



How to Further You and Your Business with The TOP Person Magazine Interview

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You can effectively further you and your business with an interview in The TOP Person business magazine. Our magazine is viewed by over 10 million monthly business readers and the latest popular article from our magazine received over 18 million business readers in just 61 days.

In this article, I shall give you step-by-step instructions on how to use your The TOP Person interview article to boost you and your business.

There are many ways to utilize an interview article, but these free business influencer instructions will help you generate great results.

TRUE POTENTIAL OF YOUR INTERVIEW ARTICLE

The biggest problem you and I have is that the right decision makers do not know our offering or name. This problem has existed since the dawn of time.

We live in an imperfect world; therefore we have imperfect information.

We do not know what the truly best choice is when we make decisions as we do not have the complete information to form a judgement.

The same applies to all the decision makers who we would like to make decisions about us.

Luckily, this also applies to everyone else who is competing with you for the same opportunities.

Here lies the great opportunity for you and me - make the decision makers who are important to you aware of what you have to offer and what your name is, and you can gain a great competitive advantage over other people to whom they are considering

offering the opportunity in question.

Unless the decision makers become aware of your offering and name, they have no other choice than to give the opportunity to someone else as they are unable to offer it to you.

Next, I shall tell you how to utilize your The TOP Person interview article to spread awareness about your offering to win opportunities for your business.

STARTING YOUR INTERVIEW PROCESS

Join our free ambassador program, where everything is voluntary, to start The TOP Person Magazine interview process.

Being The TOP Person ambassador is required, otherwise you will not gain a free competitive edge to make your interview article as popular as our other articles.

As of 27th of July 2021, we have 2, 400+ ambassadors with over 15.8 million followers in total, and their massive peer support

for your interview article with the guidance of our tailor-made platform will make LinkedIn post algorithm spread it widely.

Writing content without spreading it as widely as possible is just a waste of time for everyone involved.

For example, my content has millions of monthly business readers, and they truly make a difference in the number of great opportunities I am offered by people I did not know before.

WRITING YOUR INTERVIEW ARTICLE

to convey it.

After all, only great content is worth publishing, so tell your story the way you would like to read it.

People dislike lists and short answers, so do not use them. Give your reader a broad enough story so they can jump in and enjoy it.

Structure of an interesting interview

A good structure for anyone who wants to create an interesting interview article is a short bio, a little over ten questions and an-

Adding hashtags to the end of your story is important because if they are properly defined, LinkedIn can find and match people who are interested in your story.

Some hashtags have over 60 million followers, so using popular hashtags can increase reach of your interview article immensely.

Content of an interesting interview

Your interview in The TOP Person Magazine can change your life if it is written interestingly and used wisely after publication.



Although you are free to tell your story the way you want, each The TOP Person interview article, like all our other articles, must meet journalistic standards.

I believe that this is our mutual goal – I do not know anyone who would want to have a low-quality interview article about themselves available to millions of people.

You are the best person to compose your interview, because who else can really capture the essence of your story?

No one knows your story better than you do, and no one knows how you really want

answers, and a long free text section at the end.

The free text section is especially important because everything before it only prepares the reader for this *grande finale*.

If you wish, you can also write a long, free text story. In this case, I recommend using subheadings and taking either a chronological or topic-based approach.

You can also use a purely question and answer-based approach, which provides interesting opportunities to dive deeper into a subject that is important to you.

Everyone's story is unique and interesting when told the way it deserves to be told - and you are the best person to do it.

Anyone can write an interesting text, it is not hard, and the world is full of copywriters who are eager to help you with your text.

What we will do next for your interview to spread it as far as possible is unique to The TOP Person.

HOW TO UTILIZE YOUR INTERVIEW ARTICLE?

The first step is to make your interview article as credible as possible.

It is already gaining credibility as it is published under The TOP Person global brand, but you want to maximize its credibility to carry as much weight as possible when it is considered a source of information about you.

In these days, popularity equals with credibility. Of course, it is not so, but that is what most people think – that is their reality.

In addition, the more engagement a LinkedIn post receives in the first 60 minutes after its publication, the more the LinkedIn post algorithm will spread it to new audiences.

To utilize these insights, we will publish your interview article as an attachment in our LinkedIn post and ask your fellow ambassadors to support that post.

As a final step to utilize these insights, we advise you to follow the guidance of our ambassador platform to tag the top 200 most active ambassadors in time zones near you.

Multiplying the visibility of your interview article

To enable the further boosting of the visibility of your interview article, at the beginning of the interview process, we ask your company's employees to join our free ambassador program, where everything is voluntary.

This allows you to spread the content with your interview article to millions of businesspeople near you by utilizing a bit of help from your employees, our ambassadors, platform, and local LinkedIn Company Pages.

