

Episode 186

Business Visibility and Crafting a LinkedIn Success Story

Jodi Brandon [00:00:01]:

Welcome to the Wright Published Market Podcast. If you're a business owner thinking a book would be a great marketing asset for your business, you're in the right place. Maybe you've already committed even better. I'm your host, Jodi Brandon, book publishing strategist and partner for business owners, CEOs and entrepreneurs and 20 plus year veteran of the book publishing industry. On the Write Publish Market podcast, in addition to learning from me and other industry experts, you'll hear from other business owners about their experiences as we explore all facets of writing, publishing and marketing. A book that will help your business grow in ways you might not even be dreaming of yet. I'm so glad you're here. Let's dive in.

Jodi Brandon [00:00:39]:

My guest today is Louise Brogan. Beyond her passion for helping solopreneurs, coaches and consultants through workshops and one to one training, Louise also works with larger organizations like BBC, the Chartered Institute of Accountants, England and Wales and the Law Society. But whether you're a small business or a larger company, Louise is dedicated to helping you build your brand and drive results online. And we are going to have a great conversation about her new book. Welcome Louise. I'm so happy to talk to you today.

Louise Brogan [00:01:08]:

Thank you so much for inviting me, Jodi. I am really looking forward to this conversation.

Jodi Brandon [00:01:13]:

I am as well. I followed you on LinkedIn for a long time because I, you know, want to learn more about LinkedIn and then when you have, now that you have your book about LinkedIn, it made perfect sense to have you on. So I did record your professional intro which gets read before this. But give us like the casual, more casual in your own words, who you are, what you do for everybody that skips the formal intro.

Louise Brogan [00:01:36]:

Yep. So I am a mom of three. I've been running my own business since 2013. It's really focused on LinkedIn and video. Specifically on LinkedIn. We help people raise their visibility on LinkedIn which was, that's the name of my book. And we work with B2B companies and coaches. Consultants who know they should be using LinkedIn don't really have the inclination or time to do it themselves.

Louise Brogan [00:02:06]:

So they're like, oh, that's amazing. You do this for us. That sounds brilliant. So that's, that's the core of our business. I also do a lot of, I love teaching and coaching so I do a lot of one to one coaching and I do workshops with companies and things like that. And as a side spike out of my business, I became a YouTuber. So I'm a YouTuber. I've got a silver play button with 100, 107,000 subscribers on YouTube.

Jodi Brandon [00:02:34]:

Wow. I like. You sound so surprised as you're saying it.

Louise Brogan [00:02:38]:

I just think it's the funniest thing in the world because I have teenage boys, and I'm like, mom's a YouTuber. You know, I just think it's hilarious. But that came out of my love of teaching. People would ask me questions, and I'd be like, oh, more people want to know the answer to this. Let's just make a video about it and stick it up on YouTube. And then it became a thing. So, yeah.

Jodi Brandon [00:02:59]:

Oh, I love that. Okay, so let's talk about the book origin story then. Like, why? Why? I mean, did the book come from your love of teaching or.

Louise Brogan [00:03:11]:

Oh, I am such a reader.

Jodi Brandon [00:03:13]:

Okay.

Louise Brogan [00:03:14]:

I read voraciously. I love reading, and I've always been a reader. My. My older sister's the same. In fact, she's even worse than me. She will do, like, three or four novels a week.

Jodi Brandon [00:03:25]:

Oh, wow.

Louise Brogan [00:03:26]:

Yeah. And I can't go to sleep at night without reading a book. I'm currently reading Wolf Hall. You know it? By Hilary Mantel.

Jodi Brandon [00:03:34]:

Oh, yeah, yeah, yeah, yeah.

Louise Brogan [00:03:37]:

So it's. I love it. It's a big, chunky book. I love historical fiction, so I've always been a massive fan of reading my whole life. And when I was at school, like, in my teenage years, not at university school, I wanted to write so badly. And I remember writing an article for my school magazine, and it didn't get accepted, and I was devastated.

Jodi Brandon [00:04:00]:

Crushed.

Louise Brogan [00:04:02]:

I was crushed.

Jodi Brandon [00:04:03]:

Yeah.

Louise Brogan [00:04:03]:

I literally don't think I wrote for about another 20 years.

Jodi Brandon [00:04:06]:

Oh, yeah, yeah.

Louise Brogan [00:04:09]:

So. So, yes, I always wanted to. I always wanted to write a book. I thought my dream job would be to write novels. I just love novels. My favorite kinds. I like the historical fiction, but my favorite kinds of novels are, like, modern fiction. Like, people like Ann Patchett.

Louise Brogan [00:04:24]:

People like that.

Jodi Brandon [00:04:25]:

Oh, she's wonderful. Yeah.

Louise Brogan [00:04:26]:

Yeah. So. And then in about 2018, 2019, I used to write. I do write blogs, but I don't have as much time to do it now. But I became a paid writer for Social Media Examiner's website, and I would write all their articles on LinkedIn. And I loved it because the editor that I worked with directly, this wonderful lady called Lisa, she's strict about how you write and the quality of your writing and the standard of your writing. So it made me really pull my socks up and focus on how to write well. And those articles were, like 2,000 words.

Louise Brogan [00:05:05]:

Long. And they had to be helpful and useful because they went on they go. They still do it, but they do it in house now. So I was trying to write these big, long pieces of how to do things on LinkedIn, and my coach said to me, louise, you shouldn't write for them. You should write for yourself. I thought, okay, well, no, Jodi, that did not work because I didn't have a deadline. I did not write anything. And if I wrote.

Louise Brogan [00:05:30]:

I did not write 2,000 words, and I did not write it to the same standard.

Jodi Brandon [00:05:34]:

Yes.

Louise Brogan [00:05:36]:

So that was. That did not work for me. And then I thought. And I thought, you know what? I really do want to write a book. And I had this whole goal. I'm sure everyone else's origin story is much shorter. No, I apologize.

Jodi Brandon [00:05:49]:

You'd be surprised. Some people start at age. As I was reading those board books as a toddler won it all.

