

#1 BEST SELLING BOOK

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SPECIAL LIMITED EDITION

THINK BIG!

Insights From Sir Richard Branson
And International Thought Leaders



FEATURING

SIR RICHARD BRANSON

JILLIAN BULLOCK

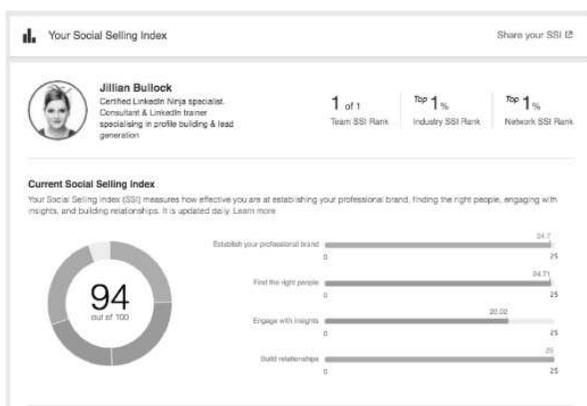
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Jillian began her career at the tender age of four, in modelling, musical theatre, television and film. She acted with Australians such as Mel Gibson, Nicole Kidman, John Jarrett, Michael Caton and Mary Coustas. Although Jillian had early success, it was working for her mother’s business during her teens that ultimately steered her passion for business rather than entertainment.

In 2002, after years in corporate marketing, Jillian went out on her own, initially as a marketing consultant. With the birth of social media, demand steered her business. In 2013, the prestigious LinkedIn Ninja group, based in the USA, invited Jillian to study with them. After completing this 12-month program, Jillian became the only certified LinkedIn Ninja Down Under!



Jillian is now recognised as one of Australia’s leading LinkedIn experts, having received media attention in the Sydney Morning Herald, Lawyers Weekly and other industry-specific publications such as Fincia Magazine. In 2015, she made the Top 200 LinkedIn Global Experts in America—only eight Australians made the list.

The same year, she was named one of the Top 150 LinkedIn Global Experts in Europe—and only *five* Australians made that list! In April 2017, LinkedIn HQ launched a pilot program for “Independent LinkedIn Experts”, spe-

cialists approved to assist LinkedIn customers via the platform's forum. There are only 12 worldwide, and Jillian is the only one approved in the Southern Hemisphere.

Jillian won the award for "Best Use of LinkedIn 2018 in Australasia" through the Social Media Marketing Institute in August 2018.

The Australian arm of LinkedIn Ninja has also secured approval to award CPD (Continuing Professional Development) to many professional service industries. This includes the NSW Law Society, MFAA (Mortgage Brokerage Industry) and FPA (Financial Planning Association), with more approvals pending. This accreditation enables professionals to meet their industry requirements while learning how to generate new leads via LinkedIn.



VISIBILITY CREATES OPPORTUNITY

How to use LinkedIn to become the authority in your field, even if you're just starting out

We're all familiar with LinkedIn influencers and famous business people such as Tony Robbins, Tim Ferris and Richard Branson. Their posts go viral on LinkedIn without much effort. Granted, much of their content is great. However, some is simply past content regurgitated but because they are influencers, it is widely read regardless.

The question is, can a “regular” person become an influencer on LinkedIn in their own right? Short answer: you bet! LinkedIn is the best social media platform for social selling. So, what is it and what does it mean for you?

LinkedIn created the official definition for its platform, according to Koka Sexton, the company’s former Global Head of Social Media & Content.

“Social selling is leveraging your professional brand to fill your pipeline with the right people, insights and relationships.”

Sexton goes on to say that “visibility creates opportunity” on social media, especially LinkedIn. So, among the half a billion registered users on LinkedIn, who have become influencers in their own right? Well, this can be achieved in two ways. One is by accident and the other is by design, so we need to look at both.

Becoming a LinkedIn Influencer by Accident

Let’s look at the case of Gary Frey (www.linkedin.com/in/garydfrey) from North Carolina. He’s a highly experienced business coach for CEOs based in that area.

