# LINKEDIN® LIVE GUEST MASTERY

## Build Your Brand & Attract More Clients

Gillian Whitney

# LinkedIn Live Guest Mastery

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# Introduction

## My Hollywood Dream

Picture this: a bright-eyed 10-year-old girl in Los Angeles, California. That was me, on my first trip to Hollywood. I had stars in my eyes and big dreams of being "discovered" – that magical moment when someone spots you in the crowd and promises to make you a star.

One day, as I was walking down Hollywood Boulevard (back then, kids went out alone and unsupervised), I stumbled upon the infamous Schwab's Drugstore. Now, this was no ordinary pharmacy. Legend has it this was the place where the actress Lana Turner was first discovered while sipping a Coke at the soda fountain.

Well, that was all the invitation I needed. I marched right in, plopped myself down at the counter, and ordered a Coke. I sat there, waiting patiently for some Hollywood producer to come along and make me a star.

Spoiler alert: it never happened. I sat there for hours, sipping that now-watery soda, trying my best to look extra "discoverable," but no one gave me a second look. Eventu-

ally, I had to admit defeat and schlepp back to my sister's apartment, my Hollywood dreams shattered.

## The Power of Showing Up

That experience taught me a valuable lesson that stayed with me all my life – it's frustrating when you don't get picked or feel invisible. Luckily, we no longer live in an age where we have to wait around for someone else to "discover" us. Instead, we can discover ourselves! Which means we're in charge of creating our own opportunities.

And that's exactly what I did when I began putting myself out there on LinkedIn. Even though I was an introvert, I had lots of ideas I wanted to share. I saw video was the ticket to standing out on LinkedIn. But let's be honest - video is scary! It took a lot of deep breaths and pep talks in the mirror before I could work up the courage to hit "record" and post my first video.

The more I showed up and kept posting videos on LinkedIn, the more I made meaningful connections. People started engaging with me on LinkedIn, both in the comments and direct messages, letting me know they found my videos helpful.

As I continued creating videos for LinkedIn, I discovered an even more powerful way to increase visibility - LinkedIn Live. So, despite having a small follower count, I decided to give live streaming a try. I found it was not only

easier and more natural to do live video, but it also helped me grow my audience.

Through my weekly LinkedIn Live show, I was able to have genuine conversations with viewers, answer their questions on the spot, and create a sense of community that went way beyond what I could achieve with pre-recorded videos. And the best part? The more I showed up consistently and provided value, new and exciting opportunities came my way - from new clients to podcast appearances to speaking gigs. Embracing live video was a real game-changer for me.

Remember that little girl sitting in Schwab's drugstore, waiting to be discovered? Well, she's all grown up now, and knows there's something better than waiting around for someone else to discover you. She found that when you put yourself out there you create your own opportunities and have a real impact on people's lives.

And that's what LinkedIn Live is all about. It's not about being perfect or polished. It's about moving out of your comfort zone and having the courage needed to step into the spotlight. When you show up consistently, with a focus on serving your audience, amazing things can happen - no Hollywood producer required.

## LinkedIn Live Easy Peasy

Now, I know what you're thinking - "Gillian, this all sounds amazing, but I'm not ready to host my own LinkedIn Live

show! That seems like a lot of work and pressure." And believe me, I get it. Hosting your own LinkedIn Live show on a regular basis is a huge commitment.

But here's the good news - you don't have to host your own show to experience the magic of LinkedIn Live. In fact, one of the easiest ways to get started with live video is by being a guest on other people's shows.

Think about it - when you're a guest, you get to tap into all the benefits of live video without having to worry about the technical setup, event promotion, or the pressure of running the show. All that's required is to show up, share your expertise, and let the host do all the rest.

The best part? Being a guest on other people's LinkedIn Live shows allows you to expand your reach, build authority, and attract opportunities - all while building a relationship with the host and their audience. Talk about a win-win for everyone.

I encourage people to begin their LinkedIn Live journey by being a guest. Tapping into the power of LinkedIn Live is one of the best ways to increase your visibility.

So, if you're not ready to start your own LinkedIn Live show, don't worry. Guesting is the easy peasy way to get started and experience the magic of live video for yourself. And who knows - you might just have so much fun doing LinkedIn Lives, that you decide to take the leap and host your own show one day!

## Broader Applicability of This Book

While the strategies and insights shared in this book are specifically tailored to being a guest on LinkedIn Live shows, I want to emphasize that most of the techniques can be applied to live guesting on other platforms (such as YouTube, Facebook, or Twitter) and even being a guest on video or audio podcasts. The core elements of how to be a stellar guest are universal across mediums and platforms.

So, whether you're specifically interested in LinkedIn Live or looking to expand your guest appearances across different formats, this book will give you the tools and mindset you need to make the most of every opportunity and show up as your best self.

