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Article:

How To Transform A Business Contact Into A Corporate Network Income Stream

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Given the buoyancy of the gold market, if you have old gold nuggets lying in your business desk that you never use or look at, you'd be foolish not to sell them to ease your cash flow. Yet most business contacts have lots of business contact cards lying in their desk gathering dust. Every new business contact is a gold nugget waiting to be put to work for you in a small business networking, corporate network or business social networking group.

The art of transforming a business contact into a corporate network income stream lies in understanding the contemporary dynamics of small business networking, a corporate network, and business social networking. It

is wise to push aside any preconceived negative ideas and notions you might harbour about old style contact networks. As we head into the third decade of the new millennium, business as we know it has changed.

In the UK we appear to be seeing green shoots of fresh business growth and a little confidence in the business market recovery.

A new breed of savvy business entrepreneurs are capitalising on a previous market slump and new business formations are on the rise again. The internet has revolutionised the way we conduct business and many of these new business owners are turning to small business networking and business social networking as a sales and marketing outlet for their products and services.

Ask any professional business contact manager and he or she will tell you that network contact provides a fantastic low-cost fast route to increased sales. Every new business contact should conduct initial research and due diligence to identify that the contact network they plan to join has the right mixture of regional, national and international business contacts. If it has, then every business contact is a potential sales person for you and your business. All you have to do is learn how to transform these business contacts into an income generation stream.

FBI Consultancy is the latest contact network to offer every new business contact the opportunity to earn additional revenue from their corporate network.

It is wise to consider the following information.

The internet is worth £121 billion a year to the UK economy, a recent Google commissioned report has said.

It represents 10% of the country's gross domestic product - more than the construction, transport and utilities sectors, researchers at US consultants Boston Consulting Group (BCG) found.

Around 60% of the £121 billion figure was found to come from internet consumption – the amount that users spend on online shopping and on the cost of their connections and devices to access the web.

The remainder arose from investment in the UK's internet infrastructure, government IT spending, and net exports.

Britain was also found to be a net exporter of e-commerce goods and services, exporting £2.80 for every £1 imported. In contrast the offline economy exports 90p for every £1 imported, BCG said.

The report – which was commissioned by Google – found that 600,000 people are employed by ecommerce companies in the UK.

Target Audience Statistics Relevant To Contact Networks

Research by consultancy Turnerlittle suggests that 60% of all UK internet users use business social networking and social contact networks regularly in 2018.

The highest ranked example of this is Facebook which claims to have 2.13 billion active users with more than 1.15 billion logging on daily. What is more, the fastest growing demographic group on Facebook is those 35 years old and older, confirming that all age groups are using the internet. (*source: Zephoria*)

In February of 2018, over 75% of Facebook traffic came from the 16-22-year-old segment, compared to around 35% in June 2007. With the bulk of this traffic shifting towards the 23-37-year-old group, this movement could be a result of the site's original base of University and college students.

Many of these graduates have entered the business world. Lots have founded their own businesses and many of them are aware of the small business networking, corporate network and business social networking marketing reach. They are also amazed at why old school business owners continue to utilise expensive, time consuming and outdated marketing strategies like hard direct mail flyers.

It makes sense. Historically when planning a direct marketing campaign business contacts would have to employ a graphic designer, then pay a printer to print their flyers, then buy envelopes and stamps. Then hire and pay for staff to mail out and monitor the campaign. All in all, a very time consuming, labour intensive and very expensive strategy.

Savvy business contacts now join an existing contact network and place every business contact into a simple email network contact data base, every time a new business contact joins they add their info into the data base. When sufficient numbers exist in the contact network the business owner produces and electronically mails out sales and marketing flyers via the Internet.

The benefits speak for themselves. First, it's usually free to email out. Second, it's fast. And third, there are usually no additional costs. Imagine the benefits to your business.

If you are unsure of how to achieve maximum results from your contact network, then I suggest you contact FBI Consultancy.

In a reversal of Facebook's changing demographics, LinkedIn's audience has shifted younger, with the 18-24, and 25-35-year-old segments both growing by nearly 15%. This was also during a period of massive overall site growth – driven at least partially by an influx of younger visitors.

Is there a need for both Facebook and LinkedIn?

Of course there is. There is also a need for the dozens of other major small business networking, corporate network and business social networking groups. The industrial revolution has past and we are now in at the beginning of the digital online revolution. Network contact is demand driven. One only has to look at the Xing contact network in Germany which has over 13 million business contacts all looking to transform their business contacts into an income generation stream.

New contact networks like FBI Consultancy offer every new business contact an opportunity to increase their sales, turnover and profit. As a business contact manager, I don't know of any business contact who doesn't want to address these fundamental business issues.

The most profound difference between LinkedIn and Facebook lies in their focus on professional and personal networking respectively. Many people are either separating these two functions, or simply maintaining an identity on both contact network sites.

Between the two, small business networking and business social networking sites, Facebook dominates with an average of 80% of the group using Facebook exclusively.

What may appear most surprising is that 25-44 years of age is the sweet spot for LinkedIn the corporate network site for business contacts looking for business social networking. The small business networking site attracts more than 20% of both groups. Approximately 12% of LinkedIn and Facebook business contacts overlap into both contact networks.

When I attended school, in particular a mathematics class my teacher would have whipped me with a cane if I'd have indicated that $1+1=900\%$: However in the world of contact networks, the dramatic growth of the users visiting both Facebook and LinkedIn contact network sites is partially due to site growth, the 900% growth in the percentage of users visiting both sites seems to indicate that these sites are more complimentary than competitive. *(Source: compete.com)*

Given everything I mentioned above, there is one fundamental secret known to every business contact manager to transforming a business contact into a long-term source of income generation.

It's a secret that many business contacts fail to understand, and it is this: The 80%-20% rule. i.e. Every new business contact joining any contact network, small business networking, corporate network or business social networking group has to give 80% and only expect to recoup 20% from their business contacts and contact networks.

Once a business contact nails this concept, then he or she can reap financial rewards from every network contact in their data base.

To really maximise your potential to generate revenue from a business networking, corporate network or business social networking group you need to join FBI Consultancy.

Oh, and as a final shot across your bow, it's a very, very proactive contact network specifically designed to generate business revenue from your business contacts.

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