

This is an edited transcript of the April 1, 2015 SmallBusinessTalent.com podcast interview titled – [Get Social Sales Results with LinkedIn Groups: Paul Castain Shares His Secrets.](#)

Announcer: Are you a hard-working, self-employed professional striving for small business success? There is help. Welcome to the SmallBusinessTalent.com podcast featuring candid conversations about successful self-employment.

Stephen Lahey: Welcome to the SmallBusinessTalent.com podcast. I'm Stephen Lahey, and I'll be your host.

If I ranked my guests based on their business-to-business sales expertise and their enthusiasm for sharing great sales lessons, then today's guest might be at the top of the list. [Paul Castain](#) clearly loves teaching and today he is here to teach us how to find and win more of the clients we want by using LinkedIn, and specifically LinkedIn groups, as a powerful lead cultivation and sales tool.

Prior to launching his company, [Castain Training Systems](#), Paul was Vice President of Business Development for Consolidated Graphics, a billion dollar printing company. Before that he was the Director of Corporate Solutions Sales for Dale Carnegie & Associates.

Over the past 30 years, Paul has trained and mentored over 10,000 sales professionals and business owners. He's also written sales training content for several Fortune 500 companies and is the author of [Paul Castain's Social Networking Playbook](#) and [The Sales Playbook podcast on iTunes](#). In addition, Paul's work has been featured in various business publications, including *Forbes Magazine* and *Success Magazine*.

Paul is the creator of [the popular LinkedIn group called Sales Playbook](#), which is an active sales community over 48,000 members strong. He's a well-known expert on the topic of using the power of LinkedIn groups to develop productive networking relationships and new business.

Think about this for a moment – isn't it time to make your social networking and sales prospecting efforts more efficient and more successful? In my experience, the power of LinkedIn groups can

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help you to do exactly that with less pain and more gain than almost anything else. So don't miss a single practical insight or tip that Paul has to share with us in the podcast today. Get ready to take some notes and enjoy this content-rich interview.

Welcome to the podcast, Paul.

Paul Castain: Well, thanks for having me, Stephen.

Stephen Lahey: To kick things off, tell us about your life before you became a professional sales trainer and then what triggered you to launch your own company.

Paul Castain: Sure. I think many times when we ask a salesperson to take you through their life, they love to tell you the story about how as a kid they were the one with the lemonade stand. Well, I wasn't the kid with the lemonade stand. I found that there was a lot more money, when I was 7 years old, in selling necklaces to leftover hippies in the early 70s in my neighborhood. So instead of a lemonade stand, I was selling necklaces.

Then a little bit later in my life, when I was about 18, I got into sales completely by accident, which a lot of salespeople can relate to, because in my family you were supposed to have a job when you went to college. Instead of getting a job that summer, I was playing my guitar and enjoying the fact that I still had hair in a family where people were going bald, and at the end of the summer my father wanted me to tell him about that great job I was supposed to have, and I couldn't. So I got to go to work for dad when I was 18 and going to college.

In terms of the things that I've sold, I've sold everything from chemicals, which is about as boring as it gets when you're 18 and you were just playing in a band a few weeks before, to selling printing, selling franchises, etc. And then more recently, I worked for Dale Carnegie as their Director of Corporate Solutions Sales and had about 150 people that I was working with there. And then I went on to a billion dollar printing company that was based in Houston and I was responsible for the training and development of about 850 sales reps. So, that's my answer to part one of your question.

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Part two in terms of what really moved me to get into what I'm doing right now was—and this isn't going to be a glamorous answer, but it's really from the heart—it was failure. And not only failure, but a need to have a second round, and that second round where I could hopefully kick my bully's butt. My bully hit me back in the mid-90s. I had lost a business that I had owned. Lost everything I had. I had two cars repossessed. I was about \$60,000 in debt. For no other reason than being an idiot and thinking I knew it all and I wasn't learning new tricks and I got very comfy with the accounts that had had at the time. So I lost everything. And I wanted an opportunity. For about 15 years, man, I struggled with it. I just want another round, but I didn't have the guts to do it because that bully beat me so badly that I was just deathly afraid of it.

And then we had a bit of a personal situation happen. My wife had just been diagnosed with breast cancer at the end of 2010, and thank goodness we caught it early. She's completely in remission. We caught it before it became an issue. But it gave me a tap on the shoulder, Stephen. And the tap on the shoulder was that life is short, and I think many times we think, or at least we hope that God or our Creator or whomever you want to give credit to has us on the 95 year plan. But we might be on the 50 year plan, we might be on the 52 year plan. And as corny as this may sound, I really didn't want to be one of those people going to his grave with his music still in his head. So that's kind of the long and the short of it.