Louise Brogan [00:05:59]:

So I want. Last year, the start of 2024, I decided that I wanted to speak on Bigger.

Jodi Brandon [00:06:08]:

Okay.

Louise Brogan [00:06:09]:

So in 2019, I spoke in conferences in London and in Los Angeles, and I was like, oh, I'm going to be a speaker. 2020 is my year.

Jodi Brandon [00:06:19]:

Oh, no.

Louise Brogan [00:06:22]:

So I did do virtual conferences. Not the same thing. And then I could see other people in my space getting selected to speak at things. I thought, oh, I think that's because they've got a book. So that's where the idea started to form for me. And last year, I did pick. I did do six international speaking gigs last year, including one in Bulgaria, in Sofia.

Jodi Brandon [00:06:43]:

Oh, goodness, good for you. That's amazing.

Louise Brogan [00:06:45]:

It was amazing. And in the next room to me, side note was Hillary Clinton speaking at a conference.

Jodi Brandon [00:06:53]:

Well, well, well.

Louise Brogan [00:06:54]:

I was like, oh, okay, this is interesting. Yeah, I'm kind of fascinated by this speaker. Like, anyway. So then I thought, right, come on, Louise, you can write. You can write. Let's put a book together. And that's where the idea came for it. And the only way I did it, Jodie, was by committing to write every Sunday morning.

Jodi Brandon [00:07:16]:

Sunday morning. Okay.

Louise Brogan [00:07:17]:

That's the only way I got this book done. It was like, okay. And when I say commit to it, I published it as a newsletter every Sunday.

Jodi Brandon [00:07:26]:

Oh, okay.

Louise Brogan [00:07:28]:

That was the commitment. The commitment wasn't sit down and write. The commitment was, you have to publish a newsletter today. What are you going to write about? And that's where. That's how I started properly putting it together.

Jodi Brandon [00:07:39]:

Interesting. So you need that external motivation of some type. Yeah, yeah, okay. Yeah.

Louise Brogan [00:07:45]:

I need a commitment with social Media examiners, blog posts. I would have a deadline to have my first draft in by, so. So I always hit.

Jodi Brandon [00:07:53]:

Yeah, okay. I mean, I've worked from home for a long time, but when Covid hit and people started working from home was a similar type of thing. They're like, I'm not getting anything done. How do you. How do you work? And I'm like, it's not for everybody. But, yeah, if you're not internally, intrinsically, internally motivated, it can be harder to be productive and get done what you need to get done, especially when you're doing it for yourself. Right. Because there's no one saying, like, waiting for you to.

Louise Brogan [00:08:22]:

Yeah, no one was paying me give it to you. Yeah, exactly.

Jodi Brandon [00:08:25]:

Exactly.

Louise Brogan [00:08:25]:

It was just. It was a absolutely. A passion project, I think possibly as well. I turned 50 last year, so I wanted to. I wanted to kind of lay down things. Yeah, that makes sense. So that makes perfect sense.

Jodi Brandon [00:08:40]:

Yep.

Louise Brogan [00:08:40]:

Yeah. The YouTube channel I hit. I got my silver play button before the end of my. For the end of the year, and I got the book finished, I think, around the summertime.

Jodi Brandon [00:08:50]:

Okay. Wow. All right, now let's talk about. This is everyone's favorite part of this episode is like, what parts did you like about the process? What parts didn't you like about the process?

Louise Brogan [00:09:00]:

Oh, my Lord, Such a drama.

Jodi Brandon [00:09:02]:

I mean, anything I know and anything goes, you can share as much or as little as you want.

Louise Brogan [00:09:08]:

Oh, my God. And I have written about this extensively on LinkedIn, actually, because it has been such a drama. I was quite surprised. So I loved actually getting the writing done. I worked with an editor, so I hired. I didn't know how to. I didn't really know how to go about editing. And I asked a friend to edit it.

Louise Brogan [00:09:26]:

And she was like, she's a journalist. And she went through it and then she said to me, so you can. Are you going to hire an editor? And I was like, oh, maybe I need to hire an editor rather than having my friend do it. And so I went to the Chartered Institute of Editors and Proofreaders here in the uk.

Jodi Brandon [00:09:44]:

Yeah.

Louise Brogan [00:09:45]:

And that was where I found professional editors to do this for a living. And I met this. I met a few people, and one. The one that I went with, this lady called Lynn, she was just phenomenal, just so easy to work with. And I really enjoyed that. I really liked. I actually really liked the feedback. I liked her feedback coming to me and me making changes and making it better.

Louise Brogan [00:10:09]:

I genuinely enjoyed that process. She then also recommended a typesetter to me and proofreader. And actually I'm a fact finder. I love learning stuff. So it was really interesting to me that you do all these things.

Jodi Brandon [00:10:25]:

Yeah.

Louise Brogan [00:10:26]:

As someone who's a first timer. And what I did not love was I got stung a couple of times by people who. In the business of helping people write and publish their first book. And I got stung financially and I backed out of a. Okay, so we're not going to name any names, but basically I. I was recommended a company to work with, and I sent them my draft of my book. This is before I find Lynn. And this is how I ended up with Lynn.

Jodi Brandon [00:10:59]:
Okay.

Louise Brogan [00:11:00]:
And my journalist friend had already gone through the book and another editor had gone through the book as part of a program I'd been on. So I knew it was in pretty good shape. And I sent the draft to this company and they responded within 24 hours, pointing out all the things that was wrong with my book and recommending that I hire their book coach for £2,000 to work with them to make my book publishable. And I was like, that's interesting. Number one, nobody has read this book in 24 hours.

Jodi Brandon [00:11:36]:
Yeah.

Louise Brogan [00:11:37]:
When I say 24 hours, I mean, like, I sent it Monday morning, I got it back Tuesday morning. It wasn't like 24 working hours. Right.

Jodi Brandon [00:11:43]:
Yeah. Yeah. Good clarification. Sure. Yes.

Louise Brogan [00:11:46]:
And I thought, they've run this through an AI.

Jodi Brandon [00:11:48]:
Yeah.