During the week of Thanksgiving 2017, Gary posted a heartfelt note of thanks on LinkedIn to a good friend who changed his life in 1995. Gary’s viral post, which topped over 8 million views, told the story of when he and his young family had first moved to the state.

It was at a soccer match that Gary’s son was playing it that another father approached him. The inevitable, “So what do you do?” question came up

and, although tempted to hide his shame about being unemployed, Gary decided to tell the truth. After a discussion about experience and skills, this perfect stranger set up a meeting with one of his contacts and three weeks later, Gary was employed in a great role.

This story of thanks touched so many LinkedIn users, it gained over 60,000 likes and Gary received more than 6,000 personal messages. Moved by the response, Gary decided to respond to every single message, which took around four hours a day for four weeks. Although not his intention, a few people that responded to the post turned into clients.

That global visibility helped to build Gary's reputation locally, enabling him to cherry-pick the clients he wanted to work with from then on.

Becoming a LinkedIn Influencer by Design

This is the more desirable approach for LinkedIn and social selling, especially as your reputation is likely to become stronger the longer you stay in your field of expertise.

Let's look at the case of Brigette Hyacinth (www.linkedin.com/in/brigettehyacinth). She is a leadership specialist from Trinidad and Tobago who has made a name for herself as a global expert on leadership, with a LinkedIn following of over a million people.

When I first spoke to Brigette in mid-2017, her follower count was a mere 77,000. She is now the most connected woman in Latin America and the Caribbean. It has taken her about six years to build such a large network. "My following comes via my activity on LinkedIn. I tried Facebook and Twitter to generate followers, but it didn't work," she says.

Brigette shares new content or puts a spin on well-known material that her followers will find relevant and meaningful. "The key to my success is engagement. I am very active on LinkedIn," she commented. "I don't just

share updates and disappear. I engage with my network. I answer questions and give advice. It's just about being visible."

So, what has this created for Brigette? "Most of my business now is outside of the Caribbean because of this strategy. It mainly comes from the USA, Canada and Australia. LinkedIn allowed me to get that visibility and credibility on the international market," she says. "I wanted global reach and LinkedIn was the perfect tool. I am a coach, a keynote speaker and a motivational speaker. I conduct workshops and training on leadership and management."

Her strategy was to connect with LinkedIn's movers and shakers from all over the globe. Her posts and updates spread exponentially because of their influence on the platform, and it all grew from there. The lasting result for Brigette, she tells me, is tremendous book sales and international opportunities, something that wouldn't have been possible a decade ago. LinkedIn has opened the world up to her and it has responded positively.

Koka Sexton also built a massive following on the platform and although he didn't have a personal brand in mind, he says, "I simply shared what I knew best and what I was learning along the way." He knew this would reinforce his expertise with his first connections on LinkedIn while building a wider audience of second and third connections as they engaged with it. So, how does someone build up authority in their field and create a personal brand on LinkedIn, even if they are just starting out?

Step One

You need to create your vision. Start by asking yourself what you want to be known for. For example, I want to be known as the best lead generation LinkedIn expert in Australia and New Zealand. What's your vision?

Step Two

What is your Unique Selling Proposition—or USP? What makes you stand out from your competition? What experience or qualifications do you have that give you an advantage in your industry?

In my case, I am an award-winner and the only fully certified LinkedIn Ninja in Australasia, with LinkedIn experience dating back to 2008. I am also the only LinkedIn expert in the Southern Hemisphere that the company invited to join its pilot program in 2017, assisting LinkedIn members via the official forum.

One of the key factors in the company's selection of independent LinkedIn experts was making sure the chosen few had a history of sharing accurate information on the platform, while never breaking or encouraging others to break its terms and conditions.

I was a child actor from the age of four. Now I see people I worked with accepting Academy Awards, but growing up in that industry, you needed a tough skin. Going to castings to have directors tell you you're too thin, too tall, too blonde or too freckly takes a certain kind of kid. I wasn't it. Pretending to be someone else when I didn't know myself was a real struggle for me, so I gave it up the day after my last role, at the age of 15.

