

S2: E103: Why LinkedIn Could Be Your New Best Friend for Visibility 🧑 With Nina Froriep

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're a high-achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy, and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hello, hello, and welcome back to Your Legacy Lounge Podcast. Today I have an amazing guest, Nina Froriep. Nina, welcome to the show. Thanks for having me. Amazing. So Nina is an award-winning producer and documentary filmmaker. She's seen it all from the early days on independent features to big national TV commercials, corporate megashows, and Emmy award-winning documentaries, including one she produced and directed called Abraham's Children. Today Nina is featured as a LinkedIn content creator, producer, and visual storyteller. She coaches business coaches, service-based entrepreneurs, and visual artists to help them create digital content they love, 10x their visibility, grow their companies organically, and elevate the conversations they are having as experts in their field. So Nina, I'm so excited to have this discussion because as you know, I have been moving more and more to LinkedIn myself. And I'd love to just start the conversation on, you know, and also you have such an amazing background and you've been producing and, you know, in the filmmaking space. So we have so much we can cover, but let's start with like, why LinkedIn specifically? Why did you start showing up on LinkedIn and why are you, you know, empowering other business owners to be there as well? Yeah, great question. And I think that a really important question to ask, especially for those people who are still on the fence. So there's many reasons I am on LinkedIn, and quite frankly, I don't even remember how I got so into LinkedIn other than the official reasons. But I think it was mostly because I just couldn't stand Facebook. And for really, call it dumb reason, but the reason was I couldn't get Facebook. Like, I have ADHD and I'm dyslexic and Facebook is not linear. And I could never, the hell, like, you know, on old posts, I could never find a thread of comments anymore. It was just all in all way too confusing, way too noisy, way too messy, way too much going on and way too distracting. And LinkedIn was probably just better for my nervous system. It's very linear. It's very simple. Everything is very well laid out. And there's one thread and one, like, there's your post and then below it is the comments and there's no, like, diagonal, you know, going on. It's visually very clean. What I also realized really, really quickly was that posting on LinkedIn got me to the people I wanted to get to much faster than I ever could on Facebook. And, you know, I have friends who are very successful on Facebook, but they also, they go live every single day. They do like all this, like, gut-wrenching sharing, which I just don't want to do. Like, my private life is my private life. I love sharing things about me in a measured way where I think it might be of interest. To my, to the professional network that I have on LinkedIn. So the beauty of LinkedIn is organic growth is possible and I'm actually, can show you how, how it works and I'm living it.

So over half of my client base is organically from LinkedIn. So if I am posting on LinkedIn consistently, and that is a keyword I want you to know, consistently, and that is a keyword I want you to keep in mind, if I'm consistent on LinkedIn with my posting, I know I will get in front of the people I want to get in front of and I will get the metrics that I'm looking for. Yeah, thank you. I think that's so important because I know a lot of people have also discovered this LinkedIn space and then some haven't. So thank you for covering that from that perspective. And I know personally, you know, I came from a corporate background. So for me at first, LinkedIn was like, oh, that's the corporate world. I don't want to be there anymore. So I left it for quite a long time and also was on Facebook and Instagram. And I actually built my business at first on Facebook and it went really well. And then things shifted, right? Like Facebook isn't also what it used to be. And I'm also the same way. I'm like, I don't really want to share all the personal things all the time. I have a daughter. I'll post on there once in a while. But now with like security measures and stuff, I'm like, that doesn't feel good. And I think for the majority of us who are true, more thought leaders and like experts, it's just a waste of time. And you can get sucked into like scrolling, which is a whole other thing. Right. And so, yeah, exactly. You know, yeah, I mean, you can still be personal and it does help to have personal details, but, you know, choose. I always tell my people when they start posting and they're not sure yet, I say with LinkedIn is choose five topics that you are comfortable sharing and then stick to those for a while until you get, you know, your, your toe into the water and see how LinkedIn reacts to you. And that is like this way people feel like they know you, you're being personable, but you're sharing stuff that is not like, you know, stuff that just doesn't belong on social media, in my opinion. And no one is interested in what you have for breakfast, lunch and dinner. Right. Unless you're a chef. Yes. And so I think that's just validating for for people listening that perhaps, you know, feel like they have to be in all the places or like TikTok is the new place. And yes, if you're an if you want to be an influencer and grow a massive following those Instagram and TikTok are the place to be. And if you want brand deals and that type of thing, but for thought leaders and businesses that are here to serve people on a deeper level, I'm just telling you, I want to give you permission that you don't need to be there. Like it's OK. And I've found now coming back into LinkedIn, partly because you encouraged me to, is that, yeah, that's where people are. People like who have money to spend, people who are interested in what you have. So it's it's such a beautiful thing. You are a service based entrepreneur. You are on LinkedIn. Yeah, 100 percent. So let's go a little bit, too, because I know you shared a few things with me specifically around video on LinkedIn and how that performs, which I love also because with your video background, you know, you have that expertise to also help people get comfortable on video and all of those things. So first, let's talk about why video is so important on LinkedIn. I mean, again, there's numbers which, you know, just are very clean cut, is that out of the few people that actually post consistently on LinkedIn, it's only 10 percent of LinkedIn users are actually active, active and active doesn't even necessarily mean posting. It could also just be commenting. But of 10 percent of people who are on LinkedIn doing something, only 10 percent of those 10 percent are posting with video, actually less than 10 percent. So it's a real opportunity to have your content be put into new people's feed, which is the whole reason why we're doing what we're doing is to be seen and to expand our reach. So if you're doing LinkedIn, you're doing it consistently and you're doing it by putting out video, it just gives your content a much bigger platform to be seen and for you a chance to get new, not just new people viewing your content,

