



## The Sure and Free Way to Boost Your Success

By **Christian Dillstrom** – Global Business Influencer, Royal Strategic Advisor, and Editor-in-Chief of The TOP Person Business Magazines

*In today's competitive world, you need to be proactive to get offered opportunities and to win them. Passive approach is no longer an option as so many people competing with you for the same opportunities have found their way to be proactive.*

*To beat your competition, you must be more effective than your competitors, as it is impossible to be successful by losing.*

**Effective, how? What is the root problem to be solved?**

Without understanding the root problem, you will most likely focus your proactive efforts on the wrong things.

Most competitive people are trying to do different things to boost their chances, as

doing the same as others are doing will only bring you the results others are getting.

Fortunately for you, most people have not yet realized what the biggest obstacle on the road to greater success is.

*It is awareness.*

The decision makers important for you just do not know enough or not at all about your offering and your name.

That is the root problem – you cannot be offered or chosen for the opportunity unless your offering and name are known by the decision makers important for you.

**The next level – unknown important decision makers for you**

If you know all the decision makers you need to influence, your task is much easier than if you do not know them all. Wait – you cannot know who you do not know.

*That is where the real challenge and opportunity lies.*

Influencing the decision makers, you are not aware of but who need your offering, can be crucial for you as the opportunities they can offer you can be much bigger than those offered by those you already know.

The biggest leaps in success happen via opportunities you cannot even imagine, or you think to be out of your reach.

*Solve your awareness problem and you can be even more successful than you thought.*

**WHO AM I?**

My name is Christian Dillstrom, and I am a global business influencer, royal strategic advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am

also an expert on their Startup Hub.

I have also been a corporate growth hacker since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, marketing, growth hacking, marketing, sales, and business influencing have had millions of monthly business readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - and for free.

My ever-growing personal brand has made everything possible for me over the last six years, and interesting offers just keep on coming in on a daily basis.

I have been using and I still use everyday methods I tell you in this article for myself. They have made my success possible.

## **AWARENESS SOLUTION**

The best available solution for the awareness problem today is content, since there are so many new ways to distribute it among decision makers.

In the old days, it was much more difficult to solve the awareness problem because you needed to be featured in respected media or try to get speaking engagements at major business events.

Today, you either create the content that conveys various aspects of your offering and who you are, or you get help in creating that content.

Then you distribute your content in suitable social media that you think will be consumed by the decision makers important for you.

### **Sorry, it is not that easy!**

Today, anyone can write and publish as much content as they want for free.

Only very, very few people have solved the awareness challenge with it and have gotten great opportunities. The solution is to make your content credible.

*Today popularity equals credibility.*



The idea behind it is simple; if you are not popular in your own domain and network, even they do not think that you are credible; why would anyone else?

The solution to popularity is very easy – activate your network or join to a goodwill community that will support you.

Activating your network means communicating and making small favors to the inactive members of your network so that they feel at least a bit obligated to return a favor to you.

It takes effort and time, but eventually the members of your network will be used to

ambassadors with over 15.8 million followers in total who use their bespoke platform.

In addition, The TOP Person charity has 612 local LinkedIn Company pages covering the World, and their global magazine is viewed by over 10 million business readers per month.

The TOP Person Ambassador program truly deliver results – my latest article they supported received 23 million views and thousands of likes, comments, and share engagements.

Many posts they support are among top 1%

## THE LAST STEP OF AWARENESS SOLUTION

Credible content is a necessary tool to raise awareness, but as with all tools, you must use it to get results.

The good news is that you can use the same credible content for years to generate the results for you.

Next, you need to define the target group of decision makers for your content and collect them in a database or in a list.

Do not be shy with the amount of decision



exchange small favors, and you will have an active network that will support your content to make it popular, AKA credible.

Unfortunately, due to my demanding work, I do not have the time to do the small favors for thousands of people, and therefore I joined a goodwill community that will support my content and me.

*I am quite certain that many of us are facing the same challenge.*

My choice is the free The TOP Person Ambassador program. I am a member, and my content is supported by 2,500+ fellow

engaged posts in LinkedIn every day, and their ambassadors have engaged over 22.3 million times so far to support their fellow ambassadors.

*That popularity makes the content as credible as it can be.*

In addition, this is a way to draw the attention of unknown decision makers who are important to you, to notice your offer and your name.

Those over 23 million views that credible content received included many of them as it spread to people in my domain.

makers you will collect as any one of them may be important for you sooner or later.

*More is more, and there are never too many opportunities offered to you.*

### Rushing will decrease your results

Your first instinct is to contact your target decision makers immediately. That is totally understandable, as everyone else does that although their results are not very good.

They just do more and more of it to change the situation, but of course that does not

change the conversion rate.

*To maximize your results, and not waste your valuable decision makers, do pre-connection with them.*

Most people do not react very well to messages and phone calls they receive from people they do not know. As a result, few of them will take the action you ask them to take in your communication.

