at me. Um, the mini drama, my 10 year old, um, knee in the pencil incident.

Trudy ([04:06](#)):

Oh my goodness! Yeah. That would be something that would stick, stick with you for life, especially every time you saw the scar.

Louise Brogan ([04:12](#)):

Yes, and just the... And then I think I always check linings of coat pockets ever since. (Laughs)

Trudy ([04:21](#)):

(Laughs). Oh yeah. For goodness, goodness me. So, so, so, so sort of taking that and then sort of moving into to today. Do you want to talk a little bit about, uh, your business and who you serve?

Louise Brogan ([04:33](#)):

Mm-hmm (affirmative). Yes. So, um, I, I've been in business since 2013 and I started out... So I've, I've a background in IT and software engineering and I was an IT project manager for about, um, 10 years, 10 and a half years. And I've always loved computers and tech and IT stuff, even back, I remember getting my first email in about 1987, I think, which I still use today, my yahoo.com email. So I always really enjoyed, um, using software and IT.

Louise Brogan ([05:06](#)):

And in 2013 I started my business and I was working as a social media manager. So I was basically managing social media clients for other people, mainly Facebook. So people didn't really know how to use Facebook back in 2013. And I did that for a few years and then I realized that I actually really enjoy teaching people and I moved to... More towards training and teaching people how to use initially all

social media. And I, I actually, was an accredited trainer for Facebook and Instagram for a couple of years and was invited to Facebook to meet their team and learn all the way they, they trained people how to use Facebook and Instagram.

Louise Brogan ([05:44](#)):

But about two years ago, um, I was advised that I should try and niche down a little bit because when you are... When you say that you train people on social media and it's all of social media, it's hard, it's kind of hard to stand out. You know, having the accreditation from Facebook and Instagram certainly helped me stand out because there was only, I think 35 of us in the whole of the UK that had that accreditation.

Louise Brogan ([06:08](#)):

Um, and I decided to niche down into one platform and that platform is LinkedIn. And I've been doing that for two years now and it's been wonderful for several reasons. It makes me easy, um, to find for people who are looking for support with LinkedIn, but when you niche down into one particular area, it means that you can really dive into it and learn so much more about that one platform than when you're trying to keep on top of all diff-... All the social media platforms.

Louise Brogan ([06:40](#)):

So like I'm not interested in tech talk or Snapchat and I barely have watched an Instagram reel, but I know as much as I think as possible. And I'm continually learning about using LinkedIn and I love then helping others to understand how to use this platform because it's such a good platform for business. Oh my goodness! Trudy, it's such a... People who aren't using LinkedIn yet when they come to one of my webinars or one of my kind of introductory talks about it are really amazed at even scratching the, the surface of what this platform can do for you if you are looking to, to grow your business and to get clients and customers.

Louise Brogan ([07:21](#)):

So I love it. And my podcast... Um, I was thinking about this earlier. I, my podcast has been a-around for three years and I switched over to focusing specifically on LinkedIn on the podcast about a year ago. So it used to be called the Social Bee podcast and now it's called LinkedIn with Louise. Uh, again, it makes, it makes it easier for me to create podcast episodes because it's all about LinkedIn.

Trudy ([07:46](#)):

Oh yeah. That would make it better. That would make it easier.

Louise Brogan ([07:49](#)):

Yeah. And I work with... Who do I work with. I work with... Um, look, corporate teams and individuals and professionals, and I work with teams from all over the world. And I also do a lot of work with solo entrepreneurs. Um, our people are like, so I ha-, I have clients like attorneys in California and, uh, coaches and consultants all around the world, and people who want to really understand how to use LinkedIn, how to leverage it and how to get more business by using it.

Trudy ([08:18](#)):

Yeah, no, it's, it's such a powerful tool. I, I, I'm curious. I want to just dig just a little tiny bit more into the... You are, you know, you were saying that you were m-m-more widely focusing on social media and then you chose, despite the fact that you were accredited in these other things-

Louise Brogan (08:34):

Mm-hmm (affirmative).

Trudy (08:34):

... To specifically focus on LinkedIn. Why specifically LinkedIn? What was the, what was the appeal of LinkedIn?

Louise Brogan (08:42):

I think there are several things appeal to me by LinkedIn. I think that a lot of people that go into social media management and training choose Facebook and Instagram, um, less people choose LinkedIn. I don't know if this is true in Australia, but he-, over here, it seems that more men, less women. So you can stand out as a woman who trains on LinkedIn. Um, but once I started to really look into LinkedIn, it became a bit of a no brainer for me because when... If you think about your ideal client, so somebody who's trying to figure out how to use social media. When they go to Facebook, they're not really going to Facebook to find businesses.

Trudy (09:25):

Mm-hmm (affirmative).

Louise Brogan (09:26):

They're going to find friends and family.

Trudy (09:27):

Mm-hmm (affirmative).

Louise Brogan (09:28):

So when they go to Instagram, people who go to Instagram, again, not to go shopping or to find a business or a coach, they go to Instagram for a wee jolt of inspiration. When they go to Twitter, they go because they want to know what's happening in the news. Like there was breaking news last night in the UK about the coronavirus and the number of people you can meet socially, et cetera. Again, breaks on Twitter. Also, any sporting events break on Twitter.

Louise Brogan (09:55):

But when you go to LinkedIn, people only open Linked-, the LinkedIn app, or go to the LinkedIn website because they are thinking about business and their business networks and their business relationships. So you're not fighting... Your message is not fighting on there amongst all the people talking to their mothers. My brother lives in New Zealand. You might... I go to Facebook and I'm, I'm seeing messages from him, messages from his kids first.

Louise Brogan (10:23):

When you go to LinkedIn, you're seeing content and posts from business networks and connections, and that's why you go to LinkedIn. So it just made so much sense for me that I should help other people understand how to use it more effectively. Um, I think the, the stats are that 90% of people who go to LinkedIn never interact with anybody at all. Um, a lot of people just have it as their online CV or resume, or they're just... They scroll through the posts.