The great outcome of this time in my life was how much performing has helped me as a speaker. When you can get up and sing "It's a Hard Knock Life" at the Sydney Opera House—no, I wasn't Annie, just an orphan—or play Gretel Von Trapp at the Sydney Regent Theatre, speaking to a room of 500 people is a walk in the park. Check out this commercial I did in 1983 which, ironically, has the same title as this book!

www.youtube.com/watch?v=30MPAvG0I9M

Step Three

Now that you have your vision of what you want to be known for and a clear understanding of what makes you unique in your market, the next step is to portray that with a look and voice. Although the concept of personal branding has been around forever, Tom Peters first coined it in 1997, in his article “The Brand Called You” for Fast Company.

So, how do you develop a personal brand? Let’s think of it in terms of restaurants. Are you a McDonald’s kind of person; relaxed, casual, family-friendly, common, familiar, predictable, accessible 24/7 globally? Or do you prefer the a-la-carte, five-star, one-of-a-kind restaurant that people reserve six months out; the sort for those who demand impeccable produce and service, a formal ambience, that’s crisp and clean and wows with every course?

When thinking about yourself in these terms, it’s also important to factor in your target market. You might be quite at home in either setting, but if your target market is government dignitaries, you probably shouldn’t take them to Maccas to discuss your proposal. The lack of a wine list will seal your fate before you even reach the create-your-own-taste counter.

Just like a restaurant, who is your LinkedIn profile pitched to? Are you targeting government dignitaries with a headshot of you at the beach with your toddler? Is the language throughout all about you, full of Crocodile Dundee colloquialisms and casual slang? Your LinkedIn profile and the content you produce on the platform needs to match your vision and personal brand and appeal to your target market in look, feel and expertise.

*“Your LinkedIn profile will either compel
or repel your target market.”*

Step Four

Devise a plan that you can consistently stick to. How much time can you devote to LinkedIn, to purposefully build a following and an authority?

You'll be used to meeting for around two hours a week at the crack of dawn if you've ever been involved in a face-to-face networking club. You might be lucky if six of the people there belong to your target market. On LinkedIn, there could be 60, 600 or 6,000 of your exact target market. Attendee quality at networking events is completely out of your control.

So, back to the plan. Here's what I do as a guideline. Keep in mind that I don't curate for the sake of it. If there isn't anything shareworthy, I skip it.

*“Quality posting equals followers.
Quantity equals spam.”*

All going well, I post twice a day, five days a week. Statistics say that posting between 10 am and 11 am and 5 pm to 7 pm works well on LinkedIn, whatever your time zone. Each month, I also publish one long-form article on the Publisher platform within LinkedIn, previously known as Pulse. I would love to do this weekly, but I'd rather be consistent than start off weekly, then inevitably get side-tracked, so I stick to a monthly article.

Step Five

Since LinkedIn has no scheduling tools, we need third-party help to execute a posting plan. I personally use Buffer rather than Hootsuite. There are two reasons for this. Firstly, I've noticed that Hootsuite often doesn't load posts properly and they are missing images, or rather than text, it just repeats the

URL. This looks terrible and creates zero engagement. Secondly, Buffer is free for a single-user account, so the price is right!

One of the easiest ways to curate content is to set up a Google Alert by keyword. No prizes for guessing what mine is. This free service crawls the internet daily. I receive an email from Google with a selection of around ten articles that feature content about LinkedIn.

This service sources articles from big-name publications such as Huffington Post, Forbes and Inc.com, but also picks up articles from obscure websites in places like South Africa or Romania, providing the article is in English.

Filtering the articles is easy. I eliminate anything to do with LinkedIn careers and recruitment. I hated applying for jobs and doing my resume, so I don't dabble in that part of LinkedIn at all. I'm strictly lead generation only, but the email you receive from Google is easy to scan. Then you can eliminate what's not of interest.