## What You'll Learn in This Book

That's the heart of what I want to share with you in this book. Whether you're an entrepreneur, a thought leader, or just someone with a message to share, showing up as a guest on other people's LinkedIn Lives can be an incredibly powerful way to grow your reach, your impact, and your business.

But here's the thing - being a great guest takes more work than just showing up and talking about yourself. It takes intention, strategy, and a willingness to serve and provide value to others. It takes courage to show up unscripted and raw. And it takes consistency and follow-through to leverage your guest appearances for maximum impact.

That's where this book comes in. Think of it as your behind-the-scenes guide to becoming the best LinkedIn Live guest you can be. I'll be sharing my best tips, strategies, and hard-won lessons from years of experience on both sides of the mic - as a host of my own LinkedIn Live show and a guest on countless others.

This book covers everything from how to choose the right shows, how to prepare for your interviews, how to show up with confidence and energy, and how to leverage your appearances into powerful content, collaborations, and more. Along the way, I'll share my own stories and behind-the-scenes moments (both the good and the cringeworthy) to keep things real and relatable.

Showing up as a guest isn't about being perfect, polished, or "camera-ready." It's about being authentic, vulnerable, and of service. It's about connecting with others and making a real difference in people's lives. And it's about discovering the potential that lies within you.

So, whether you're a LinkedIn Live pro or a total newbie, I invite you to dive into this book with an open mind. When you show up as a guest with intention, generosity, and a commitment to serving others, there's really no limit to the impact and success you can have.

Here's to your next (and best) guest appearance yet!

Chapter 1

# Why Go Live?

## The Magic of Live Video

Before we dive into the details of being a stellar guest on LinkedIn Lives, let's take a step back and talk about the elephant in the room: why go live in the first place?

I mean, truth be told - "going live" can be pretty scary. The first time I went live, my heart was racing, my palms were sweaty, and I wasn't even sure I'd be able to form coherent sentences.

I was so worried about what the people watching me would think. But the funny thing was, nobody came. Yep. I didn't even get a single like or comment.

But you know what? Despite going live to an empty room, I showed up the next week anyway. And the week after that. Slowly, I began growing an audience. I soon found that the people who were watching were interested in what I had to say and wanted to learn more.

The beauty of live video is that it's so real. You can't outsource your LinkedIn Live appearances to someone else. Instead, you have to show up, think on your feet, and communicate effectively. This real-time experience allows your audience to get to know, like, and trust you, which in turn, helps establish your authority.

## Find Your Audience & Build Connections

Going live isn't just about putting yourself out there for the sake of being seen. Instead, going live is about sharing your unique perspectives and connecting with the audience.

Live video adds a whole new dimension to your content. Unlike pre-recorded videos, which are more of a one-way broadcast, live videos enable real-time discussions. You can include the audience by addressing their questions and comments live. This interaction is what makes live video a truly engaging experience.

LinkedIn Lives give you a platform to build trust, credibility, and rapport with your audience in a way that just isn't possible through pre-recorded video. Some of my most memorable live moments have come from interactions with the audience. There's magic in that type of spontaneous dialogue.

When you go live, you're showing up as your authentic self. You're letting people see the real you - the person behind the polished headshots and carefully crafted social media posts. And that vulnerability, that willingness to be raw and

real, is what creates true connection and loyalty with your audience.

## Power & Reach of Live Video

Live video is easier than making pre-recorded video. You simply show up, share your message, and wrap up - no fancy editing required! Instead of a gazillion takes to record that perfect video, when you go live, there is only one imperfect take.

And because live video is still relatively novel, especially on LinkedIn, it tends to get a lot of organic reach and engagement. Going live gives you a unique opportunity to capitalize on the novelty factor. People are naturally drawn to live content out of curiosity about what's unfolding in real-time.

## Focus on Service Instead of Fear

If you're still on the fence about going live, I want to encourage you to feel the fear and do it anyway. Trust that you have a message to share that other people need to hear.

I remember how nervous I was when I first started going live. But I took the leap because I believed in the value of my message. And while those early broadcasts were far from perfect, showing up consistently helped me find my groove and my audience.

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## Summing It All Up

Going live on LinkedIn is a powerful way to share your authentic self and unique message with the world. Keeping it real, helps build trust and loyalty with your followers and connections. During a live, you can engage with your audience in real-time by answering their questions or responding to their comments.

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## Homework

- Attend a LinkedIn Live and analyze what made it successful. Consider factors such as the host's energy, the guest's expertise, the topic's relevance, and the overall flow of the conversation.
- Brainstorm topics and stories you can share to connect with your audience authentically.
- Identify your unique message and value proposition that you want to share with your audience through live video.