but get them actually into a conversation with you. Yeah, and that makes so much sense. I mean, the truth is, like if we look at Instagram and TikTok and stuff, those are video and it's just the way of the world. But LinkedIn, I feel like doing LinkedIn videos are so much cleaner and it's not like trying to capture attention and bait and switch people. It's it's really to show up and give good content. And so taking that at the next level up, you also teach people how to create a LinkedIn live show, which is amazing. So can you tell us a little bit more about the stats on that and why you started a show and how it's been working for your clients? Yeah, so that's really something that we're focusing on very much now. Video is, you know, pre-produced video is great and I'm still all for it and I still do it myself a lot, actually. But LinkedIn lives gives you I mean, for me, it's just an absolute win, win, win. It allows you to get again, it's like the the statistics between a regular post and a LinkedIn live is like a multitude of 84, like 84 times more likely for your content to be seen. I mean, that's a staggering number. And a live, unlike a podcast, first of all, you have the visual element, which is hugely important for people to connect with you and get the feeling that they know you already. I cannot tell you how often I meet people, be it in person or be it on Zoom for the first time when they book a call with me and they're like, oh, my God, you're just like on video or in your live show. I'm like, yeah, I mean, that's why I'm doing this. Right. So with the live shows, other than amazing, amazing, amazing uplift from the algorithm, I just think it's a complete win, win, win, because what we do with our clients is that we put them into talk shows. So we have them in a situation where they're inviting guests in a conversation. So first of all, the focus is off of you, especially if you're a little nervous or it's your first time being live on video, which can be, I understand, nerve wracking for those of us who've never done it before. If you have a guest, you sort of have a, you know, a co-sufferer and it takes the focus off of you. It also allows you to tap into the ecosystem of your guests. And then it also allows you, it's a very elegant way to then also create afterwards little sound bites from your conversation where you're featuring the guests, make them look shine, make them shine and look good. And that is then the kind of content that just keeps giving. And this, like for me, what's holding me back by not creating more live shows than I already am, is that I just don't have enough days to post on LinkedIn to promote them all and give them that, you know, give the micro content its day on the platform as well. That's a good problem to have. Basically, you're saying you have too much content. I have too much content. I really do. But it's also content very often that I can get back to maybe a year later because it's pretty evergreen, right? Yeah, that's true, too. You could repost back to it and revitalize it. Yeah, because sometimes there's a conversation about, you know, something that is relevant half a year later and you go like, well, wait, didn't I have a conversation with, you know, Tiffany about branding? I mean, branding is branding is branding, right? Or we talk about, you know, how to I mean, I've had conversations with people about sort of the generic or not generic, but the the the overall truths of running a business or mindset that that stuff never goes out of bit out of out of fashion, so to speak. That's never old, right? We keep learning, but still certain truths will will always be there. So the lives are and, you know, it also adds an element of discipline, which if I'm seeing the people who are in the in the leg, in the LinkedIn engagement group with us, there's a subset of people who say they will post and never do or they post erratically. If you have a live and you're announcing your live, you better be you better show up for it. So for some of us, we just need that, you know, that hammer at the back of our ability. Yeah, that accountability. So I, in a way, love the lives for also for accountability because it keeps me on my toes. I need to find new