Louise Brogan [00:11:49]:
Or they've just. I just think they ran through an AI and then to say, you know, this is how much our package costs. And it wasn't a small amount.

Jodi Brandon [00:11:59]:
Sure.

Louise Brogan [00:11:59]:
The very first thing they did was want more money out of me. And I was like, oh, this is not the company for me.

Jodi Brandon [00:12:05]:
Right.

Louise Brogan [00:12:05]:
So I backed out of that. And they were really surprised. They were. It's like, I can't be the only person who's been going, oh, I don't think so.

Jodi Brandon [00:12:13]:
Yeah.

Louise Brogan [00:12:14]:
So. Yeah. So that was not pleasant.

Jodi Brandon [00:12:16]:
Yeah.

Louise Brogan [00:12:17]:
But. But that led me to Lynn.

Jodi Brandon [00:12:19]:
Okay. That's.

Louise Brogan [00:12:20]:
I will absolutely. In the future. But, you know, I'd like to write more. And I definitely would work with Lyn and I would recommend people to work with her. So that led to me to her. So that. That whole was just a fascinating. It was a fascinating journey.

Louise Brogan [00:12:33]:
Then had some funny moments. Like my typesetter, I said, I need a cover for this book. And he says, I can do it. I can do the COVID This image. I was like, no. So I went to a lady who I'd worked with previously who'd done branding on my book. And she came up with a really nice cover.

Jodi Brandon [00:12:53]:
Yeah.

Louise Brogan [00:12:54]:
And then a friend reached out to me who has also written a book about LinkedIn, and she said, louse, have you got your trademark approval? And I was like, pardon, what are you talking about? And she said, in order to have LinkedIn on the name of the book, you need to get approval from LinkedIn's trademark kind sell. Whoa, Jodi. This is where everything just fell off the cliff.

Jodi Brandon [00:13:19]:

Oh, my goodness.

Louise Brogan [00:13:20]:

It was really, really. This is the hardest bit about the whole thing, honestly. But now I know, Now I know, and that's okay. But anyway, so I went to. I went to the trademark request people and they were really, really polite. All of my dealings with them were super polite, but took two months.

Jodi Brandon [00:13:39]:

Oh, wow.

Louise Brogan [00:13:40]:

Yes. So, number one, I wasn't allowed to have any blue on the COVID Oh, anything. And my. My branding colors are yellow and blue.

Jodi Brandon [00:13:49]:

Yeah.

Louise Brogan [00:13:50]:

And that didn't matter. So no blue. No blue allowed. So I had to change. And I went to, like, this hot pink cover. It was interesting that people were like, hot pink cover. It's white with a hot pink bar.

Jodi Brandon [00:14:02]:

Yeah.

Louise Brogan [00:14:02]:

But I actually used all this as content. So I put posts about on LinkedIn. I says, which cover do you like? What? Blah, blah, blah. And people were really engaged with it, which is actually really. They're kind of following me along. So that got changed, and I thought, okay, they're happy enough with the COVID Then they said, we've just been to your website and you're not allowed to have any products with the name LinkedIn in them. So LinkedIn Workshop, LinkedIn Content Marketing, LinkedIn Visibility Package, not allowed. So I had to change all of the names of all of the things that I offer in my business.

Louise Brogan [00:14:38]:

Then they said, your blog posts have got the LinkedIn logo in the image and you're not allowed it. So I had to tea and I have been writing for years.

Jodi Brandon [00:14:49]:

Yeah, you have a lot of content. I've been following you a long time.

Louise Brogan [00:14:52]:

I have a lot of content. So I actually deleted. I deleted so many things because I just was exhausted trying to change everything you were. So I deleted. I must have deleted half my blogs. Must have done. And the rest I changed the images for.

Jodi Brandon [00:15:10]:

Okay.

Louise Brogan [00:15:10]:

And I thought, okay, now are we okay? Yeah. No. No, we are not okay.

Jodi Brandon [00:15:17]:

Gosh.

Louise Brogan [00:15:18]:

She said, you have a YouTube channel. And I went, yes. And thank heavens, someone had run into difficulties with the trademark people at LinkedIn before and. And said, Louise, you need to change the title of your web. So my business was called LinkedIn with Louise. It was LinkedIn. I love alliteration. So the podcast LinkedIn with Louise, my YouTube channel called LinkedIn with Louise.

Louise Brogan [00:15:41]:

And I had already changed that. But also I was kind of going down the road doing more video and, and thinking about YouTube with people. I thought, well, I'll call it raise your visibility online. So I thought, surely that's okay. No, I have 307 videos on YouTube and I had to take the LinkedIn logo and the LinkedIn words out of every single thumbnail on YouTube. And that is not, that is not easy that you can't just fire anything up there. Your thumbnail, if anyone knows YouTube, your thumbnail is what is how people find your video. Click through to watch it.

Jodi Brandon [00:16:19]:

Yep.

Louise Brogan [00:16:20]:

So it's actually been a real curse for my YouTube channel because if you type into YouTube, how do you update your LinkedIn profile? And here's all these videos appearing with LinkedIn profile written in the thumbnail. That's the one they're clicking on. They're not clicking on mine. But the channel is too big. It's got like 2.8 million views on it. It's 107,000 subscribers. It's too big for me just to go, you know, well, so what LinkedIn? Because they could do a copyright strike and take it down.

Jodi Brandon [00:16:49]:

Right, right.

Louise Brogan [00:16:51]:

That whole thing. So I changed every single.

Jodi Brandon [00:16:53]:

Wow.

Louise Brogan [00:16:54]:

And that took. And that happened over Christmas holidays.

Jodi Brandon [00:16:58]:

Okay.

Louise Brogan [00:16:59]:

So in a way the timing probably worked because I want. If it was happening during like right now, I don't know how I'd be doing my client work as well as all of this.

Jodi Brandon [00:17:09]:

Yeah.

Louise Brogan [00:17:09]:

So it was a bit of downtime. It was genuinely quite soul destroying.