Stephen Lahey:

Well, I love what you're saying. And there are a few themes there, but I guess I'll just say this. Tomorrow is guaranteed to nobody, and by the time you get to be in your early 50s, and I am, I don't know if you are, then you kind of realize that's true. It gives you a sense of urgency. And as we talk today, let's keep something in mind – the people listening to the podcast are self-employed, so for them, and for us, it's kind of like "If it's to be, it's up to me." They have a sense of urgency. And one of the things that a lot of these folks struggle with is how to use social media and get some kind of return on investment. They feel this urgency about getting results and they're just not sure they can get the results they wish with social media. But, as you and I know, LinkedIn groups can be a really powerful prospecting and lead nurturing tool. So we're going to be talking about that.

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Let's kick things off by asking – what types of groups will we find on LinkedIn and what purposes can they serve as part of our lead cultivation and sales process?

Paul Castain:

Well, as of this morning,—I did a little research because I wanted to come prepared,—but as of this morning, LinkedIn tells us there are 2.1 million groups. So, there's no shortage. I imagine there is everything under the sun available to us. I can't imagine that we have 2.1 million groups of basically the same thing.

So there's no shortage of groups and that just makes it just more complicated for a lot of people. And probably some people heard me say this and said, yes, thank you, Paul, you've just made me more scared than before I started listening to this. I'm out of here. I'm going to go listen to the radio or something. But, hold on a minute, and let's focus. There are four or five types of groups that I would highly recommend that your listeners check out.

The first one, I call them peer groups. Peer groups. Really there are a few different flavors of them, but let's just say that if you have responsibility for selling, and just about all of us are in sales when you look at it, right? As small business owners, we don't have the luxury of having large sales forces, and we're involved in sales. So, one type of peer group would include people who are also selling their products and services. But the other type would be people that are within your type of industry.

So let me give you an example from my world. Obviously, I'm in sales so I want to go hang out with some salespeople, be able to bounce some ideas off of them, see what's on their mind, and learn from them. But also, too, I'm a trainer. I want to hang out with some of the trainers out there and just learn from them. So that's the first type of group.

The second type of group would be groups around vertical markets that you want to hit. Again, here's a page from my playbook, one of the many industries I serve are printers, the printing industry, so I might want to go hang out with some of the printers in the printing groups on LinkedIn. So I'm going to check out those groups, as well. I also do work in software. Well, then it might be a good idea to go hang out and see what's going on in those groups.

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The third type, I call them parallel groups. These are groups where people know your end users, but they're not your competitors. Let me give you an example of that. In my case, a really good parallel group for me to join so I can network with those types of people would be recruiters. Why? Because especially with recruiters who are recruiting sales professionals and especially VPs of sales, I want to hang out with them because we can help each other. They're going to know that brand new VP of sales that wants to change the world and needs to hire a sales training guy like me. I'm going to know a VP of sales that's looking to get out and maybe just make a change, and that's where a recruiter can help. So, being in parallel roles we can help each other.

Another type of group, and this one has two flavors to it, would be your local groups. So, obviously their in your backyard. Just a really quick note about the backyard and why I think it's a really big opportunity. We, especially small business owners listening to this podcast, we've all seen this big shift in the last few years, especially with American Express and "Small Business Saturday" and things like that. There's this emphasis not only on a small business, but local small business. So, no matter how small the world gets with all of our social media connections and so on, there's still a comfort in knowing that, hey, he's a sales trainer and he's right here on Long Island, or he's right here in New York. They probably don't realize that I have connections in the UK and South Africa and everywhere else and I can just jump on Skype with them and it's like I'm right there. But let's remember that there's a comfort in having a local connection.

But let's also remember something else. Look at the markets that you're serving. Look at the locations of your clients. One example from my business – I have a lot of people in Houston, Texas. So one of the first things I did was I joined a group on LinkedIn called "In Houston" and I can now easily find out what's going on in the area. There could be upcoming events, I know there's a big rodeo that comes to town, and these are current things that when I get on the phone with people, it can help me break the ice. And they're thinking, hey, he must obviously know what's going on around here, he's talking about the rodeo, etc. So, those are just a few ideas, Stephen.