Louise Brogan ([10:58](#)):

Nine percent of us will go and then we will click like, or one of these sex emojis, thoughtful, and insightful, love, but don't actually comment. And only one percent of us will put any content of our own or LinkedIn.

Louise Brogan ([11:14](#)):

So in 2020, it is a platform that is really relatively easy to stand out on if you want to be known as an expert in the field that you work in. And because so few people are actually posting on it. Um, and if you can get yourself in a space where you understand how to use LinkedIn, you've got, you've got a good profile, you've got a good plan for content. You've got a strategy for using it. It's going to be so much easier to win business than it is on those other social media platforms.

Trudy ([11:44](#)):

I think that's really, really powerful because I was just thinking about, um, the difference between Facebook and LinkedIn in terms of the algorithm you know, you know, the things that you post up on Facebook, maybe you might want to comment on it, but just from, you know, from my perspective, it feels like stuff just disappears into a black hole when it's in Facebook, and in LinkedIn it pops out. You know, what do you reckon about the difference between the two?

Louise Brogan ([12:10](#)):

Oh, so this is... I mean, there's so many reasons to choose LinkedIn. So when you put a post... You're right, Trudy, if you put a post in your Facebook page, even if you're getting good interaction on it, it kind of has a shelf life of a few hours. Whereas when you put a post on LinkedIn, when you understand how to write it, the format to write it in, um, how long it should be, what it should look like, is text only? Is it video? Is it... There's so many moving parts to understand.

Louise Brogan ([12:39](#)):

But when you put a post up on LinkedIn and starts to get engagement, it has a shelf life of about five days, not hours, five days. So I will have... In fact, I have a... There's a post that I'm getting notifications on, um, this morning, that is over five days where people are still commenting on it because they are interested in it and because... If you think about, so there's a friend of mine who has just left a very high profile job, um, in the UK and gone into, um, working with universities. And he said to me, when we met him, um, earlier in the summer, he said to me, "Louise when I go to LinkedIn, because you are really the only person in my network that posts anything, all I see your posts." (Laughs).

Louise Brogan ([13:25](#)):

Now his, his network is growing, I'm hoping that's not the case still, but if you imagine that the average person who's gone to LinkedIn, they've created a profile, they've reached out and connected with people that they know they might have under 500 people in their network. And so you imagine if one percent of those people are posting content, that's only five people in their network that they're even

seeing posts from, which is why, if you go to... People, don't go to LinkedIn every day like they do the other social media platforms, but that's okay because if they check it two or three times a week and they have only pe-... Only one percent of their network are posting the likelihood of them seeing your post, if you're the post, person who's posting is really high because so few of the rest of the people in their network are posting. And it's even higher if you're sharing content that shows off your knowledge expertise, why they're connected to you in the first place.

Louise Brogan ([14:24](#)):

So for people who are listening to this who want to know more about LinkedIn, if they come and connect with me on LinkedIn and I, I share content that is all around using LinkedIn. I don't go on there and talk about, um, politics or news or redesigning my office or anything like that. Um, I mean, absolutely sure a better personality, but if you come and connect with me and follow me on LinkedIn, you will find that I share how to use LinkedIn because that is why people are connecting with me because it's the business networking site.

Louise Brogan ([14:58](#)):

You... I'm not sharing, "Here's where we went with the kids the weekend." Or, "Here's a cycle trail we're going to try out next week." Because that's not relevant to my business network. So the content is more relevant to your business network. The people who connect with you and follow you are connecting because they want to know more about what you do in business, not because you're both on the PTA at school, they're friends with you on Facebook for that. And you can be connected to the same people on the different platforms, but they're connecting with your LinkedIn because of your content that you're sharing about what you do in business. Yeah it makes sense.

Trudy ([15:33](#)):

Yeah, definitely. It definitely makes sense. I'm just sitting here thinking about how I use LinkedIn and, and I have to agree with you about 99% of it. And then I was just thinking about... There's this one guy-

Louise Brogan ([15:43](#)):

Mm-hmm (affirmative).

Trudy ([15:43](#)):

... That I'm connected with, um, that posts videos about innovative new technology.

Louise Brogan ([15:50](#)):

Mm-hmm (affirmative).

Trudy ([15:51](#)):

And I love seeing his videos and I'll often watch those and sometimes comment on them just because I find them fascinating. It doesn't have anything to do with what I do as a business-

Louise Brogan ([16:00](#)):

Yes.

Trudy ([16:01](#)):

... But it's something that I'm personally interested in and it sort of reflects the innovation side of me that I think is really, really important especially when you are, you know, you're an entrepreneur and you're just getting started with a new business and things like that. So that's kind of curious, to what extent can you kind of show a little bit of your personality through how you engage on LinkedIn?

Louise Brogan ([16:20](#)):

So I think that is a really, really... It's a really good point to make Trudy and I also follow people, so when see people say to me, "Who do I connect with?" I say, "Connect with people who you think could be potential customers or clients, potential collaborators." So people who may work with the same people that you work with, but also people who are sharing content that you're interested in because you want to go to this platform and see stuff. Like the innovator guy that you're following. You're interested in what he's talking about.

Louise Brogan ([16:51](#)):

Um, one of my clients the a-attorney from California, I am connected with him... Excuse me, because he... Originally, I connected with him because he reached out to me and asked me, "Could, could I help him and work with him?" And yes, I, um, that's why I initially connected to him, but he shares really interesting posts about new, new things that are happening in the law and America. And I find it really interesting. I mean, I am a complete geek at heart and he's talking about yesterday, he's talking about, um, the new rules around using Zoom. Um, if you were doing a court appearance via Zoom and somebody is off camera, does that affect the court case.

Louise Brogan ([17:32](#)):

And I find that really interesting. Is that got anything to do with, um, using social media at work? Building a business online? No, it's not, but I find it really interesting. So I am engaging with his content as a result.