Jodi Brandon [00:17:14]:

Oh my gosh. I'm sure it sounds, I mean, I feel like I'm tense just hearing about it feels very stressful.

Louise Brogan [00:17:20]:

It was so stressful. And I just, and I couldn't. I would do like 10 at a time and then I just get really upset. Sure.

Jodi Brandon [00:17:29]:

Yeah. Yeah.

Louise Brogan [00:17:31]:

Well.

Jodi Brandon [00:17:31]:

And 10 at a time when there's 370 of that. I mean. Yeah, yeah.

Louise Brogan [00:17:37]:

Like seriously.

Jodi Brandon [00:17:38]:

Wow.

Louise Brogan [00:17:38]:

And even I went to, I went back to the. And this, it was really funny because all of our conversations were so polite. Because she was really polite.

Jodi Brandon [00:17:46]:

Yeah.

Louise Brogan [00:17:46]:

And it is their trademark, you know. But I said, I don't understand this because everybody else who does YouTube content about LinkedIn has the logo in their thumbnails. What about them?

Jodi Brandon [00:17:58]:

Yeah.

Louise Brogan [00:17:58]:

And you know, she just said it's not allowed. And we will not, we will not give you approval for your Book until this is done.

Jodi Brandon [00:18:07]:

Okay.

Louise Brogan [00:18:08]:

So that's. That happened. And that took two months.

Jodi Brandon [00:18:12]:

Wow.

Louise Brogan [00:18:13]:

And then it was funny, I was talking about this earlier today with somebody. I'm a good project manager. I'm organized and I'm a planner and I have all my ducks in a row normally. And I didn't. Because I spent so long fixing all of those things to get approval. I didn't really think about how to launch this book. Like, I pulled together a group of people to say, would you help me launch the book? And I was like, yeah, yeah. But I had zero plan for it because I didn't have time to plan it.

Louise Brogan [00:18:40]:

And then I got invited to speak at a huge social media conference in San Diego. Social Media marketing World. That came in about a week, two, basically, it came in about a month ago. And I thought, I need to get this book thing done. So I have it ready for San Diego and I need to really focus on writing my talk for San Diego. And I can't do that and focus on the book launch. So the book got kind of thrust out into the world without a proper plan. But, you know, that's.

Louise Brogan [00:19:14]:

Things work out the way they work out, Julie. And it's fine. People seem to like the book, so that's good.

Jodi Brandon [00:19:18]:

Yes. Hey there, business owner, an aspiring or published author. Sorry to interrupt this episode. Just wanted to check in and see if you're subscribed to Coffee and Commas, my email newsletter where I share behind the scenes industry info and much more about writing, publishing and marketing. A book for your business, sign up@bit.signup. that's all lowercase. Now back to the show. Well, and I mean, the good thing about a book is, first of all, may I say you have a great attitude about all of this.

Jodi Brandon [00:19:48]:

I can imagine a lot of people who would not. But the good thing about a book is that it's out there and it can stay. You know what I mean? It's an evergreen type of product. And so even if, I mean, I know I talk with people every single day who are relaunching and you know, I launched during COVID It didn't go great. Or I. I had this launch planned and I had a personal emergency in my life and now what do I do? So there are lots of opportunities, but I can't imagine planning some kind of keynote talk at a big conference. Those are two big, huge projects.

Louise Brogan [00:20:24]:

Yeah, exactly. I think one of my friends, Elizabeth, has said to me, louise, you need to write a book about resilience in business because you just, you just keep going. And my dad said, I talk about my dad at the start of the book. My dad said that about me. He said, you know, so I used to be a swimmer when I was a teenager, you know, competitive swimming. We swam, we trained six days a week. And I was against a person who's not a competitive swimmer. I'm a good swimmer, but in a two length, a 50 meter race, I was never the winner.

Louise Brogan [00:20:57]:

But put me in a pool and tell me to swim for 200 lengths, I'm your woman. Okay.

Jodi Brandon [00:21:02]:

Yeah. Huh. Okay. So as you were talking about all that stuff, I kept thinking about it's one of those situations where, because like, you're saying, like, all these other people have these video or have the videos and have, like use it. I mean, I have podcast titles that use the word LinkedIn, which I'm sure that's okay.

Louise Brogan [00:21:20]:

That's okay. You can't. But you can't use their logo.

Jodi Brandon [00:21:22]:

Oh, it's just, it's the logo. Okay. Oh, interesting. Okay. But like all the people that are doing it, you know what I mean? And I feel like, I think this comes up a lot with. It comes up a lot in the book community where you feel like I'm doing the right things and no one else is doing the right things. I feel like I'm being punished for doing the right things.

Louise Brogan [00:21:45]:

I know, but I think if you approach life that way, you never get anywhere. No, oh, no.

Jodi Brandon [00:21:52]:

You're on the hamster wheel if you do that. But yeah, yeah, yeah, yeah, I did.

Louise Brogan [00:21:56]:

I did think. I honestly felt like throwing the toilet a couple of times.

Jodi Brandon [00:22:00]:

I bet. Yeah.

Louise Brogan [00:22:01]:

When I, when I would email back to legal counsel and say I've done all of that and they would come back and, oh, this was the, this one actually. This is the point where I nearly gave up. And I did say to her, can I. If I change the name of my book so it doesn't have LinkedIn, I'm like, will you leave me alone? So you'll not believe this. On LinkedIn, there's a place where you go and you get your public profile URL. That's lousebrogan dot LinkedIn.com forward/in lousebrogan and on that screen at the bottom, there's a piece of code and it said, use this to put your LinkedIn badge on your website or your blog. That is what I had on my website. And LinkedIn legal counsel said it wasn't allowed.

Louise Brogan [00:22:50]:

And I went back to her and I said, I got this, this code is from your platform.

Jodi Brandon [00:22:56]:

Yeah.