Stephen Lahey:

Yes, they're great tips. Getting back to one of the things you said earlier, there are so many options. How can we tell, amongst all

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those LinkedIn groups that we might join, which are the ones that are worth joining and really investing in and which are the groups to avoid?

Paul Castain:

Sure. Well, I wish there was a really easy, quick way to do it. But, unless a group is a public group and you can see what they're doing before joining, as if you were a member, then you're going to need to join the group. By the way, though, you can join and then leave the group within minutes, if it's not your thing. But here are some things you want to look for. First of all, you want to immediately look and see if it's the wild, wild West in there. And most groups today are exactly that. They are the wild, wild, West. You're going to look and assess, is there a lot of spam in there? Are there nothing but blog posts? People posting jobs in the discussion section—which don't belong there? And then look at the culture of that group too. Is it professional? Or is it juvenile? And even more importantly, is it a combative environment?

The reason why it's important to you to check out all those things is that part of your strategy should be posting content in groups to position yourself as an authority and an expert. But when a group is infested with nothing but spam, your post will never be seen. It will be a complete waste of your time.

Of course, if there's nothing but professional discussions and it's an opportunity for you to learn as well as demonstrate your expertise, then that's a good thing. And you want to see, getting back to that wild, wild, west thing, you want to see if the group is moderated and if they're managing things well. Pick groups that are well managed. With 2.1 million groups on LinkedIn, I'd say we have plenty of options out there.

Stephen Lahey:

So, let's talk about a group that you've personally utilized to begin to connect with people who are potential clients. Let's talk in terms of what Paul actually does when he's thinking, all right, I'm going to do some prospecting. I'm sure you don't join a group and then just start to contact people and sell them. What's your mindset when you join and participate in a LinkedIn group, and then what do you do process-wise to warm up leads and then connect with them?

Paul Castain:

Well, there are a lot of things I do. And I think everything that we do in life and business has to begin with our mindset and our own

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personal psychology and philosophy. And mine is that I'm going to be helpful and not "salesy". I think that people are very quick to flag somebody who is annoying when you're in a LinkedIn group, as opposed to people expecting something more direct when you're actually calling them. But on these types of social platforms, it's very different. So my first thing is my philosophy. I'm going to be helpful.

I'm going to go into LinkedIn groups and I'm going to do a few things. The first thing is I'm going to do is look for people who seem—and these are going to be triggers that I'm going to be looking for—I'm going to be looking for people who seem lost, people who seem frustrated or confused. With that said, here's a big mistake in sales. We were always taught to look for the pain. Pain will make people change quicker than anything else, but if all you're doing is looking for pain, and there's no pain present with an individual or in a group, then you leave with a whole lot of nothing. So, in a LinkedIn group I also want to look for opportunity. And these are the people who are not necessarily expressing pain, but I know that there are bigger and better solutions that they could be embracing.

Now, I also look for people who need answers. I'm looking for people who are misinformed. I'll give you a great example. There are a lot of people out there who, and I'll see it in sales discussions, somebody will bring up Twitter and then I'll see some people say, yeah, Twitter is just for people who want to tell you what they ate for lunch. Aside from the fact that I want to say to them, hey, 2010 called and they want their cliché back, I mean, it's just like—I don't want to publicly berate them. But what I am going to do is reply privately and say, listen, out of respect for you I didn't want to say this publicly, but if you have a few minutes and you'd like to talk privately, I'd like to tell you in 15 minutes three or four things that you can use Twitter for that could actually make you money and it might change your whole perspective. Again, I'm coming across as the helpful guy rather than, oh man, there he is seizing an opportunity by myself.

Now, there are a few other things that you need to do. You need to look for some other triggers. And these are really important. I hope your listeners write these things down. Sometimes you can see in a group a company is talking about a product launch that they're having, that is a huge trigger event that you need to look

for. If you have things that can help them with their product launch and advising them, maybe you've done this before, maybe some things you know that when somebody does a product launch maybe there will be some hurdles that they have to get over, maybe there are going to be some growing pains that are involved, maybe some trial and error, and you can help them.

Changes in legislation many times are talked about in groups. I'll give you a great example of that. I'm a cigar smoker, and I probably shouldn't brag about that. It's a bad habit, but I love my cigars. And I noticed one time, I was in a group, and some people we're talking about the possibility of them changing some legislation which would dramatically increase the price of cigars online, of what they would define as a premium cigar.