Louise Brogan ([17:44](#)):

So another thing I'm really passionate about is women in business. So I follow a lot of women, female leaders, people who share content about female leadership, and I'm really interested in that. So you absolutely build a network that you are interested in and you have a genuine... So some people will say to you, "Trudy, go and connect to as many people as possible to get your message out to as many people as possible." That's not the way I teach LinkedIn. I talk about building a genuine network and how that makes it more enjoyable when you go to the platform, because you're seeing content that you're interested in. It makes it absolutely connect with your ideal customers and clients.

Louise Brogan ([18:26](#)):

But make this platform a social media place that you go to. It's like opening up your favorite newspaper. It's all the columnists you want to hear from. You know, there's a reason why I buy, um, The Guardian every Saturday because I love, um, particular thought leadership pieces in, in the paper, like, and I do buy the actual paper, paper. Some... A lot of quite surprised about it like, "Why don't you just look at it online?" "Because it's a different thing, and I can't." But yes, absolutely. And if there's something you're passionate about and it's not too off field from, from what you do in business, then yeah talk about that occasionally and, and show that.

Louise Brogan ([19:07](#)):

Like I, I'm an avid reader. I love to read, I love to read business books. I love to read novels. And I recently did a post on LinkedIn about, you know what... Here's a couple of business books I read this summer, what, what books are you interested in? It's not really related to LinkedIn. It's in the sphere of being in business. And I've got such huge engagement because people are... People love... First of all, people love to give their opinions.

Louise Brogan ([19:32](#)):

One of the easiest ways to get engagement on LinkedIn or any other social media platform is to ask people what they think about something. Because people love to be asked what they think as opposed to, "Here's what I think and, you know, go and go and digest that." It's like, "What do you think about this?" They're like, uh, "This is what I think. This is what I think."

Louise Brogan ([19:51](#)):

Um, so I definitely have kind of... If you think of concentric circles, the core being all about LinkedIn, then maybe about being online business and there might be a bit about, um, female leadership, uh, a bit about the interest that I have about... Like I do, I do like to read and that kind of stuff. But like I said earlier, I will be, I will be sharing posts about the best cycle routes to go cycling in Northern Ireland on because it's not really, it's not really relevant to this platform.

Trudy ([20:19](#)):

Yeah, no, I think th-th-th-that's really, really true. Can you just talk a little bit about the difference between connecting with somebody and following somebody on LinkedIn?

Louise Brogan ([20:28](#)):

Yes. So I do get people who, uh, get notifications that someone has followed you. And I say, "Oh, why didn't you connect with me?"

Trudy ([20:34](#)):

(Laughs).

Louise Brogan ([20:37](#)):

Uh, so if you're listening to this, connect with me because I am a very sociable person and I like building connections. Um, but you can... If I went to your profile Trudy and we weren't connected, um, there's an option to follow you rather than connect with you. So following you means that I will see the posts that you put up, uh, but you are not going to see my posts. So if you're building a business network on LinkedIn, you really want to connect with people because you want them to see your content as well.

Louise Brogan ([21:07](#)):

Now I could follow you. You'll get a notification, "Louise Brogan has followed you. Would you like to follow back?" In which case I would follow you back, but we're still not having the one-to-one connection that comes with when you send a connection request to somebody. And again, the way I teach LinkedIn is that when you connect with somebody I always want you to personalize the invitation and say why you're connecting with this person. And it all feeds into building a genuine network. If you don't know why you're connecting with them, then maybe think about why you're actually sending them a connection request.

Louise Brogan (21:42):

But the beauty of sending a personalized invite is the person goes to their... Goes to LinkedIn and they might log in on Tuesday morning. They go to LinkedIn, they've got three connection requests sitting. Only one of them has got a personalized invite. Well, that one jumps out at you straight away. So you're kind of waving your hand higher than the other two people.

Louise Brogan (22:01):

And then when you read what they've written in the message, they normally will say something like... Please don't use bots for this. Because last week I got three messages and they were all down to [inaudible 00:22:12] I thought, "Oh, you obviously didn't write that yourself." At all of them said, "We have mutual interests."

Trudy (22:18):

Mm-hmm (affirmative).

Louise Brogan (22:18):

Because when I got the second one, I went, "Hmm, not exactly the first message." And, but if you say, you know, "Hi Louise, I heard you on Trudy's podcast and I wanted to reach out and connect with you." That's the perfect opener. You don't need to just say why you're connecting with somebody. I'm going to read that. And as soon as I see somebody has found me through a podcast, I will always reply to that person. And now we're in a one-to-one conversation with each other. So if you think about going into a networking event in person, this is how I, I view LinkedIn and how I think you should behave on LinkedIn.

Louise Brogan (22:51):

You go into a networking event in person. Well, we can all do that. I don't think you can do that in Melbourne yet.

Trudy (22:56):

No.

Louise Brogan (22:58):

And... No. You too... Hopefully. I'm not sure if you're still in lockdown or... I have a niece. I have a niece in Melbourne. Um, so, uh, she's just moved there this year. But anyway, that's another story. So you go to a networking event in person and you walk in the door and you go get your tag and say hello to the person. First of all, he's given you your tag and you're checked in and then you go and get a coffee normally, and there'd be somebody standing beside you at coffee. So you're going to say, "Hello. Hi, hi... Oh, hi Trudy. I'm Louise. And this is my first time here. Um, have you been here before?"

Louise Brogan (23:31):

You open up a conversation. It's a very natural human thing. So do the same thing on LinkedIn because when you send... Excuse me, a connection request to somebody on LinkedIn and you don't open up that conversation, you're basically entering the networking room, going and sitting down, you haven't met anybody. People might see you there, but you're not talking to anybody. And then the speaker is finished and you get up and you leave again. You're not really making as much as an impact as you can.

And you're missing a huge opportunity to talk to the person sitting next to you, the person at the coffee bar and just... You never know where those conversations lead. And I know in my business, in my, and in my life, when I have gone to events and met people and spoken to them.

Louise Brogan ([24:20](#)):

Honestly, it could be six months later or a year later somebody says, "Oh, um, I was chatting to Trudy at a networking event in Melbourne and she mentioned you. And that's why I've reached out to you because I really want you to help me with my LinkedIn profile." Well, if we hadn't spoken in the first place, then you wouldn't... You wouldn't even know what I did. And you're definitely wouldn't be memorable enough for someone to say, "Oh, you should talk to that person. That's what they do."