Louise Brogan [00:22:57]:

You're not allowed it. You're only allowed to use what they call the LinkedIn bug, which is the in. Yeah, you're only allowed to use that. And even it's mad, you're only allowed to use that with a white background around it with a little registered trademark sign. So it looks really. So basically, if you go to my website and everyone listening to this going, what are you talking about? If you go to my website, lousebrogan.com on the homepage at the very bottom, there's a dark bar and there's a LinkedIn logo on there with an ugly white edging on one side of it. And that's. That's the only thing I'm allowed to use to link to my own LinkedIn website.

Louise Brogan [00:23:33]:

LinkedIn account from my website. Even though their developers have a code that you're supposed to be able to use.

Jodi Brandon [00:23:41]:

Right.

Louise Brogan [00:23:42]:

And that email, I was just like this. I'm just never. This is never.

Jodi Brandon [00:23:47]:

Yeah, that's very defeating. Is because you got it from them. I can imagine feeling pretty defeated in that situation. For sure. Yeah. Yeah. Well, especially, I mean, just to pull back for a minute. Your book is all about, I mean, there's.

Jodi Brandon [00:24:07]:

It's not libelous, bad, negative, etc. Yeah. I mean it's promoting the platform. So. Like that in itself.

Louise Brogan [00:24:18]:

Yes. As is my YouTube channel.

Jodi Brandon [00:24:20]:

That's the other thing. Right.

Louise Brogan [00:24:22]:

My entire channel is about helping people figure out how to use LinkedIn.

Jodi Brandon [00:24:26]:

Yes.

Louise Brogan [00:24:26]:

There are no negative comments.

Jodi Brandon [00:24:30]:

That's fascinating. Oh my gosh. Oh, I feel like we can keep talking about that, but let's, we're going to move on. Let's. Okay, so the book is out there now. You launched the book, you're getting ready for this big conference. But how are you planning to, like, what's the plan for the book in your business? I mean, are you using it to get one on one clients? How are you planning to use it?

Louise Brogan [00:24:53]:

So at the, in the book, at the. I do mention how we work with people throughout the book, but not like in an in your face way. Just kind of drop it in into different bits of it. At the very end it says there's a resources page. And on the resources page is where I will be putting. I do webinars anyway. Like I've got one this week. I do regular webinars that are free for people to sign up to on how to use LinkedIn.

Louise Brogan [00:25:19]:

And it says at the very end of the book, if you'd like more help, please go to louisebrogan.com forward/resources and the idea that will be refreshed every time I do a new webinar, the people

can go and sign up for the webinar. So in that way, it's about building my email list of people, people who like the book and want to take the next step.

Jodi Brandon [00:25:37]:

Yep.

Louise Brogan [00:25:38]:

Then already, without me even asking, I've been hired to do a workshop, a two hour workshop for a client in North Carolina. And they have bought every person who's coming to the workshop a book.

Jodi Brandon [00:25:53]:

Perfect.

Louise Brogan [00:25:55]:

So do the live workshop and then you have the guide to go with it.

Jodi Brandon [00:25:59]:

Yes.

Louise Brogan [00:26:00]:

So. And I met a very nice man who's a business consultant in leadership development. So he is. He did all his work for 30 years and now he's out on his own. He does keynote talks and presentations and he said to me, louise, you could pitch this book as a business book club. Oh. So you know, go to a corporation and say, I have this book. If you buy one for all of your members, I'll come along and do a talk for an hour on the book.

Louise Brogan [00:26:29]:

Which I love the idea. I love doing that. So that, that kind of idea. And then at my big talk in San Diego, we're allowed to have something at the end to give away.

Jodi Brandon [00:26:39]:

Yeah.

Louise Brogan [00:26:40]:

So I was actually talking about this something else today. I don't know how I would do that with the book, but what I want to do is my talk is about how to use video on LinkedIn. And my last slide is going to be a QR code to get a free guide on how like a, you know, like a five page, step by step video on LinkedIn. And then I'm going to email all of those people with a link to the book. So, yeah, that's the idea. And obviously I'm taking copies of the book with me to the event. Yes.

Jodi Brandon [00:27:14]:

Very smart.

Louise Brogan [00:27:15]:

Yeah. So my, another friend of mine, Robin, who is a business coach and he has a book, he said, I said, what do you, what's your advice for me, Robin, with this? And he says, I think I gave away 3,000 copies of my book last year. He said, it is your business card.

Jodi Brandon [00:27:29]:

Yeah.

Louise Brogan [00:27:30]:

And when I said to him, I'm speaking at this big event, he said, I said, should I take my book? He went, take your book. He says, paper, the walls, the ceiling.

Jodi Brandon [00:27:40]:

Yes, absolutely. Yeah, take your book everywhere. I am amazed at how often just by having my book with me, I find an opportunity to get it into someone's hands that it can help and.

Louise Brogan [00:27:53]:

Then give it away to Them, Jodi.

Jodi Brandon [00:27:55]:

In some, in those kinds of situations. I do, absolutely. Yeah. Because I mean, most business owners, let's face it, are not trying to become, you know, they're. It's not like the great American novel we're trying to become.

Louise Brogan [00:28:07]:

We're not on.

Jodi Brandon [00:28:08]:

You know what I mean? And we understand that the money is not in the book. I say that all the time. The money, you know what I mean? The money comes in a roundabout way. Those people that get your book into their hands, however it gets there, hopefully you're going to take the next step with you and become, you know, paid customers, clients, students, etc. So, yeah, no, I take your book everywhere.

Louise Brogan [00:28:30]:

That was the other thing about this whole drama with the LinkedIn legal counsel, because during that time my plan had been. So I have an online course on how to use LinkedIn and my plan was to just go through that whole thing and make sure everything that was in the book is on the course and build a funnel towards that. So the course is there, but there's no funnel created. And now I'm back into full on agency work and speaking and stuff. So that'll be something we'll work at steadily as well.

Jodi Brandon [00:29:01]:

Yeah, but that's another instance where it's nice that the book is out there and Evergreen and you don't have that. I mean, I know you like a deadline, you work best under a deadline, but yeah, I mean, that's. I just recorded a solo podcast episode earlier today, as a matter of fact, about like long term marketing. And you know, there's always going to be something that you can do to market the book and you need to figure out what your priorities are and then, you know, make that happen when you do have those pockets of time.