guests. I need to think about what guests are elevating my conversation to where I wanted to go. It allow it's it's sort of a I've once I've invited the guests and once we've announced the guests, we're we're we're tapped in. So it's a nice way to keep you also on the straight and honest with your content creation, especially for those of us who tend to be, you know, pulled in a million directions. It's really nice to have that accountability. Yeah, that makes sense. And it would be on your calendar. So like it's oftentimes, you know, you might put like, OK, create content on your calendar, but something else comes up. You can fill it, you know, but this way you're like, oh, no, I have to show up. So that makes a ton of sense. And by the way, I've stopped being that generic. So I don't have a to do list. I live by my calendar this way. I make sure I don't overschedule myself. And, you know, it's never great content, right? It's very specific. Write the content for this and this post or, you know, create the thumbnails for the next show, you know. And so this way it it just never is a oh, I can push that off because I don't really know what it is. I try to be as specific as possible with how I write down my tasks in my calendar. That's so good. OK, so you mentioned the leg, which is LinkedIn engagement group. Can you tell everyone a little bit more about that? Because especially if they're not familiar with LinkedIn, they might not, you know, have ever heard of that before. Yeah. So one of the things that we do on LinkedIn to get our content in front of more people is that we create these groups where we support one another. So you should be posting regardless on the same days at the same time, because the more you're consistent with your posting, not just actual posting, but time and day or day and time, the more so the algorithm gets conditioned to find your content and then share it into more and more people's feeds that are not first connections with you yet or haven't engaged with your content yet. So. In order to give it a little boost, LinkedIn gives priority to posts that get a lot of engagement in the first hour from posting. So if a group of us, let's say 10 of us or 20 or 30 of us always post on, let's say Tuesday. Wednesday, Thursday, or Tuesday and Thursday at 10 a.m. Eastern, and we share each other's posts, links, so we can go in, like the post and comment on it, it gives the post a little lift, and, um, so I've created a group, um, where we do that. And we're about 30 people in the group right now. Not everybody posts every day. Not everybody does, um, posting on the days they say they will. So normally you're like commenting on maybe 10 to 12 other people's posts. So it's manageable, takes about 20 minutes if you're focused. Um, but it just gives you that, um, first of all, it's a nice routine again to have. And second of all, it's, um, it helps you because you're getting the favor returned by everybody else in the group. It lifts your content. And quite frankly, I think it's also inspirational, like heck, because you're seeing what everybody else is writing about, it gives you ideas. Uh, it keeps you in the know what everybody else is doing, what is out there. So it's, it's actually a really nice sort of ecosystem. In our, like specifically, we'd not only focus on the pod aspect of it, but we have monthly training calls and Q&A calls. We have quarterly planning calls where we actually sit down as a group and plan our content out, um, for the next three months in a, in a very high level fashion. We're not going nitty gritty, but we just want to make sure that, um, we sort of kind of know what's coming down the pike and what we need to talk about so we can prepare the content, the videos, the whatever for it to not miss opportunities to talk about our awesome stuff. Um, and then, um, yeah, so, so that's sort of the, uh, the nitty gritty. And we have a resource center as well, where you can look up, you know, old classes or videos or stuff like that and, and, and resources. Amazing. So one thing, um, that I was thinking about too, and you're talking a moment ago about the fact about the consistency, right? So I know you sort of