The more employees you have helping just a couple of minutes a day, the more massively the LinkedIn post algorithm will spread your interview article to businesspeople.

Convert your interview article into results

Once you have made your LinkedIn post as credible as possible, it is time to start using it as a tool to drive the decision makers important for you to it.

Since you and your employees are all The TOP Person ambassadors, our tailor-made platform will guide you all to tag 6,000 decision makers important for you to your interview article.

In a basic interview package 6,000 decision



makers are provided by us from the geographical area and industry we deem suitable from LinkedIn's Premium search.

In the advanced interview packages, there is no upper limit on how many decision makers are provided and who provides them, allowing for much more targeted selection of decision makers.

You can tag any of the 722 million LinkedIn members to any LinkedIn post, and once done, LinkedIn will send a notification about it to the tagged person.

Instant tag notification delivery is received by 57% of LinkedIn users because they use

After the decision maker becomes aware of your offering and name, they are able to contact you and start a business relationship with you.

BOOSTING YOUR RESULTS WITH A FULL-PAGE ADVERT

The interview article can be followed by a full-page advert to truly underline the offering.

Needless to say, this will increase the conversion, as calls-to-action always do.

WHAT TO DO AFTER THE INTERVIEW

I am a global business influencer, so I could design a vessel with the question "Sure and quick way to increase your success in acquiring VIP customers".

Then I would write an article in which I would answer this question.

Since my target audience is marketing and sales professionals, they would very quickly recognize the quality of my solution and professionalism from my text.

After publishing my article under The TOP Person brand, getting help from my fellow ambassadors, and driving thousands of decision makers to notice my article through



LinkedIn's mobile application.

The remaining 43% of LinkedIn members receive a tag notification the next time they visit LinkedIn using a computer.

People do not mind being tagged if the content they are tagged to is branded, high quality and popular, AKA credible. Otherwise, they may feel their time is wasted.

Credible content is key to luring a decision maker to read it, and interesting content is key to getting a decision maker to learn more about you.

ARTICLE?

Now that you have introduced yourself to your target audience with an interview article, define a new approach to your offering each month and form a question about it.

Each new approach is called a vessel as it is a new vehicle to deliver your main content, in this case your article, where you introduce your offering and quality by covering the topic that is important to your target audience.

What would I do?

tagging, my phone will ring.

For example, next month I could easily pick a vessel from these five questions that marketing, sales and senior management businesspeople seem to think often:

- Sure and quick way to get investor interest?
- Sure and quick way to secure speaking engagements?
- Sure and quick way to get interest of hiring managers?

- *Sure and quick way to get noticed by decision makers?*
- *Sure and quick way to get featured in magazines?*
- *Sure and quick way to become business influencer?*

What can you do?

Start by defining the target group of decision makers who match with your offering, or you will not get the results you expect.

Just gather many decision makers - I recommend having thousands of them. One person can tag 200 of them per day and 6,000 per month using our ambassador platform.

Since you have carefully selected the decision makers to suit your vessel, they do not mind being tagged. If you want to improve your results, do pre-connecting actions for the decision makers before tagging them.

All this will make many of the selected decision makers aware of your offering and your name each month.

If you have selected decision makers matching your vessel, and your article and LinkedIn profile are done properly, you will start receiving messages from the decision makers.

Boost LinkedIn visibility of your company

Since we asked all of your company's employees to join The TOP Person free ambassador program at the beginning of the interview process to boost the visibility of your interview article, your company now has remarkable and free LinkedIn endorsing powers through The TOP Person ambassador platform.

You and your employees can post your company's content at any time and request support from all the employees in your company, as well as over 2,000 fellow ambassadors, via our tailor-made ambassador platform to multiply the visibility of your content.

The more endorsements your content receives within the first 60 minutes of publishing, the wider the LinkedIn post algorithm will spread your post.

For example, if your company has one hundred employees, content from your company can be posted 200 times per day with the support of The TOP Person ambassadors and the platform without LinkedIn Post algorithm disliking it.

That is quite many posts per day, and it only takes about a minute per posting.

With that much posting and endorsing power, your company can easily run

multiple different campaigns at the same time.

Employer branding, job openings, branding, and sales messages can each be executed without your company running out of posting and endorsing powers, and it is completely free.

WHAT IS IN IT FOR THE TOP PERSON?

We have grown rapidly as our free business magazine has spread widely around the globe.

Each interviewee will spread our free business magazine in which they appear and their interview article excerpt as widely as possible to maximize spreading awareness of their company and themselves.

This is where our interests are combined, as we estimate that 200 interviewees around the world will be enough to reach our goal of 100 million followers by the end of 2021.

THE CONCLUSION

This is an effective way you can use your interview article to further your business and yourself - just follow these instructions and get the results.