Louise Brogan [00:29:30]:

Yes, no, and I love it. Another, another thing that my book could do for me, you never know, is that there is. There are two celebrities in the book, one of whom I've met. There are. One of whom I've met. And he's not really the King of England. The king, yes, I met him already. But the other celebrity in the book, you never know, his publicist might read my book and invite me to meet him backstage at a concert because it's.

Jodi Brandon [00:29:59]:

You do never know. And yes, let's talk about. First of all, I loved how when you were talking about meeting the King and you had. I forget the exact thing, but you had something in parentheses you would have gone to or something like that about going to Buckingham Palace. I love that. But yes, let's talk about Bruce Springsteen, as an aside here. Sorry. Listeners who are either not from New Jersey or don't care about Bruce Springsteen.

Jodi Brandon [00:30:22]:

Because now that my little ears perked right up as I was reading along, and I was like. I was not expecting to reading about Bruce Springsteen in a book about Linkston from someone who lives on the other side of the world.

Louise Brogan [00:30:38]:

Jodie. I managed to get him into most of my talks.

Jodi Brandon [00:30:42]:

Do you.

Louise Brogan [00:30:43]:

Yes.

Jodi Brandon [00:30:44]:

Have you seen him in concert? What?

Louise Brogan [00:30:46]:

Yes.

Jodi Brandon [00:30:47]:

How many times? Let's talk about it.

Louise Brogan [00:30:49]:
About 15 times, I think.

Jodi Brandon [00:30:51]:
Okay.

Louise Brogan [00:30:52]:
Yeah.

Jodi Brandon [00:30:53]:
Yeah.

Louise Brogan [00:30:53]:
And my cousin. We've. We've family in America, and my cousin Maureen and her husband, who sadly is no longer with us. When I was a teenager, they drove me to his house.

Jodi Brandon [00:31:06]:
Oh, yeah. My. Okay. I've seen Bruce 24 times in concert.

Louise Brogan [00:31:12]:
Oh, wow.

Jodi Brandon [00:31:13]:
I love him. A couple summers ago. So if you've been to his house, I'm sure that you're familiar with Asbury park and the Stone Pony where he used to play in, like, the 70s.

Louise Brogan [00:31:24]:
When I was a kid, I was like, 13 or 14.

Jodi Brandon [00:31:26]:
Yeah. Right. Okay. So he's. He's still, to this day in 2025, occasionally just shows up at the Stone Pony, right?

Louise Brogan [00:31:34]:
Yes.

Jodi Brandon [00:31:34]:
So I live in Southern New Jersey, but my husband. I have good friends in northern New Jersey, and we meet a couple times a summer in Asbury park because it's like the beach in between us.

Louise Brogan [00:31:44]:
Yes.

Jodi Brandon [00:31:45]:

And so we were supposed to go to Asbury park one day and go to the. Have our beach day. We go to the beach. We go to this brewery. We like. We go to the Stone Pony, see who's playing, whatever. My girlfriend's husband tore his Achilles, and so we couldn't go. We had to reschedule our day.

Jodi Brandon [00:32:03]:

Guess who showed up at the Stone Pony the day Jody was not in Asbury Park? I tell him all this every time we go to Asbury Park. He says something, and I'm like, jay, you owe me a trip to Asbury park and a Bruce Springsteen concert, buddy. It's not just about a beach day. Now. I like to give him a hard time. Yes. I. That made.

Jodi Brandon [00:32:24]:

I already knew I was going to adore you when I met you, but that endeared me very, very much. So. Yes. All right, now I'm gonna have to go watch all of your talks to see how you bring Bruce Springsteen to them.

Louise Brogan [00:32:35]:

There's a fabulous photograph of me in Birmingham, England, last year, where they have a gigantic screen. It's like a. It's like a giant cinema screen. And there's a photograph of me on the stage and a massive photograph of Bruce behind me. I love it.

Jodi Brandon [00:32:52]:

I love it. I love it.

Louise Brogan [00:32:53]:

During my talk, I literally stopped and I said, excuse me, could you all take a photograph of this? So everybody took a photograph of it, posted online. It was so funny.

Jodi Brandon [00:33:03]:

I love it. Oh, my gosh. Yeah. Yeah. I can't get enough of Bruce Springsteen.

Louise Brogan [00:33:08]:

Okay.

Jodi Brandon [00:33:09]:

I mean. All right, I. We'll talk more about Bruce Springs when we're done recording. All right. What would you say, Louise, like, give us, like, your top piece of advice if there's a business owner listening that's, you know, on the fence. Like, I'm thinking about it. I don't know if I should do it. What's your biggest piece of advice to business owners? Thinking about writing a book? Thinking about it.

Jodi Brandon [00:33:30]:

Yeah.

Louise Brogan [00:33:30]:

Yeah. Well, I. It's actually. It's hard work. Yeah, it is hard work, but so far it's been brilliant. And this. This book is only out.

Jodi Brandon [00:33:41]:

The paper book is only out a week. It's a baby.

Louise Brogan [00:33:43]:

Yeah. Yeah. And, like, I hit kind of amazed. For someone who didn't really have a launch plan, I was number one in the small business market in America on day one.

Jodi Brandon [00:33:53]:

Yeah.

Louise Brogan [00:33:53]:

Which is pretty phenomenal. Yeah. So it's. People are reaching out to me, and they're reaching out to me with a reason to reach out to me. They're not just connecting. And actually, somebody else connected with me and said I had to connect with you when I read about Bruce Springsteen in your book.

Jodi Brandon [00:34:10]:

Listen.

Louise Brogan [00:34:11]:

But I can see huge potential with this. It is a business card. And I remember. So when I started my business in 2013, started going to events in London around 2016, I'd say. And every single speaker on that stage had a book.

Jodi Brandon [00:34:30]:

Yeah.

Louise Brogan [00:34:31]:

And they all. They all managed to mention it in not like, a flashy way. And afterwards, people came up to them and got copies of their book.