teach, um, cause a lot of people get caught up on tech and caught up in, you know, different aspects of like, okay, I have to have the right microphone or the right lighting or, um, the right types of posts. Although you do, we'll get back to that because you do have a resource on how to write the perfect LinkedIn post, but we worry about all of those types of things. Oftentimes, especially if it is a new platform for people, or if somebody is listening to this and they're like, I love LinkedIn, like I'm in it already. Um, but maybe they haven't seen like. As many re you know, as much results as they had hoping for. So kind of, what are the main things that you think if somebody's just starting out or they want to get better results that they need to focus on? I mean, number one, I would focus. I mean, you mean just posting in general? Yeah. So you say that it's not necessarily about the tech. You have your, um, three C's that you. Yeah. So it's, it's, I always thought like, and, and, and I was in that camp myself when I started out, you know, coming from a big, you know, big video production, millions of dollars of budgets and stuff like that. And, you know, so for my mindset was like, you know, tech and a big crew and lots of money. And I learned very quickly myself that it's, it's never about the equipment. I mean, right now I sound good. I look good. I am on a laptop, no microphone, and I have daylight and a bit of a lamp that I actually turned away. So I just have daylight. So, you know, the camera equipment that we're working with, the laptops, the phones that we're working with today are plenty good enough for what we need to do to get a professional, good looking video or live show out into the world. Um, where I would say is that where you want to have your focus is on, um, first of all, making sure that you have that confidence of knowing, um, who you're talking to, what, what you want to, what is your goal, what do you want to, what do you want to achieve with posting, be it posting in general, be it video, be it live, right? Why are you doing this? Like, like going into your why, uh, and, and having the confidence to show up, not just some video, but for yourself. Right. And that goes by the way, hand in hand. Um, and then you also want to, you know, have the clarity knowing what it is that you're saying to whom and how, and then in the end, and that's what I had said in the beginning is consistency. Um, cause I'd rather like people who are starting out post once a week, that's perfectly fine, but post every Wednesday at 10 AM Eastern or whatever your time zone is post consistently on the same day. At the same time, once a week is plenty. I know people who do a really good job attracting clients on LinkedIn with a news, a once weekly newsletter, for instance. So it doesn't have to be daily posting. You see, you actually don't want to post more than once in a 24 hour cycle. LinkedIn actually algorithmically punishes you for posting more. And that's huge because I think so many of us are used to like, you know, being told, okay, you gotta be all, not only on all the platforms, but on Instagram, the more you post the better, and you gotta be in stories and doing reels and all of that. And so how refreshing is that, that you have permission to just post once a week as a newsletter, or like, I think I'm up to two, sometimes three times a week. I'm always Tuesdays and Thursdays, like no matter what. And then if I can, so maybe that's not super consistent, but it's fairly consistent, then I'll do a Wednesday or a Friday. And then during like launch cycles, I'll do a little bit more, but it's, it's interesting and it's yeah. Like refreshing that they actually don't want you to post all the time. Cause they're, I'm assuming that means they're focused very much on quality over quantity, right? They want it to be good information. Yeah. And you don't want to be the spammy. Yeah. And it's just, it doesn't, the platform in its nature doesn't lend itself to multiple postings. Cause we're not talking about what you had to prep for breakfast, lunch, and dinner, we're not talking about the nervous breakdown you're having and you, you're documenting it live, right? This is

about, I'm an expert in X and I want to share with my people and with the world, what I can bring to the table to make your life, the audience's life better and you don't need to do that 20 times a day, it's fine if you're doing that once a week, right? And sometimes, you know, when people say, well, frequency, frequency, I'm, I always say like, look at your sales cycle. If you are a consultant who is selling a 50 or a hundred thousand dollar package to the Pentagon, your posting once a week is plenty because they're going to come and look at your profile. They want to make sure you're, you're legit and for real. Um, they want to see that you, you know, if you post a thoughtful one thing once a week, that's plenty. Um, and you know, they don't want to see you. They don't need to see you posting five times a week. Um, contrarily, so they might be thinking that you're spending too much time on social media, right? But if you are, um, you know, selling a, you know, \$150 a month membership or a \$50 a month membership, and it's a, it's a sort of a quick sales cycle, then yeah, maybe you want to be posting three or four times a week because, uh, you know, you, you, you need more volume of new people walking through the door. So, um, I mean, there's sort of that, and this is just common if you think about it, it's just more or less common sense, right? That those, those kinds of rhythms make sense. So as you said, if you have a launch going on, yeah, you could probably gonna, for the couple of weeks you're in launch mode, you might be posting instead of only twice a week, you'll probably go up to four times or maybe even five times a week and that's fine. Right. And sometimes I break my own rules because, you know, somebody has come out with something really amazing that I want to share with the group or with my people, I might share a post, you know, within the 24 hours that another post is coming up, but I actually will think really long and hard about it and maybe save it for Saturday, Sunday. Right. Love that. Amazing. So as we wrap up for the day, I just want to thank you again, because I think it's, um, so important to have these conversations, especially for people, again, that think that they have to be all the places or they're not sure, you know, we're, as this airs, we're going to kind of, we're on the cusp of a new year, I think a lot of people are thinking through their new strategies or maybe wanting to simplify things a little bit. And so, um, I'm actually really excited to announce that. Um, I will be starting a LinkedIn show in the, at some point in the new year, um, within the works. Um, and, and, you know, that also goes along with the podcast. So there's, it's, it's just such a beautiful way to simplify your content if you're looking to do that. So, um, I really am grateful for you coming on and sharing, because I know my audience is more about serving their clients and, you know, making sales, but not having to be visible all the time. And like you said, people, you know, if nobody knows who you are, what you're doing, that's not going to work either. So. No, I mean, we have to be out there for sure. But as I like to say in a way that, that, that works for our nervous system, um, and, and that serves us well. And I think that LinkedIn allows for that. And I mean, you know, I've, I have done, you know, LinkedIn as well as, um, Facebook ads, I've done Google ads and the results were just nowhere in relationship to the work and, um, madness that went with it. So not worth it. And I do, I just do really fine with, with my, um, with my LinkedIn connections that I'm building and I'm building real relationships, which, which, um, you know, I think is so much more useful than, uh, you know, hitting up strangers with, with offers and then, you know, having people in my programs that I don't know where they came from and who they are and how they will interact with the people I value very much who are already in my programs. Yeah. That is so important. Um, and yeah, unless you're like the type of person who has a course with like thousands of people in it and you don't know them anyways, then yeah,