When I see something that catches my eye, I click through and either read a cringe-worthy piece full of misguided drivel that startles my dog when I burst into laughter or a nugget of LinkedIn gold. The latter I use as inspiration for my own original content.

The last group of articles is awesome, well-written pieces written by direct competition. These I devour—while giving my dog a reassuring cuddle—and make a few notes. Notice I don't share these directly through Buffer. Sometimes, I can make a tweet out of an entire paragraph or a piece might inspire a great idea for a blog of my own. Other times, I learn something new and jump straight into my LinkedIn sources to verify the info.

Each quarter, I upload an article to Publisher, LinkedIn's long-form blogging platform. I love to write articles but frankly, it's not an effective use of my time. It takes me around two days to craft an article of around 400 words (imagine how long this chapter took me!) so I hire a copywriter who is great at blogging. After a ten-minute phone call, I have a 400-word

blog in my inbox within two days. Then it just needs a once-over and it's good to go.

So, to summarise, the tools of the trade to make you an influencer on LinkedIn are:

- Be clear on what you want to be known for and communicate this on your profile.
- Discover your USP and communicate it regularly in posts and status updates.
- Develop your voice and make sure it's in-sync with your target market.
- Develop a plan and schedule posts using Buffer if you can't do it on the spot.
- Curate content using daily Google Alerts.
- Write original long-form articles at least once a quarter. If this isn't your strength, consider outsourcing to a copywriter.

You also need to set aside at least 15 minutes a day to engage with other strategic contacts within your LinkedIn network and other users engaging with the content you have posted.

For your target market to “Think Big” about your LinkedIn presence, you need to be visible. If a leadership coach from a country with a population of 1.4 million can position herself as a global authority on LinkedIn with a following the same size, so can you.

“

“The task of the leader is to get his people from where they are to where they have not been.”

—**HENRY KISSINGER**

”

SIR RICHARD BRANSON

**Billionaire Business Magnate • Investor
Inspirational Entrepreneur • Author
Founder of the Virgin Group • Philanthropist**



www.Virgin.com/Richard-Branson

Sir Richard Branson is the flamboyant billionaire business tycoon and founder of the Virgin Group, which controls more than 400 companies. He is also an investor, author, and philanthropist.

Richard Charles Nicholas Branson was born in Surrey, England on July 18th, 1950. His years at school were, by his own admission, difficult. He struggled with academic work and left school at the age of 16, having been diagnosed with dyslexia along the way. Rather than opting for a life of manual labour or “tuning in, turning on and dropping out” with the rest of the Flower Power generation, his entrepreneurial nature reared its head.

“On one of my last days at school, the headmaster said I would either end up in prison or become a millionaire. That was quite a startling prediction—but in some respects, he was right on both counts!”

THE RISE OF RICHARD BRANSON

In 1968, Richard Branson launched his first business, Student magazine. With its finger firmly on the pulse of the youth generation, the magazine juggled heavyweight subjects such as the Vietnam War with pop culture and music. The magazine’s first edition sold over \$8,000 worth of advertising, which allowed him to publish 50,000 free copies.

Frustrated by how much high street stores were charging for records, Richard created a mail-order record company which he advertised in his magazine. It was an immediate success. This eventually led Richard and his business partner Nik Powell to launch the first Virgin Records store—named so because they considered themselves “business virgins”.

“When I started Virgin from a basement in West London, there was no great plan or strategy. I didn’t set out to build a business empire. For me, business is all about doing something to be proud of, bringing talented people together and creating something that’s going to make a real difference to other people’s lives.”

After the store opened on London’s Oxford Street in 1972, the duo went on to launch the eponymous record label. They bought a country estate north of Oxford, UK and turned it into a recording studio. Virgin Records’ first signing was Mike Oldfield, whose single Tubular Bells stayed in the UK charts for 47 weeks.

Oldfield’s hit record gave the momentum the company needed to sign the Sex Pistols, Rolling Stones, Culture Club and Genesis. It went on to become the world’s largest independent record label before selling to EMI in 1992.