This is even more true for the decision makers because they are targeted by so many different groups of people; salespeople from other companies, other people wanting to get their attention and employees of their organizations.

After all, they are decision makers, and they have the power to make decisions to give opportunities to the people approaching them.

*That is also the reason why you are approaching them.*

#### **Pre-connection actions**

Pre-connection actions will make the targeted decision makers aware of your name and they will learn roughly what your offering is.

Consequently, you are no longer totally unknown to them, and they are more likely to take the action you will ask them to take when you communicate directly with them later.

**Firstly**, visit their LinkedIn profile and follow them so that LinkedIn will notify the decision maker.

57% of them will be notified immediately as they use LinkedIn via a mobile application. The rest of the decision makers will be notified the next time they visit LinkedIn.

LinkedIn notification will show your name as a link and most people will click on that link to see who is following them, as we people are vain, and we are interested in people who are interested in us.

**Secondly**, wait a week after the first round and visit their LinkedIn profile and like their latest post, article or comment and LinkedIn will notify the decision maker.

**Thirdly**, wait for a week after the second round and visit their LinkedIn profile and comment their latest post, article or comment and LinkedIn will notify the decision maker.

Be honest and professional with your



comment, as the decision maker is professional and can spot sugar-coating attempts.

**Fourthly**, wait for a week after the second round and tag the decision maker to your credible content and LinkedIn will notify him or her.

Tag the decision makers in a message of your post with title: *"I would love to receive your feedback on this:"* as both explaining why you tagged them and also as call-to-action.

You can tag almost any LinkedIn user to any LinkedIn post. Only very small fraction of 1 percent of LinkedIn users has turned off tagging from their profile settings.

*This method is as powerful as you have hunger for the success*

*The only obstacle between great success and you is .YOU.*

If you have followed my instructions so far, you should not have issues with tagging decision makers you have not contacted before.

*Otherwise, they may feel their time is wasted.*

Keys are making content about your offering appealing, increasing its credibility, and tagging only the decision makers matching with your offering.

Credible content is key to luring decision

Asking is important – unless you make your connections familiar with your little requests, it is difficult to get a positive answer when you ask something bigger.

*After all, your main goal is always to ask something.*

### Connection Actions

Depending on the credibility of your LinkedIn profile and target decision makers, a certain number of them will not react at all to your pre-connection actions.

As you have done four rounds of them over a period of one month, you can assume that they are aware of your name.



Only restriction is that one user can only tag 200 LinkedIn members to posts per day. That still makes 6,000 tagged person a month per a user.

*Not bad for 15 minutes a day.*

You can even multiply tagging amount by asking your employees, co-workers, friends and family to help you as any LinkedIn member can tag any other LinkedIn member to any LinkedIn post.

10 people can tag 2,000 decision makers per day and 60,000 per month.

100 people can tag 20,000 decision makers per day and 600,000 per month.

makers to read it, and interesting content is key to getting decision makers to learn more about you.

### Pre-connection results

During the pre-connection action rounds, many decision makers will send you an In-Mail, or connection request, or email if your email address is visible in your LinkedIn profile, in case your profile is credible enough and gives them a reason to do so.

Those decision makers are now communicating with you – congratulations, you have established an initial relationship with them, and you can direct them to your credible content by asking them for feedback.

You can also rely your name appearing multiple times on their LinkedIn notification page when they visit their LinkedIn profile.

Therefore, you can approach them via email or call them and refer to your engagement on LinkedIn and ask them for their feedback on your credible LinkedIn post.

Again, do not be afraid to ask since it is difficult to achieve anything meaningful without asking.

### MAIN ROUTE TO UNKNOWN DECISION MAKERS

The decision makers you know usually have the decision makers of the same domain in their networks including those important

decision makers you do not know.

Every like and comment your credible content will receive from the known decision makers will spread your credible content to the people in their network.

As a bonus, your credible content will be endorsed by the respected and known decision makers, and that is very valuable, as you cannot buy that, you can only earn that.

### **BUILDING DEEPER RELATIONSHIPS**

Now that you have opened up communication with the decision makers important for you, and your credible content and your

LinkedIn profile has made them aware of your offering, it is time to deepen the initial relationship you have with them and to make the pay-out of the relationship more substantial.

Remember that these people are decision makers, so do not waste their time, and therefore offer them something that will help them to further themselves towards their goals.

If you cannot come up with anything, that is OK too, as they are already aware of your offering and your name.

*This is how you solve the awareness challenge to boost your success*

### **THE CONCLUSION**

This is a very effective and free method to boost your success. If you do the work required, success will follow.

If it does not, please redefine your offering and target decision makers for it as that's the only things in this method where you do mistakes.

In case, you do not have time or resources to make this happen, please connect with me on LinkedIn and let's see how I and the free The TOP Person Ambassador program can help you.