cold, cold leaves and ads may work, but I think for the rest of us, um, who like, we want to have those deep relationships and that's what business is all about. Right. So I would think so. Yeah. And I mean, everybody has a different business model and I think that's also one thing to always keep in mind just because something works for me. It doesn't mean it works for you. Um, but you know, I've had hundreds and hundreds of clients, um, that have worked with me in one capacity or other around their LinkedIn profiles. And I kind of, I'm starting to see, you know, there's, there's, um, uh, patterns that emerge that there's the experience of this kind of business does well with this or, or that, so there's just like, you know, seeing, seeing what works for others is really nice too, because I'm just, I'm just one voice in one experience, but having the, having, seeing what, how it works for others, it is really very enlightening too. Yeah. It's amazing. All right. Well, so you have, um, a download for everybody listening, which also, um, can point people in direction of the leg. So if you are either newer to LinkedIn, you want to get started and you're like, Oh, I'm not really sure. Um, Nina has a seven steps to the perfect LinkedIn post. And then if you're more established or you're newer and you just want to let leg up, no pun intended, and you want, um, you know, faster success in getting support and, um, being part of a community. Um, Nina, can you tell us a little bit more about those and then we'll make sure that those links, that link, um, is in the show notes as well. That would be amazing. Yeah. So the link in the show notes will lead you to both things. It's cause it's a little landing page. So you will be able to download the seven steps to a perfect LinkedIn post, which I recommend to beginners as well as to seasoned, um, LinkedIn posters, cause there's always something you can learn. Um, and then, uh, to become a member of the leg or the LinkedIn engagement group, there's on the same page, there's a link to sign up. And, um, what I want to point out is that we have been inviting people to come in as founding members, um, for the last couple of months, um, to make sure that we have a solid foundation of 30 people, which is what we have achieved. So starting November 24th, um, which is the Sunday before Thanksgiving, uh, we will, um, no longer have that deal. So if you're interested, make sure you check it out before then, because what it does, it allows you to get into pricing that will be, um, locked in, uh, for the rest of, um, someone's life. We, we, we've never defined what forever means, but it, for you locked in, in pricing and it's extremely competitive pricing. You also get a full hour on the not while on boarding call with me. Um, once that founding member deal runs out, the price will double. And that call with me will be a 30 minute call, not a full hour. So, um, if, if you're in any way, shape or form interested, check out the link. And if you have questions, please DM me and I'll be happy to schedule a call with you, um, um, to see whether this is for you. But if you know that you want to do it, then just go ahead and do it. Yes, absolutely. Jump on that while you can, especially it's the perfect way. If you're looking to simplify and you want to just really be seen, um, in LinkedIn and we're heading upon a new year in 2025, so go check that out. Get ahold of Nina and Nina again. Thank you so much. Um, just love having this conversation and, um, can't wait to see where everything goes and hopefully see all of our audience on LinkedIn soon on LinkedIn. Absolutely. Yes. Yay. All right. Thanks everybody. And we'll see you on the next episode. Thank you so much for joining me on today's episode of the your legacy brand podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful. My favorite place to hang out these days is LinkedIn. So hop on over and let's connect. Or if you prefer Instagram, follow me at Tiffany Newman creative. I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to

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