Trudy ([24:43](#)):

Yeah, no, I was, I'm listening to what you're saying. And I'm just... I'm smiling to myself quite quietly because I know that in the past, because I, I, I, I can be a little bit of an introvert.

Louise Brogan ([24:56](#)):

Mm-hmm (affirmative).

Trudy ([24:56](#)):

And I would go to these networking events and I would just sit in my corner very quietly and look around me and, and end up walking out. You know, you only do this a few times before you realize how silly it is. You walk out without having said hello to anybody and that's such a waste of opportunity. Um, so, so for somebody who's... Now I know you... I think, because I think you're a bit of an extrovert, you know. For somebody who's a bit of an introvert. Um, maybe what kind of tips might you give, uh, for somebody you... You know, you've already said about the connection, you know, for the connection request.

Louise Brogan ([25:27](#)):

Mm-hmm (affirmative).

Trudy ([25:27](#)):

How would you then go about building a, a, a stronger, deeper relationship with them? And the reason I'll tell, explain why I'm asking is because I'm like you, I have had people ask to connect with me, they've got these kind of messages. They look kind of, you know, ge-genuine at first.

Louise Brogan ([25:45](#)):

Yes they are quite cleverly written.

Trudy ([25:47](#)):

Yeah. And you accept them. You think, "Well, hang on. Why do I need to connect with somebody who's a marketer from another country? But they look interesting. So I'll say yes." And then they just hit you with a bunch of canned messages.

Louise Brogan ([25:58](#)):

Mm-hmm (affirmative).

Trudy ([25:59](#)):

They don't respond when you send them a question back about themselves. Um, and I just don't understand how they could possibly think that they could sell their services doing that. But for somebody who's, who's an introvert. How could you go through that process and build a deeper relationship in a natural way?

Louise Brogan ([26:16](#)):

Okay. Well, I'll tell you something else about me when I was younger Trudy is that I was very shy when I was a teenager and I remember going to university... So I went to university in Scotland and I remember my dad taking me and I was petrified and I felt, "I don't know anybody here, how am I going to meet anybody?" And I just decided that I was going to just try my really hardest to say hello to people. And I, I do find... You know it's not e-.... I don't walk into a room and go, "Ta-DA! I'm here." That's not me at all. It's very much, "Let's see one or two people who look approachable and friendly and I'll start talking to them." Um, and that works out. Sometimes it works out really well. And sometimes it works out in the way that you're like, "Oh, okay, I need to be meet other people now, but I'm, I'm too scared."

Louise Brogan ([27:05](#)):

So, um, behavior can be deceiving because I, I went to a conference in California last year and I remember I got to my hotel room and I was so petrified because I hadn't met anybody in the conf-... At the conference in real life. And I thought, 'I might just stay in my hotel room for three days and nobody will know I'm here because I haven't met anybody yet. And that'll be okay and I'll just be like a holiday.' (Laughs)

Louise Brogan ([27:28](#)):

And then I just thought, "No Louise, come on, get out and go downstairs and meet somebody." And then the ice was broken then it's fine. But the other thing is that those canned responses on LinkedIn, just... I, I'm not the person who will reach out to somebody and say, "Do you know there's a better way of doing this?" Because people do want to hear that. If someone reaches out to me for help, that's, that's absolutely great. I will say, "Here's how you can work with me." But I won't reach out to somebody and say, "Do you know what you did was really, uh, quite annoying there, um, people or people can see through it?"

Louise Brogan ([28:07](#)):

Yesterday I got a connection request from somebody who most of your listeners would probably know their names. They're pretty high, well-recognized in the online business space. And they sent me a connection request and they said, "Hi, Louise. I've been meaning to reach out to you." And I was like, "Really?" I don't think that's true. "And I've got a... I've, I'm working on a list of, um, events that people can speak at, would you like the list?"

Louise Brogan ([28:34](#)):

And I replied and I said, thanks so much for connecting with me. I mean, I want, it was about TEDx speaking. It's not, and I don't... It's not on my radar. It's not something I'm interested in doing. And I replied and I said, "Thank you for connecting with me. I'm not really... Actually, I'm not really interested in doing TEDx, but thanks anyway. It's nice to meet you." The response, Trudy, what do you think the response was?

Trudy ([28:59](#)):

Oh, something completely, totally inappropriate. I'm sure not rude, but just completely off the wall.

Louise Brogan ([29:05](#)):

Completely automated. "Thanks Louise. Here's the list." And sent me a PDF and I was like, "What? I just said I don't want your list." (Laughs).

Trudy ([29:13](#)):

(Laughs).

Louise Brogan ([29:16](#)):

So, you know, they're not reading, they're not reading the responses they're getting. They're sending that email... That message to who knows how many people. They've decided they're going to get on LinkedIn. They're going to connect with as many people as possible. They're sending them all to see a message. It doesn't matter what the person's responding back. They are sending that list of TEDx talks. And I thought, "Hmm, Nope. That's not for me."

Louise Brogan ([29:38](#)):

Um, but if you are... And so Trudy a lot of people come to me because they are completely overwhelmed with LinkedIn. They have a fear of posting. They have a fear of connecting with people. They don't... Just exactly what you said, they don't know what to say in that first message so they, they literally can't get over it so they don't send it. And it's easy to send out connection requests and not personalize it because you don't have to stick your hand up and go, "Hi, my name's Louise and I, I heard you on da-da-da. And please, please, uh, connect with me guys, I will always be polite to you even if you send me a list of something I didn't ask for."

Trudy ([30:19](#)):

(Laughs).

Louise Brogan ([30:19](#)):

Um, but one of the ways to do it is to go and look at that person's profile and see what it says in their about section. Is there anything in there that is of interest to you? And connect with people you're interested in. So if it's something, he's writing about innovation in their about section and you send them a message saying, "I'm really am... Hi, hi Derek. I'd really like to add you to my network. I'm interested in, in innovation too. Hopefully we can connect here on LinkedIn." It doesn't have to be over complicated, but do make it something about them. You've heard them somewhere. You've seen them somewhere. You've seen them comment on a post somewhere.