Jodi Brandon [00:34:41]:

Yeah.

Louise Brogan [00:34:42]:

And what's been really interesting, Jodi, actually, is people who I know well are like, oh, you have to sign a copy for me. I'm like, that's really weird. That's just weird to me. It's weird.

Jodi Brandon [00:34:54]:

Yeah.

Louise Brogan [00:34:55]:

It's very lovely and very flattering, but I'm like, absolutely. That's just. Sounds so odd to me, but yes. And the other thing about having the book, I mean, it's like, how many words did I write? It's 160 pages, so some could be 35, 40,000 words. I can't remember. And I swear I earned every word.

Jodi Brandon [00:35:15]:

Yeah.

Louise Brogan [00:35:16]:

That Was hard, you know, like, yeah, write a book for 20,000 words, Louise. Not going to be big enough. So anyway, and then people added bits out and I'm like, no, I'm losing my words.

Jodi Brandon [00:35:25]:

Yes. Yeah.

Louise Brogan [00:35:27]:

But it's actually really good for just going and getting content, you know. So my webinar is literally. It's about. You've read the book, now it's time to, you know. And the other thing is I have a analogy about using LinkedIn that I came up with and started to talk about.

Jodi Brandon [00:35:49]:

Yeah.

Louise Brogan [00:35:50]:

About two years ago. And then I saw other people talking about it, but without mentioning me. And I was like, that's my analogy.

Jodi Brandon [00:36:00]:

That's my idea.

Louise Brogan [00:36:01]:

Yeah, yeah, that's my idea. And I thought, I need to get that down on paper. And actually I did. I. I did the Social Media examiner podcast last, oh, maybe 12 months ago, 15 months ago, and I talked about it then. And I also talked about it to somebody who wrote about it in Forbes and credited me. And I thought, no one has to pretend this is their idea. This is my idea.

Louise Brogan [00:36:25]:

But now it's. People know it's my idea.

Jodi Brandon [00:36:27]:

Absolutely. Yeah. Super smart. Super smart. Well, it's. I mean, it sounds like the book is already doing what you want it to do and that hopefully will just keep right on going.

Louise Brogan [00:36:37]:
That's fantastic.

Jodi Brandon [00:36:38]:
Oh, my God.

Louise Brogan [00:36:38]:
Yeah. And it's so exciting.

Jodi Brandon [00:36:40]:
Yeah, it is. It's a fun time. Like when you're like, when the book is like new and out there and people are finding it and, oh, I can't wait to hear how it goes at Social Media Marketing World. I mean, yeah, it'll be so fun to have it there. And.

Louise Brogan [00:36:53]:
Yeah. And. And Tiffany works with me. She's coming as well, so she's going to, like, have ideas too. And, and then, then the other thing is, like, I'm doing multiple book launches. It's hilarious. I did one, One online last week. I'm doing one in Belfast where I live, in person next week.

Louise Brogan [00:37:09]:
And then I'm in London for. I'm going to. I've got an invitation to the House of Lords for International Women's Day. So I go and organize a meet up in the morning.

Jodi Brandon [00:37:20]:
Yeah, fantastic.

Louise Brogan [00:37:23]:
And I'm going to Dublin to do an event with my book. And it's like, I'm a real people person. I love organizing events. Yeah, perfect excuse. Like, yes, I'm going to bring my book. So let's get up together and socialize and talk about the book.

Jodi Brandon [00:37:39]:
Yes. No, I love that. Yes, you should. I Mean, the book club idea within companies is great, but a lot of people right now are doing like a read along with me book club, like virtually or, I mean, maybe in person, depending on how, like, how big your community is where. Meeting along with the author.

Louise Brogan [00:37:56]:
Yes. So we like chapter a week or something.

Jodi Brandon [00:38:00]:
Yeah, something like that. Yeah. If you like. If you Google that, you'll see quite a few people are doing that. And it seems. I mean, it seems like a really fun idea.

Louise Brogan [00:38:09]:
Yeah.

Jodi Brandon [00:38:09]:
I've done a couple as a participant and it's. It's a neat idea.

Louise Brogan [00:38:14]:
Oh, I love the idea.

Jodi Brandon [00:38:15]:
Yeah. Well, especially with a book like yours because you can also, if I can provide some unsolicited advice, like there's different things that you could. Okay, we're reading this chapter this week and now, like, you go and do these things and then let's talk about them and then we'll read the next chapter. So, I mean, structurally, I think there's a lot to play with with you.

Louise Brogan [00:38:35]:
I love that idea.

Jodi Brandon [00:38:36]:
Yeah.

Louise Brogan [00:38:36]:
Somebody did ask me, can they get on Audible? I was like, oh, my Lord, I have to record this book now.

Jodi Brandon [00:38:43]:
Yes.

Louise Brogan [00:38:43]:
Don't listen.

Jodi Brandon [00:38:44]:
Audiobooks have been the last several years and I think will continue to be the fastest growing part of the book publishing industry.

Louise Brogan [00:38:52]:
Yes.

Jodi Brandon [00:38:52]:
Yeah. People love audiobooks.

Louise Brogan [00:38:54]:

I want all the advice, never mind unsolicited advice. Do I record that? My. It should be in my voice, I.

Jodi Brandon [00:38:59]:

Think, shouldn't it, people. Your kind of books. Yes. People want. Yeah, they want it in your voice. Yeah. I mean, you don't have to do a whole, you know, I mean, there's. It's just like every other piece of the, the pie.

Jodi Brandon [00:39:10]:

Right. The project. You can shoestring it, you can spend tens of thousands of dollars, but you can find that sweet spot. Like, you don't have to go at a recording studio and book the whole week for hours and hours and hours. Yeah, it's. I mean, but you should have it in your own voice.

Louise Brogan [00:39:26]:

Yes. I did drop in some Northern Irish sayings into my book and my editor would come back to me and say, this doesn't make sense. And I'd say, oh, that's because that's how we speak in Belfast.

Jodi Brandon [00:39:37]:

Yes. Yeah.

Louise Brogan [00:39:40]:

I'm so glad you had a collaborative.