In the eighties, Richard saw a gap in the airline market. A cancelled flight left him without means of getting to his then-girlfriend (now-wife) Joan, who was on one of the Virgin Islands. His business brain always switched on, Richard asked the cost of chartering a private plane, put up a sign advertising the flight for \$39 one way and promptly filled it with the other stranded passengers. This incident led to him phoning Boeing and asking if they had any spare planes to sell. They did—and thus, Virgin Atlantic was born.

“There’s no point in starting your own business unless you do it out of a sense of frustration. I never get the accountants in before I start up a business. It’s done on gut feeling, especially if I can see that they’re taking the mickey out of the consumer.”

In 2004, Richard announced the launch of Virgin Galactic, a space tourism company, which planned to make flights available to the public at \$200,000 per ticket—hardly surprising from a man who’d been trying to break records for over twenty years.

He named his new spaceship VSS Enterprise in honour of the Star Trek series and even offered William Shatner a ride on its debut voyage.

“We have one planet in our solar system that’s habitable and that’s Earth. Space travel can transform things back here for the better, by just having people go to space and look back on this fragile planet we live on. People have come back transformed and have done fantastic things.”

The Setbacks That Didn't Deter Him

In 1992, Richard was struggling to keep Virgin afloat and was forced to sell his record label to EMI for £500 million. The cash injection was just what the Virgin Group needed to keep going but it was a huge sacrifice and one which cost Richard dearly.

He reportedly burst into tears when he signed the deal because the record business was the first rung in Virgin's international empire.

“My attitude has always been if you fall flat on your face, at least you're moving forward. All you have to do is get back up and try again. You don't learn to walk by following rules. You learn by doing and by falling over. Do not be embarrassed by your failures. Learn from them and start again.”

Other enterprises that failed to take off include Virgin Cola, Virgin Cars, Virgin Clothing and Virgin Brides. In many ways, these setbacks are what makes Richard's story so compelling. As he says, “Treat failure as a lesson on how not to approach achieving a goal and then use that learning to improve your chances of success when you try again.”

“Failure is only the end if you decide to stop.”

A great example of this is the creation of Virgin Atlantic airlines or how Richard went on to develop Virgin Trains. The passenger service has gone on to win critical franchises from British Rail and helped support Virgin Atlantic's existing commitment to travel. And what happened after the sale of Virgin Records? In 1996, Richard re-entered the music business by creating V2 Records. In a 2016 blog post called *Life is Not a Journey to Retirement*, Richard shared his favourite quote...

“When I was five years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy’. They told me I didn’t understand the assignment—and I told them they didn’t understand life.”

—**John Lennon**

Thrills and Challenges

On top of his burgeoning business enterprises, Richard has cemented his reputation as a thrill-seeking explorer and record-breaker. In 1985, he attempted to set the record for the fastest Atlantic Ocean crossing in his vessel, the Virgin Atlantic Challenger.

The attempt failed, with the boat capsizing in British waters which led to Richard being rescued by a helicopter and receiving widespread negative press. The following year, he beat the record by over two hours in the Virgin Atlantic Challenger II.

“The balloons only have one life and the only way of finding out whether they work is to attempt to fly around the world.”

Richard also set records for the fastest Pacific crossing from Japan to Arctic Canada, travelling over 10,000 km in a hot air balloon, at speeds of nearly 400 km/h (250 mph), and for the fastest crossing of the English Channel in an amphibious vehicle.

“A passionate belief in your business and personal objectives can make all the difference between success and failure. If you aren’t proud of what you’re doing, why should anybody else be?”

The Philanthropist

By the turn of the millennium, Richard’s Virgin Group had established itself as a juggernaut and the entrepreneur turned his attention to charitable causes, becoming a founding sponsor of the International Centre for Missing and Exploited Children (ICMEC). At the same time, his mother Eve became a founding member of its board of directors.