Louise Brogan ([30:56](#)):

And then... I mean, I would love, Trudy for everyone to respond to your message and say, "Thank you. Um, Trudy that's... It's so nice to meet you." Um, and then you're in each other's network. The harsh truth is that a lot of people just will accept that connection request and they won't respond to you, okay? Do not take that as a slight, uh, people don't really know how... People still don't really know how to use this platform and to the best of its ability.

Louise Brogan ([31:24](#)):

So a lot of people will accept my personalized invite, but they won't actually respond to it. I would say... I must actually look at the stats, but I would say more people accept, and don't reply than do reply. Um, what you're asking, well, why do you, why do I still do that? Because e-enough people reply to make that really worthwhile, um, and it does. It leads to tighter connections with people. So I still really urge you to do it.

Louise Brogan ([31:50](#)):

But say there's somebody. So say for example, there's somebody in, um, Victoria who runs a conference every year and you've connected with them because you went to their conference last year. You'd love to speak on a panel or something at their event next year, or you'd love to be part of their team, and you send them a connection request and say, um, "Hi Louise, um, I want it to connect with you. I attended your conference in Victoria. I thought it was excellent. I really enjoyed it. And I'd like add you to my network." If they don't reply, don't take it to heart. Don't worry about it. But then the next time you're on LinkedIn and you see them posting comment underneath their post.

Louise Brogan ([32:29](#)):

And when I say comment, I don't mean, "That's nice." Or, "Well done." I mean, write a comment because it will push you up in front of that person's, um, eye line. So if they're posting something about, um, they're looking for speakers about for their next conference or they were there, um, launching a new product or they are interested to hear what people think about, you know, should, should we run a LinkedIn breakfast meeting every month or something?

Louise Brogan ([33:00](#)):

By writing on a comment, you're not just raising your visibility in front of the person who you want to get in front of. Um, but you're also raising your visibility in front of all the people that follow them as well. And that is such a worthwhile tactic. So I think... Somebody said yesterday on Twitter, what is the number one thing you should be doing on LinkedIn in 2020? And if, if you create your LinkedIn account and start connecting with people, the number one thing you should be doing is commenting on other people's posts. It's easier than creating your own content.

Louise Brogan ([33:32](#)):

And again, because people get overwhelmed and aren't sure what to write, and that's something I work with clients on, um, and once you to get into the swing of it then and get comfortable, you can be posting twice a week on there, and that is plenty. But even if the thought of that makes you think, "Oh, I don't really know what to say." Comment on other people's posts in a way that's thoughtful, that is actually related to what they're talking about. And that is going to get you visibility. And it is going to lead to people reaching out to connect with you, and it is going to lead to business.

Louise Brogan ([34:07](#)):

Um, all of the business on LinkedIn happens in the inbox, all of it. Nobody ever writes a comment on one of my posts and says, "Louise, really interested in this, how can we work with you?" Not one single person. Since the time I've had a LinkedIn account, it's all being in the personal messaging. And that's why you... If you could open that conversation up with somebody, you are streets ahead of everybody else.

Trudy ([34:34](#)):

Oh, absolutely, absolutely. And I, I'm just curious, you know, I... Because I do get a, a lot of connection requests.

Louise Brogan ([34:41](#)):

Mm-hmm (affirmative).

Trudy ([34:41](#)):

And the first thing I always do is... Or first of all, I'll just stay if there's a me-... I'll see if there's a message.

Louise Brogan ([34:46](#)):

Mm-hmm (affirmative).

Trudy ([34:47](#)):

And then I'll click on, on their picture to go to their profile to see if I can find out anything more about them.

Louise Brogan ([34:53](#)):

Mm-hmm (affirmative).

Trudy ([34:53](#)):

What would you say would be the three most important things to do that people will instantly see when they do that and go and click and look at somebody else's profile?

Louise Brogan ([35:03](#)):

Okay. One of the most important things to do on your LinkedIn profile is write a headline that attracts attention because until you have a headline... So the headline, so mine is like Louise Brogan, LinkedIn consultant, podcaster. I think at the moment I, I'm speaking at Podcast Movement 2020. People see your headline and that's what directs them to actually click on your profile in the first place. So if you haven't got a great headline, people won't even click on your profile. So you're not even getting them to the front door of your house.

Louise Brogan ([35:35](#)):

Then once they get to your profile, the about section is so important and where pe-... A lot of people make a mistake here, Trudy is they write the about section about themselves. And that is the big thing for if you are in business, if you are an entrepreneur, an SME and people go to your profile, it should not be about you, it should be about them. It needs to be, how can you help?

Louise Brogan ([36:02](#)):

So if I go to your profile and I'm reading through your about section, I want to know how you can help me. It's all about me. I mean, the internet is all me, me, me, me, me, and you know, people who are like, "Oh, that's not true." I mean, you can, you can, you can look at this in any way you want, but if you want to get ahead in business, you've got to make it all about the person who's reading the content that

you're putting out and not just about you because it's going to help you so much more when you are sharing how you can help somebody.

Louise Brogan ([36:31](#)):

So the about section should be... Should start out with how you can help the person that's reading it and that's what's going to attract their attention. Um, and then the third thing. So the first thing is the headline. The second thing is starting the about section with being about the reader, not about you. And the third thing is having a call to action in that about section that says, "Contact me, send me a message, reach out to me. Here's my phone number. Here's my email." Whatever way you want that person to get in touch with you, direct them to contact you because without that, um, extra step, less people will actually contact you. People need a bit of direction.

Trudy ([37:11](#)):

Yeah. They just need to know what to do next.

Louise Brogan ([37:13](#)):

Yeah.

Trudy ([37:13](#)):

Um, I've got, I've got a bunch of questions, um, but I thought I'd just check first. Did you, did you have anything that you wanted to specifically share around LinkedIn that you wanted to share with the listeners? Or should we jump straight into some other questions?