I used that information as an opportunity then to talk with some of my other clients, and I said to them listen, if they're talking about this, and you do PR work, then you could help them with that issue. Or, you do marketing services, so you could help them position this issue to get a lot of attention so that people could voice their opinion.

The other thing that you can do in groups—and there are a few more that I want to rattle off—the other thing that you can do is watch the people who obviously seem like they're new in their position. People who are new in a position, they want to change the world. They want to make their mark. They want to make changes. They might be very open to the services that your listeners offer. You also want to watch for all the buzzwords that help you understand how to talk with these people so that you're using their language and not your language.

And then, what you can also do within a group is you can get ideas for content. That scares a lot of people because they hear “content” and they react like, oh, I'm not a writer, or I'm not going to do what Stephen does, and I don't have the time for that and it's beyond me. But what I mean by content is simply delivering things that speak to what people are asking for in those groups.

So right now I notice, like in my group, for example, on LinkedIn, there is never a shortage of people wanting to talk about cold calls, so it would probably serve me well as a sales trainer to make sure that on my blog I'm talking a bit about cold calling. On my

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podcast, talk about cold calling, as well. I'm putting a cold calling tip in my LinkedIn update, my status update, hey, when cold calling, here's a tip for you. Starting discussions around the obvious hot topics works well. If everybody is talking about cold calling, then I need to start a discussion around that. There are so many things that we can use those groups for.

And the final point is this. I know for a fact, because I can watch all of your listeners right now, which is going to creep a lot of people out, but here's the deal. Many times we hear something in sales and life, and it could be "cold calling" – but we say I don't get cold calling. What a waste of time. Or you and I right now could be shifting this whole podcast and talking about conventional, traditional networking. And I could say, I don't get that, Stephen. Listen, a bunch of people want to get out of work early and hang out at the bar. And we say I don't get that.

But here's the reality. Nobody really cares what you and I "get". Could you imagine our egos if we lived in a world where people were saying, you know, I'm thinking about getting into LinkedIn groups, but I want to know what Stephen thinks of that first before I do that. And you know what, I'm thinking about going on to Twitter, but I wonder if Paul Castain "gets" Twitter. I mean, my wife would have to, like, get another house just for my ego if I lived in that world. I would just be impossible to deal with. But, really, nobody cares about that. What they care about is that they belong to a community and they can get answers. Whether you want to belong with them or not will not really factor into their decision-making process.

Stephen Lahey:

I think you're absolutely right. It comes back to basic principles of sales and networking, and make it about them, not you. I just wrote something on LinkedIn, speaking of LinkedIn, and it was a post that mentioned Dale Carnegie. There are a lot of quote, unquote, marketing gurus today that say you've got to share a lot of personal information so that people feel they can bond with you. My response was, okay, maybe to a degree people want to get to know you that way, but mainly they have their own interests. As Dale Carnegie once said, you can make more friends in two months by asking people about themselves and getting interested in them than you can in two years talking about yourself. So, once again, it all gets back to the basic principles of human nature.

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So, Paul, my listeners, they're consultants, they're solo professional service providers. As you said, they do need to sell. How can they transition from a discussion in a LinkedIn group to a conversation with a prospective client? You gave us one way to do it when you talked about the Twitter example and kind of setting people straight. But what are some other ways that you've transitioned the LinkedIn conversation offline? Give us a better sense of the process and what you do.

Paul Castain:

There are a good two ways to do this. The first one, we're just going to do a real gloss-over because it's really not going to apply every single day. The second way, I'm going to give you a lot more detail.

So the first way is that if you see someone, pardon the visual, who is sort of bleeding, so to speak, meaning they have an urgent need. I mean, if you were driving down the street and you noticed somebody bleeding, you wouldn't go all the way home and send them an email and say, hey, I was wondering if you wouldn't mind if I helped you. You would stop the car and do whatever you had to do to help that person. That's just how we are. So the same thing, if you see someone on LinkedIn who is quote, unquote, bleeding, then you're not going to go beating around the bush and doing this bashful teenager asking the hot girl out to the prom thing. You're going to do what you have to do. So, that's the first thing. But I think a lot of people, they make that mistake of going that direct route when there was no urgency and nobody was bleeding. If do that, then you just went and positioned yourself as a total tool.

Now, the second way is the way it's going to play out most of the time. This requires a high degree of patience, and this is why a lot of people don't do it, and this is why your listeners can stand out if they choose to put in this effort. So, first of all, what you want to do is create a communication map. You want to map it out and say, okay, well, here's where it starts. It starts in a group.

