

# Park Road Studios Magazine

## The Year Of The Speaker

This golden voice out of Baltimore is leading a movement to turn conversations into cash

Click here for a sample of what Quinn Conyers has to offer

Photography by Lenzy Ruffin

# The Power of LinkedIn

LinkedIn is no longer the place where you just copy and paste your resume.

It hasn't been that way for years now.

LinkedIn is where you go to make money, if you're in the B2B space.

Here are some more stats on LinkedIn that you should know as a business owner:

- LinkedIn has over 660 million users
- 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions
- LinkedIn is the most-used social media platform among Fortune 500 companies

That means there are huge revenue opportunities on LinkedIn for business owners who use the platform to make themselves visible, like Quinn is doing here:

**80% of B2B leads come from LinkedIn, versus 14% on Twitter and 7% on Facebook.**



## Quinn Is Not Alone

Jazmine Moore took her cooking show to LinkedIn and now she's getting international speaking opportunities.

Chef Jazz is going to be one of the leading voices in the multi-billion dollar cannabis / CBD industry and she's using LinkedIn to help her get there.

## Green Panther Chef

No one is more qualified to speak on the healing powers of cannabis than Chef Jazz.

[Jazmine literally saved her own life](#) by teaching herself how to cook with cannabis after being diagnosed with Crohn's disease and going

down to 84 pounds on traditional medication.

Now, Chef Jazz is happy and healthy and more than ten years removed from taking any traditional medication for Crohn's disease.

Through her company, Green Panther Chef, Chef Jazz is on a mission to help others heal themselves through a holistic, food-as-medicine approach and she uses LinkedIn as part of her teaching platform.

And, thanks to posting on LinkedIn, Chef Jazz will be taking a trip across the pond to present at an international cannabis expo in London this year.

To see more from Chef Jazz, visit [GreenPantherChef.com](http://GreenPantherChef.com)



## Crystal Richards is headed to the U.K. this year, too!

Crystal owns a project management business called [Mosaic Resource Group](#).

Crystal has been using videos on LinkedIn for a couple of years now [as her teaching platform](#) and it's paid off with more paid speaking engagements.

And she's been steadily growing her business as a result.

Video marketing lets Crystal reach more of her ideal clients in less time, including international clients like the ones she'll be speaking in front of in Manchester, England this summer.

No more wasting time at networking events. Crystal now reaches who she's trying to reach from the comfort of her home.

**Content marketing on LinkedIn just works.**

And the most effective content of all is video.



Do an internet search for "video marketing statistics" and then ask yourself if you think it's time you incorporated video marketing into your business.

When you're ready to showcase your business for the Fortune 500 and those 60 million senior level influencers, Park Road Studios is here to help.

Be sure to ask about [the economics of your own talk show](#) on LinkedIn.

A talk show on LinkedIn is a fortune-building tool available to anyone willing to put in the work.



# Quinn Conyers

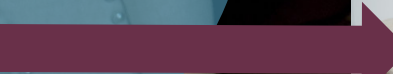
## Turning Conversations Into Cash

Quinn doesn't have a home office.

A home office is way too boring and way too small to describe what Quinn is up to in her basement.

This is Quinn at work in her Revenue Room, designed by interior decorator Chenire Carter.

If a revenue room sounds like something your home could use, check out Quinn's interview with Chenire:



# Quinn Conyers

Baltimore's siren of paid speech

# Quinn is certainly not the only public speaking coach on LinkedIn.

## Quinn Conyers is on a mission to help entrepreneurs learn how to profit from speaking.

And Quinn doesn't mean only public speaking.

Quinn's philosophy is every speaking opportunity is a revenue opportunity.

Whether that's speaking one-on-one or speaking at a pitch competition or speaking on a stage in front of a packed audience doesn't matter to Quinn.

As a business owner, every time you open your mouth is an opportunity to speak some money into your pocket, as far as Quinn is concerned.