Louise Brogan ([37:26](#)):

Well, I have a very specific framework that I help people with which might be helpful for people listening, um, in terms of how to use LinkedIn. And so it's a four-part framework. The first part being, um, having a good, strong LinkedIn profile. And that's the piece of work that I was doing with you, Trudy was-

Trudy ([37:43](#)):

Mm-hmm (affirmative).

Louise Brogan ([37:44](#)):

... Looking through your LinkedIn profile on how you'd make changes. The second part is building a network of people that are going to help you in business. So it's clients, customers, potential clients and customers, potential collaborators, people you're interested in. So building a genuine network as opposed to a network as big as possible.

Louise Brogan ([38:06](#)):

The third thing is, um, sharing content. So what content are you going to put on LinkedIn that is going to showcase your knowledge and expertise and help you build your business? And the fourth part... If you think of this as like a four piece jigsaw puzzle, and the fourth part is understanding how to use LinkedIn messenger or the in mail system, that is going to help you to actually grow the business and win business.

Louise Brogan (38:32):

So that's the framework that I use with people that the profile, the network, the content, and using LinkedIn messenger. And of course, there's, there's so much more to it than that. Those are the four key pieces that I, I started helping people with. And then we move on to other stuff.

Trudy (38:47):

Mm-hmm (affirmative).

Louise Brogan (38:47):

So I just wanted to share that that's... I think with... Think of it as like a stool, and like a three legged stool, the seat being the profile and the three legs being messaging, content and network. And if you take one of those things away, the whole stool falls to the ground and isn't as useful.

Trudy (39:06):

Yeah, yeah, for sure. I've got some questions around, um, the, the in, the in mail side of things.

Louise Brogan (39:13):

Yeah.

Trudy (39:13):

One of the things... One of the questions that our, our online business liftoff participants ask us the most is, you know, "Do I need a premium account?" Um, because you know, you can send people messages and things like that without it-

Louise Brogan (39:27):

Mm-hmm (affirmative).

Trudy (39:28):

... But you don't, if you're not connected with somebody, then there's rules around who you can approach and who you can't.

Louise Brogan (39:33):

Yes.

Trudy (39:33):

And, and so can you just talk a little bit about that particular part of your framework for a little bit?

Louise Brogan (39:39):

Yes, absolutely. So the premium service, when I'm working with a client, I say, "Get your foundations right first before you start spending money on premium services." So it's more important that you have a good strong profile and that you understand the kind of content to share on LinkedIn, first of all. Um, I worked with a lovely American client last year. Um, and whenever we, we had the profile sorted, we talked about potential posts to put out there. So we started working together. And she came back to me a week later and said, "Louise, I tried those posts, but I didn't get any, any, any engagement on them."

Louise Brogan ([40:15](#)):

And I said, "Well, how many people are in your network?" And she said, "37." And I said, "Well, you need all of these parts to be working, and 37 is not a strong enough network size on LinkedIn. You want to have at least 500 in your network because the chances of anyone actually seeing that post and commenting on it are so small, you've got to build a decent size network." So at least, at least 500, I would say Trudy, but probably heading towards a couple of thousand, if you can. And if the thought of that is really daunting to people, I don't mean go out and connect with all of those people today. I mean, build it up over time.

Louise Brogan ([40:51](#)):

And, but the, the premium services, the benefits of using LinkedIn premium, and I have a couple of blogs about this on my website, which is Social Bee and [inaudible 00:40:59]. Um, are the number one benefit for me is that I can see who's been viewing my profile. Why is that relevant? Because people will reach out to me. Um, people will check you out on LinkedIn before they'll make any connection requests or any move to reach out to you.

Louise Brogan ([41:17](#)):

I do quite a lot of work with corporate teams from all over the place, so all, all around the world. Um, and if I see a business development manager has been looking at my profile or a marketing director or a sales team leader has been looking at my profile. I might reach out to that person like if, if we're connected then I will reach... I send them a message and say, "Hi, Paul. How are things going in London? Um, thought I'd reach... I'd check, you know I'd just check in with you." Because I know they've been looking at my profile.

Louise Brogan ([41:46](#)):

Without premium, you can only see that the last one or two people that have looked at your profile. So you're missing out on that key interests or like warm leads who are looking... Who are checking you out online. Um, so that's one really key thing. If you are working with larger organizations, when you have premium, you can go to the... That company's company page, and you can see key insights into that company.

Louise Brogan ([42:12](#)):

So you can see the size of the company and what percentage are working in which area, if they're recruiting, you can see their most recent relevant, important... What LinkedIn calls its important hire. So maybe a new CU, a new CFO. Um, so you can get a lot of information about companies that you might want to approach if you have premium.

Louise Brogan ([42:33](#)):

And you also have this thing called in meal, where you can send a message to somebody who is not in your first or second connection circle. So somebody you've got no connection with, you can send them, um, a personalized message to reach out to them without being connected to them. I don't tend to do that because I think connecting with somebody first and then sending them a message is much... It's a far warmer lead. I mean, LinkedIn really focuses on social selling. So it's rare that I would reach out to somebody completely cold.

Louise Brogan ([43:08](#)):

Um, and of course I reach out to somebody. If I wanted to get in with a company and I, I know that they could really help, do some help on LinkedIn training, I would absolutely reach out to those people, but I wouldn't dive straight on and say, "Oh, I run LinkedIn workshops. Would you be interested?" That, that's not what I would do? I would reach out to somebody, connect with them, have them in my network and remembering sending the personalized message.

Louise Brogan (43:31):

And then if they posted something and I comment on it, then, then I might say... But normally what happens is people will come back to me and say, "That's really... I'm interested in what you do, Louise. I'd like to know more about it."

Louise Brogan (43:42):

Um, that is the way I use LinkedIn. And it's, it's a much friendlier, warmer approach than just sending, uh, an in mail to somebody who's in my third level of connection who I don't really have any actual connection with.

Trudy (43:56):

Yeah. Going, sell, sell, sell.

Louise Brogan (43:58):

Mm-hmm (affirmative).