Richard has never shied away from causes he’s passionate about, which is why he’s also a signatory of the Global Zero campaign, which calls for global nuclear disarmament.

In 2007, he launched the Virgin Earth Challenge, an enterprise which promises \$25 million to any individual or group who can create a commercially viable design that results in the net removal of anthropogenic, atmospheric greenhouse gases each year for at least ten years, without counter-vailing harmful effects.

Continuing his quest, he hosted an environmental gathering on Necker Island (his private Caribbean island) in 2015. The goal: to discuss global warming-related problems with leading entrepreneurs, celebrities and thought leaders. Guests included Google's Larry Page, Wikipedia's Jimmy Wales, and former British prime minister Tony Blair.

“Can you imagine what a different world we will live in when businesses do what’s right for communities and the environment in everything they do?”

He's also a big supporter of equality and LGBT rights. In December 2013, he called for companies to boycott Uganda because of its anti-homosexuality bill. “Governments must realise that people should be able to love whoever they want,” he said at the time.

Richard's support of the LGBT community stretches back to 1982 when the Virgin Group purchased “super-club” Heaven in central London.

The Man Himself

Amazingly, Richard has found the time to share his insights through his 1998 autobiography, *Losing My Virginity*, which became an international bestseller. Richard followed this with *Screw It, Let's Do It: Lessons in Life* (2006), *Business Stripped Bare: Adventures of a Global Entrepreneur* (2008),

Like a Virgin: Secrets They Won't Teach You at Business School (2012), *The Virgin Way: How to Listen, Learn, Laugh and Lead* (2014), *Screw Business As Usual: Turning Capitalism into a Force for Good* (2017) and *Finding My Virginity: The New Autobiography* (2017).

All these books will appeal if, like Richard, you want to aim big. But whose autobiographies appeal to him? He has said that his favourite non-fiction book is *Long Walk to Freedom* by Nelson Mandela. "I'm totally awed by his vision, strength and forgiveness," Richard says.

“Every successful businessperson will have experienced setbacks and failures. They’re lying if they say they haven’t. Virgin has had some tremendously successful businesses and some that have not quite worked out. Virgin Cola springs to mind. The product wasn’t distinct enough from Coca-Cola.”

Despite his billions and Virgin’s global success, Richard has stayed true to his roots. He believes in talent, promise and nonconformity. This is marvelously demonstrated by his love of innovation and his hatred of ties.

He famously used to carry a pair of scissors around with him to cut ties right off the necks of unsuspecting businessmen. He collected so many that he has a cushion in his Necker Island home that’s made entirely from his victims’ ties! Not surprisingly, he is quoted as saying...

“To me, business isn’t about wearing suits or pleasing stockholders. It’s about being true to yourself, your ideas and focusing on the essentials.”

In March 2000, as Richard prepared to celebrate his 50th birthday, he was knighted by Prince Charles at Buckingham Palace for his services to entrepreneurship.

Other notable accolades include number-one LGBT Ally by OUTstanding, and appearances on the BBC’s list of the 100 Greatest Britons and Time Magazine’s 100 Most Influential People in the World. He was named by the Sunday Times as the most admired business person over the last five decades and was ranked number-one on Richtopia’s 2015 list of the 100 Most Influential British Entrepreneurs.

Richard Branson is married to Joan (his second wife). They have two children, Holly and Sam. In 2017, Virgin Group was turning over almost £20 billion in revenue and Richard’s personal worth was estimated at \$5 billion.

THINK **BIG!**

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Insights From Respected International Thought Leaders

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- ▶ Maximise Your Full Potential
- ▶ Overcome Obstacles For Greater Success and Prosperity
- ▶ Create Greater Profits and Increase Your Personal Wealth
- ▶ Live Longer, with More Joy and Fulfilment in Life
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- ▶ Tap Into Your Intuition to Improve Your Personal and Business Choices
- ▶ Stop Thinking and Playing Small!

THINK BIG! DREAM BIG!
LIVE THE LIFE OF
YOUR DREAMS!