Mapping from that group, then maybe what I'm going to do, if it is appropriate, is reply to them privately. And I certainly want to make sure that I'm showing up in that group enough so they don't say, hmm, Paul Castain who? So, I want them to know who I am and I want a sense of familiarity. Then what I'm going to do from there is after we've had some exchanges a few times, then I may

send them an invite. In many cases, when I'm doing this, they feel comfortable enough with me to send me an invite first. Either way, the next stop on my communication map is to respond to that with not only thanking them for the invite or thanking them for accepting my invite, but then saying, hey, by the way, here's some additional contact information. You know, if you're like me, there are other places where you hang out, so here's where you can hang out with me on Facebook, on Twitter, etc. Here's my email address.

And before I tell you the other steps I'm mapping out, there's a very important thing right now that your listeners have to understand. Because there is a really cool word, and wish I could tell you I was brilliant enough to have known this word all along. I mean, I had to look it up. I felt like such a moron. But I was listening to this guy. I think it was Tom Martin who was being interviewed on some kind of a podcast and he talked about this concept of propinquity. What "propinquity" is, it means kinship, it means nearness and closeness, and my crazy addition to that really articulate definition is that I think it's also the virtual bumping into that we do online.

So, let's take the example of me and you, Stephen. Over the years, we've bumped into each other online. We're connected on LinkedIn, so we bump into each other there. How many times have we bumped into each other on Twitter? Recently we bumped into each other on Google+ and guess what? Here I am on your podcast.

We bump into people online the way we do offline. Like seeing that neighbor at the store who maybe you don't know too well. You say hi. Then maybe another time you run into them at the movies. And over time, if we do it right, we create that sense of nearness and closeness and kinship that is essential in sales. Because we're always saying that in sales people do business with people they know, like, and trust. Okay, that's great. Another cliché, but it's great.

But how do we get to first base with that? The way we get to first base with that is creating these places where we can bump into each other. Plus, one final note on that, I might be just connecting with somebody on LinkedIn who really doesn't use LinkedIn that much. And I've had people response to me saying, oh, I'm glad

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you gave me other places to hang out with you because I don't spend much time here, but you're going to always see me on Twitter. Okay, cool. I'll meet you on your terms. I'm going to do that.

And just a few other quick things because this is an important aspect of that communication map. What I'm going to do next after we are connected, every four to six weeks, is I'm going to send a resource out to my network and it's going to be no strings attached. It's going to be something that I know my audience could use and it's not necessarily connected to Castain Training Systems, my company. I've sent out in the past a free conference call service. I sent that out to everybody. A few years ago when Evernote and Dragon Dictation came out, I sent that out to them. And then 2% of the time, I'll send them something for free from my business. Like, we just launched a mobile app for my podcast. I sent it out to everybody and said, hey man, this is 100 free audio lessons here. Have at it. You could also send reports and stuff too.

And then LinkedIn is really good, if you check your settings, about sending you updates from your network right to your inbox. Like, for example, wish Stephen a happy birthday. Or today is the nine-year anniversary for Judy at her company. And now you can use those little things as icebreakers. And not only can you then go in there and wish them a happy birthday, how about the old fashioned stuff like you and I came up on? Send them a card. Pick up the phone. So I have little social clues now from LinkedIn to create icebreakers.

This whole thing is leading us up to one of the final stops in my communication map. I want you to, number one, not say "Paul who?" when the day comes when I pick up the phone and call you, and, number two, I want you to be very open to this final step in the process. And there's more that we could talk about. But what I do once a week is I look at my network and I pick at least three people to get embarrassed with. Now that sounds like a really nutty thing. You're going to want to edit that out. Like, what, was Paul drunk during that interview? But seriously I do—and by the way, I embarrass myself more than three times a week, but in this case three times I'm going to get embarrassed.

What I mean by that is I'm going to reach out to three people in my network and I'm going to say we've been connected for a while

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and I'm embarrassed that I've never reached out to you to get to know you. What are your thoughts on changing that? How's your schedule next week for this time or that time? And I get them on a phone call not to say aha, I tricked you, Stephen, I want to sell you training services, no. Going back to what you said about Dale Carnegie, to really respect the fact that their favorite subject is going to be them. They have a story that needs to be told and I'm pretty certain that most of the people in their life are not listening to that story because they're too busy telling their story and because of that I'm going to be that breath of fresh air. And I do want to find out about them. I want to learn about them. I also want to ask them at least two really important questions at the end. What would a good resource be for you that as I travel if I come across it that would really help you with your business? And I'm also going to ask them, because I interact with a lot of salespeople, what would an ideal client look like for you? If I meet someone, right, like what would that person look like to you? So this way I can play matchmaker for them.