Trudy (43:59):

Yeah. No, that's no... Thank you for that. That's that's, that's interesting. I didn't know that you could get more, uh, data or, or information about up company or a business.

Louise Brogan (44:10):

Well sorry Trudy the third thing as well... Apologies for interrupting you.

Trudy (44:13):

That's fine.

Louise Brogan (44:14):

With premium, you have access to all of LinkedIn's learning platform, which teach, teaches you like so many things from how to do yoga at your desk to how to build a sales pipeline, to how to do public speaking. Um, like there is a wealth of information in there and all of the people who have training courses in there have been verified by LinkedIn as well. So that's another thing that people aren't aware of. So LinkedIn learning is very, very, um, useful. And if you have premium, you have access to all of that as well.

Trudy (44:48):

Oh, that's actually... That's a, that's another... That's, that's a good point actually. And I guess it raises another question. Um, how, how do you get courses into LinkedIn learning? [crosstalk 00:44:59]

Louise Brogan (44:59):

You can apply.

Trudy ([45:00](#)):

Oh, you apply?

Louise Brogan ([45:01](#)):

You apply, yeah. Well some people are invaded. Um, I knew there's a, uh, social media trainer that I'm friends with in England and she was invited, and she was flown out to California to record them. So I'm like, "Hmm, maybe I'll apply." (Laughs).

Trudy ([45:14](#)):

(Laughs) But that's-

Louise Brogan ([45:17](#)):

If you're going to, you go into LinkedIn learning and on the left hand side it says, "Apply to be a teacher."

Trudy ([45:23](#)):

Okay. Okay. Well that's... I mean, I don't have the premium account because I did used to have it at, at one stage and decided I didn't really need it.

Louise Brogan ([45:31](#)):

Mm-hmm (affirmative).

Trudy ([45:32](#)):

And because I can achieve everything I need to achieve just by connecting with people and talking to them. But for some people that might not be enough. And I think that's really, really interesting. Well, I, I can't believe it that we've been going for... Getting close to an hour now. Um, and I, I'm sure that I could... There's lots of other questions I'd love to ask, but, um, I, I'll probably just ask a couple of more. And sort of bringing it back to my, my, my listeners and where they are in their journey. A lot of them are still kind of in between that process of moving out of corporate and in, into being coming a small business owner.

Louise Brogan ([46:07](#)):

Mm-hmm (affirmative).

Trudy ([46:08](#)):

Or for some of the people, um, you know, they've, they've been doing something else in their life and now it's time to start a business and they, and they get started. But whichever one of those scenarios it is, they're having to make that mental transition from the person that they were into the person that they are in terms of being a small business owner.

Louise Brogan ([46:28](#)):

Yes.

Trudy (46:28):

And how would you recommend using your past history, your past work history section of LinkedIn-

Louise Brogan (46:36):

Mm-hmm (affirmative).

Trudy (46:36):

... To be able to promote your business in a meaningful way? Because I know so many people, me included for a longest time-

Louise Brogan (46:43):

Mm-hmm (affirmative).

Trudy (46:44):

... Used to use that part of it as being the substitute for a CV. That was the bit that was the CV. So how, what... How should people use that part of LinkedIn?

Louise Brogan (46:53):

Okay. So LinkedIn is if you're a business owner, entrepreneur, and you're starting out and you have to rethink the entire way you've looked at LinkedIn when you were in a job. So if someone's listening this and they are in a, in a job and they want to use LinkedIn for career progression, all the things I'm talking about are completely different. I mean, a lot of it's the same in terms of connecting with people and building relationships, but it's, it's definitely, you definitely write your profile differently.

Louise Brogan (47:20):

But for people who have moved into entrepreneurship, I would go back through my experience section and I would take out, um, if you've done... So like a lot of people, Trudy, a lot of people have done 10 jobs over the last 15 years. It's not like you used to go job for life. So if there were jobs in the like 10, 10, 15 years ago in your profile that you did for six months here, or nine months there, while you were looking for your dream job, for example, I would take those items... Unless they're relevant to what you're right. And I would reduce mine my experience section in terms of... So I was a 10 years as an it project manager in the health service in the UK, I could write 500 words about... Well, I could write a lot more about what I did in that role, what I was responsible for, the teams that, um, I worked with. The experience I had the seniority of people I worked with, blah, blah, blah.

Louise Brogan (48:16):

It's not relevant to what I'm doing now, but what is relevant is that it as... Like a really small part of that job, I taught, I developed programs for, um, community health staff. So OTs, nurses, physios, I developed programs. I liaised with software companies. So there are little parts of that that relate to the fact that I now teach people. And I'm very comfortable teaching people from all backgrounds and all levels.

Louise Brogan (48:43):

So that's included in there. I don't take this... I don't take it out. I don't take out the fact that before that job, I did two and a half years as a software engineer, because even though teaching people LinkedIn

has got nothing to do with Java programming, it's still against a wee bit of, of, um, weight and credibility that I had the software engineering rule. It just people, people's mindsets are interesting things and how they've used, very interesting, but that does give me weight and credibility.

Louise Brogan ([49:12](#)):

Those, those two key rules that I did before I started my business do matter to people. And especially the corporate teams that I do, that I work with. The fact that I worked in corporate is a plus, even though it, it shouldn't really be, but it does impact it. So those are in there, but they are condensed down because when, when someone is doing a search on LinkedIn for and software engineer, I don't want my profile to appear in the search results.

Louise Brogan ([49:38](#)):

I want my profile to appear as a trainer, a speaker, a podcaster, a LinkedIn consultant. So I want my profile to be top heavy with information about what it is that I do now. And I don't want to be phoned for Java programming. So software engineer is in my profile, it doesn't say what I did in that role. And so go back through your profile, try your very best to strip it out.