Jodi Brandon [00:39:42]:

Process with your editor, too. That's so important.

Louise Brogan [00:39:44]:

Yes. Yeah.

Jodi Brandon [00:39:45]:

Finding the right editor and that collaboration back and forth is what I mean, that makes the process so much easier, even when it's hard. Yeah. Yeah. Okay. Well, Louise, I could obviously talk to you all day. I Mean, we have so many things to talk about, but I don't let anybody leave the podcast without a reading recommendation, especially now that I know you like historical fiction, because I do as well. So. So you did mention a book already, but what else? Like, what else have you.

Jodi Brandon [00:40:11]:

Are you in the middle of or have you read recently?

Louise Brogan [00:40:14]:

The book that I read recently that I just. Just. I was like, in it was the Women. I'm trying to remember the name of the author. Kristin somebody.

Jodi Brandon [00:40:25]:
Kristen Hannah.

Louise Brogan [00:40:26]:
Oh, it's about the women in the Vietnam War.

Jodi Brandon [00:40:30]:
I've read that. It's so good.

Louise Brogan [00:40:32]:
It's so good. I. I just love that I read that recently and I read like, I read, you know, I read everything. I read. Lee Child, of course. You know, I'm really enjoying Wolf Hall. So I watched Wolf hall on tv. The BBC did a brilliant adaptation of it.

Louise Brogan [00:40:48]:
Okay. The UK is obsessed with Hillary Mansell. I don't know if. If she's got such a big. She's so big in America. Have you seen Wolf Hall?

Jodi Brandon [00:40:58]:
I have not.

Louise Brogan [00:40:59]:
Oh. Oh, my God. Amazing tv.

Jodi Brandon [00:41:02]:
Okay.

Louise Brogan [00:41:02]:
So it's based around Thomas Cromwell and Henry viii.

Jodi Brandon [00:41:06]:
Oh, okay.

Louise Brogan [00:41:07]:
And it is honestly the T. So they made the first series four years ago, and then they made the second series last year. And it is addictive watching because it's Henry VIII and all the decisions made around and Anne Boleyn. Oh, honestly, it's fabulous.

Jodi Brandon [00:41:28]:
Okay.

Louise Brogan [00:41:29]:

So then I said to my mom, my mom thought was like, Christmas, what do you want for Christmas? I say, oh, books. Just buy me books. Well, what books do you want? I went, you know what? I'm going to read Wolf Hall. Big, chunky book. A huge recommendation. Wolf Hall. Hilary Mandel. And then the Women was the one that really touched me.

Louise Brogan [00:41:50]:

Yeah.

Jodi Brandon [00:41:51]:

Okay. I am a Henry VIII junkie, so I'm going to check that out.

Louise Brogan [00:41:55]:

I need to go and watch that.

Jodi Brandon [00:41:57]:

I do. I watch it, read it all. Yeah. I am fascinated by his life.

Louise Brogan [00:42:03]:

And it's so well done. It's like, yeah, going. There's these scenes where they're being taken to the tar. So whoever's going to be getting chopped is being taken to the tar. And it goes down this wee, narrow river. And I don't know if you've ever been to London, but I'm like looking at all these places, thinking, these are places I can go to.

Jodi Brandon [00:42:21]:

Yeah. Yeah. I went to London for the first time last year for the London Book Fair. And I came. I came home from that trip and I said to my husband, the first Thing I said at the airport when he picked me up was I was meant to be in London.

Louise Brogan [00:42:34]:

Yes.

Jodi Brandon [00:42:35]:

So you better get on board, buddy, because this is where we're living out our lives when we retire. Or sooner. Because this. Every day I woke up and I was just like, this is where I am meant to be. Yeah.

Louise Brogan [00:42:48]:

I visited the Tower of Bellevue. Yeah.

Jodi Brandon [00:42:49]:

London. Yeah. I mean, yeah. Incredible. So. Oh, I can't wait to. I can't wait to read it and be able to picture all the places like you're talking about.

Louise Brogan [00:42:57]:
Yes.

Jodi Brandon [00:42:57]:
Oh, that's fantastic.

Louise Brogan [00:42:59]:
They do historical walking tours along that are based on the books. Oh.

Jodi Brandon [00:43:03]:
Oh, okay.

Louise Brogan [00:43:05]:
So exciting.

Jodi Brandon [00:43:06]:
I'm coming back to London.

Louise Brogan [00:43:07]:
Yes.

Jodi Brandon [00:43:08]:
That's fantastic. Okay. All right. All right, Louise, obviously LinkedIn is where people should be connecting with you, right? If they. That's the best place.

Louise Brogan [00:43:16]:
Yes.

Jodi Brandon [00:43:17]:
Okay.

Louise Brogan [00:43:17]:
Yeah. Just look up Louise Brogan on LinkedIn. Yeah. I work with authors as well. Anyone who's like, oh, I should maybe be on LinkedIn.

Jodi Brandon [00:43:24]:
Okay. Yeah.

Louise Brogan [00:43:25]:
And I am here for you.

Jodi Brandon [00:43:26]:
Yeah. Listen, I don't always get to read the book before I have someone on for a book journey episode, but I did read yours. And as a business owner. As a business owner with a book. Yes. I

can highly recommend. There's lots of tools and good things in this book. And listen, I mean, how can you not want to love and learn from somebody that loves Bruce Springsteen?

Louise Brogan [00:43:48]:
Exactly.

Jodi Brandon [00:43:51]:
We are going to link your book. We're going to link your LinkedIn channel and everything in the show notes below. This has been a delight. Louise, thank you so much for coming.

Louise Brogan [00:43:59]:
Oh, of course. It's been wonderful. Thank you so much.

Jodi Brandon [00:44:02]:
Thanks for listening to this episode of the Right Publish Market podcast. I know just how busy business owners and CEO schedules are, and I'm grateful you've taken some time out of yours to spend with me today. If you enjoyed this episode, take a quick screenshot and share it on social to let others know you're listening. Use the hashtag. Right Publish Market to spread the love.