## How To Turn Your Presentation Into A Payday!



Quinn has built a business on teaching you how to get paid every time you speak.

In this article are just a few examples of how Quinn uses video marketing on LinkedIn to expand her customer base by consistently delivering content that keeps her in front of her target audience as a subject matter expert.

Clicking on each image you see here will take you to a different video where Quinn shares her expertise.

Sharing these pearls of wisdom on LinkedIn is a key element of Quinn's marketing strategy for her business.

Closed mouths don't get fed and Quinn uses LinkedIn to make sure that



But she's the only one you're ever going to remember.

That's what video has done for Quinn and it can do the same for you.

Contact [Park Road Studios](#) when you're ready to develop your video marketing strategy to make you the subject matter expert that your target audience knows by name.

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## How To Turn Conversations Into Cash!



the world knows she knows how to speak and that she is worth every penny she charges.

Quinn Conyers is a case study on how to implement a content marketing strategy on LinkedIn that uses video to position a brand as the premium option.

# How To Build A Wealth-Building Business

You have to build a team.

Too many people make the mistake of trying to do everything themselves, which is just not a strategy for success.

You don't know what you don't know and the years it takes you to figure things out are years of your life that you've wasted when you could have hired someone to tell you what you needed to know in a week or a day or even an hour.

Building wealth takes time.

The time you lose by learning everything through first-hand experience will cost you a fortune.

## Success Requires Investment



Knowledge gained through the experiences of others is just as valuable and far less expensive when it comes to your time.

In one five-minute conversation, someone else's decade of experience can save you from taking the wrong path that would cost you a year or more of your life.

Erica Roberts is one of those people you need on your team to help you save time and accelerate your life when it comes to accomplishing your professional goals.

Erica not only helps you [make your next step in your career journey](#), she'll also help you get your kid into college.

Check out her HBCU Pathways program and sign your scholar up for the Southeast tour since the only school you really want them to go to anyway is FAMU, right?



Another person you need on your team is a good accountant.

You won't find one better than Stephanie Fautleroy, owner of [Baker's Tax Service](#).

Steph and Erica are just two examples of the kind of people you need on your wealth-building business team.

To see more examples, visit my blog to see [my complete article](#) on who to include on your wealth-building team.



2019 Tax Planning

BAKER'S  
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# Productivity Tips

## How to Make Money With LinkedIn



“Find Nearby”

How to find money near you, using the LinkedIn app!

1980 is calling (on a rotary phone) and it wants its networking methods back.

It's 2020.

If passing out business cards is the only way you exchange information at networking events, you may want to consider adding the tools you see here to your marketing toolbox.

There's some magic in the LinkedIn app that will change the way you do in-person networking.

And if you're not using QR codes in your business, why not?

QR codes are an incredibly efficient way to deliver information and conduct business.

Scan the code you see here for an example.

There are so many things you can do with QR codes to grow your business, I'll be writing a complete article on the topic.

Be sure to subscribe so you don't miss it.





## Lenzy Ruffin Owner, Park Road Studios

I help you turn your expertise into short videos that your ideal client will watch and then contact you for more information.

“Ideal client” means:

- People who have the means to buy what you sell.
- People who have the desire to buy what you sell.
- People who have the desire to buy from YOU!

Video is the most effective way for you to consistently attract your ideal client and I help you develop a video marketing strategy for your business to do just that.

[Connect with me on LinkedIn.](#)

[Check out my blog.](#) You *will* see something there that will help you make money or save time or both. [Subscribe](#) so you never miss any of the money-making, time-saving tips that I share.

And if you're in the government contracting space, be sure to check out [my series on the importance of video marketing](#) to support your proposal efforts. It's just a matter of time before not having a video strategy makes you noncompetitive against the bidders who do.

MARKETING TO THE GOVERNMENT



# WHICH OF THESE THREE BIDDERS ARE YOU?

A series on video marketing by Lenzy Ruffin