Louise Brogan ([50:02](#)):

Um, again, this is something I do for people. I, I do LinkedIn profile reviews. And I say, "Look, maybe I condense that down a bit, but keep that a bit." Um, you can also add in media. So if in your previous job, if you were invited to speak at conferences, even if it's not on what you do now, you could have a clip of you speaking on stage that shows that you're comfortable speaking on a stage because what you're doing now, there will be conferences around whatever it is that you're working online business, and you already have this public speaking experience. So why not have that in your profile? And it shows that you have been a speaker before. It doesn't matter that before you spoke about and kitchens, now you're speaking about, um, I don't know, selling horses. It would be random examples. but it shows that you have the art of public speaking.

Louise Brogan ([50:51](#)):

So really, it's really important to have a good strong profile and to pick out the bits of your previous career that reflect on what you're doing now without overwhelming what is you're doing though? Hopefully, um, that makes sense.

Trudy ([51:10](#)):

Yeah, no, that absolutely makes sense. It does make a lot of sense in it, it is a complete different mindset around that than, than the way we used to use it. So I think that's, that's very useful advice. Um, look, I, I really appreciate you, you taking the time to explain all these things. I, I could ask you questions about LinkedIn for absolutely ages, but I'm mindful of the time, I'm mindful of the fact that you, you've got a busy schedule as well.

Trudy ([51:37](#)):

And, um, so what I'd like to do is just, uh, I'm going to ask you one more quick question and then we'll go ahead and wrap up. And that is, is that when, if you think back in your, your journey in starting your business and then getting to the place where you niche down and started focusing on LinkedIn.

Louise Brogan ([51:55](#)):

Mm-hmm (affirmative).

Trudy ([51:56](#)):

If you were to go right back, if you... Now, knowing what you know now could go back and tell your beginner self one piece of advice-

Louise Brogan ([52:04](#)):

Oh my goodness!

Trudy ([52:05](#)):

What would it be?

Louise Brogan ([52:08](#)):

One piece of advice. Do you know every time I'm asked this question, I think of a different answer. And that's not because I haven't thought about it. I do think about it, a lot. I would say, be respectful and kind to the people that you meet and always put on your best self. Um, I very strongly believe in a rising tide lifts all boats, and the connections that you make at the start of your business. You really never know where they could lead to in the future. So being nice sounds really nice, but being nice to people pays off so much in the long run, being known as the, the person who does... There's, there's people that you meet in your business, and you'll find them over in the corner, talking about everybody else in the room. Nobody really wants to do business with those people.

Louise Brogan ([53:04](#)):

So be supportive of other people and focus on your own path, and don't get distracted by people talking about other people. Um, try and be kind to others, and don't be afraid to pivot in your business. Oh my goodness! I started at managing Facebook pages. I, um, then started managing lots of different social media accounts. I then started teaching people how to do social media. I ran two conferences in Belfast. I started a podcast. I, um, became a speaker. I niched down into teaching LinkedIn.

Louise Brogan ([53:39](#)):

I mean, in five years time, Trudy, I could be doing something completely different again, so don't be afraid to change direction and pivot and build a good solid network around you and in real life, as well as online. And because you'll need that support because being an entrepreneur is tough, it is tough. And one of the best things I ever did was start to invest in myself, um, spending money, choosing the right people to help you, but spending money on somebody who can help you move further along in your journey rather than what a lot of people do is they say, "I don't have that. I don't have money for that. I'm going to try and figure out my own."

Louise Brogan ([54:15](#)):

And you waste so much time. Um, when actually, if you hire somebody for an hour or you join a coaching program it really, really helps to move you forward a far faster rates. Um, and that's... I suppose my early self, I would say build a strong network around you and be, you know, be nice and supportive to people. Don't be afraid to pivot, but as, as you go through your journey, I would say about... I started to invest in my business properly about four years ago and, oh my goodness! It takes

you so much faster, a higher, faster. And so halfway through my journey, math, I looked back at myself four years ago. I say, "Louise, spend the money. You will not regret it."

Trudy ([54:59](#)):

I think that's really, really powerful advice. I, you know, just, just, you know, why waste the time making mistakes when somebody else could help be guiding you along the way? And that, that is absolutely for sure. So Louise, thank you so much. Um, if people wanted to reach out to you, um, maybe for some help or even just to connect with you, where would they go?

Louise Brogan ([55:19](#)):

Okay. So I would love for you to connect with me on LinkedIn. So it's [linkedin.com/in/Louise Brogan](https://www.linkedin.com/in/LouiseBrogan). I have a podcast called LinkedIn with Louise, where I talk all about all the different bits and pieces you can learn from LinkedIn and, or just drop me a line Louise@Socialbee.ni.com. And you can find out how I work with people over my website. [Socialbee.ni.com](https://www.Socialbee.ni.com). The NI stands for Northern Ireland. (Laughs) And I look forward to meeting all my new Australian friends.

Trudy ([55:50](#)):

Excellent. No, thank you so much, Louise. It's been fantastic talking with you.

Louise Brogan ([55:54](#)):

Thank you. Yeah, I think I did quite well, Trudy because it's quite early in the morning and I've only had one cup of coffee. (Laughs).

Trudy ([56:01](#)):

You've done brilliantly, brilliantly. Thanks. Thank you so much. Cool.

Louise Brogan ([56:05](#)):

Okay.

Trudy ([56:06](#)):

Well there you have it. There's so much value packed into this podcast episode. So many good tips that you can take and use on your LinkedIn profile. They're going to help you actually make a difference for your business. And I really thank Louise for joining us. I hope you enjoy it. I would love it if you would actually subscribe to the podcast or leave a review for us, basically go in there and tell us what you think of the podcast. And if it's helping you, that's fantastic.

Trudy ([56:33](#)):

Please share the podcast. Uh, we'd like it that whoever would be able to benefit from this can actually know about it and hear about it. Take care, and we'll see you next time.

Trudy ([56:44](#)):

Thanks for listening to the Online Business Launchpad podcast. If you'd like to keep on getting tips and techniques and more things from me, uh, that you can use to help grow your business. Please sign up to my email list at [WestIslandDigital.com](https://www.WestIslandDigital.com), that's [WestIslandDigital.com](https://www.WestIslandDigital.com), all one word and subscribe to the podcast. Catch you later.