And then what I found, Stephen, and I did this for a long time before starting my own business, when I launched my company in 2011, four years ago this month, by the way, I had been doing this for a while and I was pretty aggressive with it. I did like ten conversations like this a week. So, when I launched my business, I had been giving, giving, giving, and I simply sent out an email at that point and said, boy, I hope this doesn't offend anyone, but I'm not going to be bashful about it – I've made the leap, I've started my business, and here's how I can help you. If you know anyone that can utilize these services, here's my information. Again, pardon me, sorry if this is spammy, but I really needed to get this message out.

And I swear to you, within 30 days of launching my business, I was very fortunate because I put in the legwork, I launched with 30 coaching clients right away without a pipeline, and 15 corporate clients just from building these relationships that started in the groups. And it was mapped to a one-on-one. They were then familiar with me so that when they realized I was offering those services it was just a natural fit for them.

Stephen Lahey:

Absolutely. "Dig your well before you're thirsty." That's what you're talking about. But people say, well, I don't have time. You don't have time not to.

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Paul Castain: Right.

Stephen Lahey: If you wait till you're thirsty to dig a well, it's too late. The second thing that's really important is empathy. You're really asking yourself what's it like to be them, Paul, and you're responding appropriately. And thirdly, you're making deposits in what I call their emotional bank account. You've got to make enough deposits before you can make any kind of withdrawal, which you kind of did when you sent out that email and you were saying, oh, hope this isn't spammy, right?

And the thing I'd also encourage people to think about is – how many opportunities do we have to do something that makes a difference for people on social media? For example, let's say you post on LinkedIn with an article that you've written, and by the way, I think LinkedIn Pulse is wonderful for driving traffic to our website, too. But let's say you posted on LinkedIn and I clicked "like" on it. Well, that's kind of a nice thing. I made a little deposit in your emotional bank account. If I then add a thoughtful comment to your post, then that's a pretty big deposit. The reason why is that not that many people today seem to take the time to comment. But these are things we can do out of genuine interest and their pretty easy to do. Of course, they're also easy not to do. So, guess what? Most of your competitors are probably relatively selfish people. That's my take on human nature. Most people are—

Paul Castain: I'm with you.

Stephen Lahey: —interested in themselves all day long. They're not doing anything like this on a regular basis. So, when you do it, you automatically stood out.

Now, I realize that it costs you a lot of money to "like" that or to post a comment. Right? No, of course not. It's giving a little bit of myself. You just made an deposit in their emotional bank account. If you do that over time it can pay off. You know they could potentially be a referral partner or client. So, do those little things to get on their radar screen in a positive way.

Paul, I love everything about you're sharing today. The tips are fantastic and I wish we had more time, but we don't. So, as we wrap up, I highly recommend that my listeners get to know you

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online and subscribe to your excellent content. How can they do that, Paul?

Paul Castain: There are two places. The first one is if you simply stop by my website, which you can go to YourSalesPlaybook.com. There are over 1400 blog posts waiting for you there and all kinds of free resources. It will keep you out of trouble for at least a few weeks anyway. And then the other place, which is very similar, if you'd like to download the free mobile app just for your Smartphone, if you go to YourSalesPlaybook.com/app you can download that and get access to about 130 podcasts and all kinds of audio quick tips and things like that.

Stephen Lahey: Now, if they want to look into your group, Paul, what do you call your group on LinkedIn? How can they find your main group where you have, I think, 48,000 people? It's a popular group.

Paul Castain: Thank you. Yes, on LinkedIn, if you search groups and you just look for "Sales Playbook", that's the name of the group. It's called [Sales Playbook](#).

Stephen Lahey: Great! Well, thanks again for joining me on the podcast, Paul.

Paul Castain: Thank you. I really appreciate it.

Stephen Lahey: And to our listeners, thank you for spending some time with us today. If you like what you heard, visit SmallBusinessTalent.com now and subscribe to the podcast by email. When you do, you'll be alerted whenever I post fresh podcast content, of course, but you'll also receive special resources for email subscribers only, including the LinkedIn guide to attracting ideal clients, and much more. Thanks again for listening today and best wishes for your success.

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