

# 25 Simple **Linkedin Profile** Strategies To Win New Customers & Sales

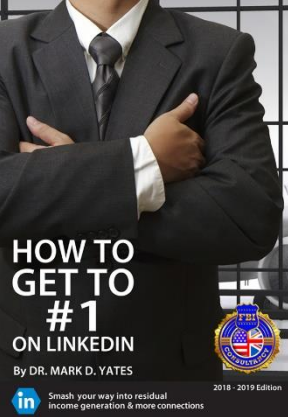
By Dr. Mark D. Yates CEO FBI Consultancy



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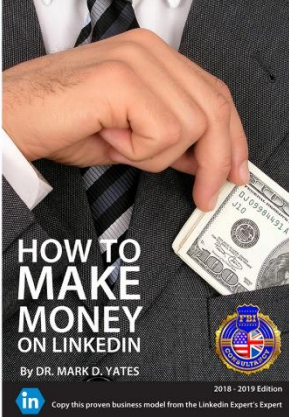
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## Establishing My LinkedIn Credibility To You

Hi. I am Dr. Mark D. Yates CEO of FBI Consultancy, a global consultancy specialising in helping multi-business sector clients accelerate their profitable business growth from leveraging & monetising LinkedIn.

I believe it is crucial to establish my LinkedIn business growth credibility to you, because I want you to feel confident that the following information & advice comes from a professional LinkedIn business growth consultant.

- ✓ I have personally received a 6-figure income from fee paying business clients for my independent LinkedIn consultancy services for the last 5 years.
- ✓ Our business has serviced fee paying International clients from over 110 different business sectors.
- ✓ I've employed over 25 full time LinkedIn staff.
- ✓ Employed and trained the first 10 independent LinkedIn apprentices in Europe.
- ✓ Incorporated LinkedIn business consultancy projects into British & French Universities.
- ✓ I am the author of 3 LinkedIn related E-books sold via Amazon - Kindle.
- ✓ Developed the world's first globally academically recognised 1-year LinkedIn SWAT business growth training programme.
- ✓ Delivered LinkedIn consultancy & LinkedIn mentoring in 45 different Countries.
- ✓ Presented LinkedIn training & delivered LinkedIn business speaking on 3 Continents.
- ✓ Won the Corporate Vision awards for 2 years for the best UK LinkedIn Consultant.

For the last twenty plus years I have been providing my professional services as a CEO, managing director, interim director, business trouble shooter and business growth consultant for business owner clients in 44 different countries.

For the last ten years my primary emphasis has been on providing a niche LinkedIn consultancy service to help business owners leverage LinkedIn for profitable business growth.



As the CEO of FBI consultancy, I have been fortunate enough to have helped thousands of business owners, entrepreneurs, C-Level executives and Investors understand the best ways to leverage and commercialise LinkedIn.

As a business owner looking to sell more of your business products & services via LinkedIn, you need to understand that you are not the only business owner struggling to leverage LinkedIn as the world's largest and most professional business to business platform in the world.

In my own personal experience, I recognise that even most long-term businesses that have their own marketing director, manager and/or marketing team struggle to monetise LinkedIn. And that's usually because they don't know what they don't know about 'business' social media.

### **How do I know that?**

Because most business owners I visit tell me precisely that.

And I've visited lots of business owners to discuss LinkedIn consultancy for growing their businesses.

During my consultation and training service provisions, I have identified that most of the business owners I visit pretty much ask me the same 10 LinkedIn Business Growth Questions.

I firmly believe that the very best, and most expeditious way to prepare you for selling more of your products & services via LinkedIn is to go through the **'Top 10 LinkedIn Business Growth Questions Company Owners Ask Me,'** and provide you with the answers.

I hope you find them informative and that they lead you into higher income.



## **Let's Get To It**

If like most business owners, you are looking to win new customers and new sales, in order to achieve long term sustainable profitable business growth, then you need to start leveraging LinkedIn,

### **Why?**

Because it is the world's largest and most professional business social media platform.

With over 530 million business interested members in over 200 countries, everything and everyone you need to know exists on LinkedIn. Most business people are uncertain about what you need to do to gain the most bang for your buck from your LinkedIn profile and presence.

My following 25 tips should address everything you need to know to develop a 'Killer Business Winning LinkedIn Profile'.

Think of your LinkedIn profile and your LinkedIn business page as your professional Curriculum Vitae (CV). If you were really interested in gaining a new highly paid position with a Blue-Chip business corporation, you wouldn't send out a half hearted and incomplete CV would you?

### **Why Not?**

Because you would be wasting your time, and the time of the business you've sent it to.

Quite simply although it might sound somewhat cliché, 'first Impressions really do count'. Especially if you are looking to win new customers and new sales via LinkedIn.

Let's stick with the analogy of your CV. It has a series of scripts and sections which include title header, multiple sub headers, bullet sections, paragraphs and sentences etc, etc.

The aim of your CV is to create a fantastic positive first impression of you. You need it to generate enough confidence in the person who has never met you before to consider you credible enough to short list for an Interview.

If you don't fully complete your CV you will create a negative first impression which will automatically position you as being unprofessional. As such it's unlikely you will ever get beyond first base.

If you are serious about looking to win new customers and new sales via LinkedIn, then consider your Individual LinkedIn profile and your LinkedIn business pages as your 'positive first impression' showcase window of opportunity.

You have to create an absolutely confidence inspiring presence on LinkedIn for you and your business, and it all starts with developing your 'killer business winning profile'.

Your individual LinkedIn profile, like your CV has a series of over 20 different scripts. You need to fully populate each of these individual scripts with content that is attractive to two mediums, i.e....

01: Human business decision making readers.

02: Electronic search engine spiders.

Which will crawl through every word of your scripts to index your content in what's known as search engine optimisation. The amount of new content which has to include some very specific search engine key words and key phrases determines how far search engines like Google push you up the search engine rankings.

Although LinkedIn's search algorithms are slightly different to Google's, the principles remain the same.

You don't have to understand the technicalities behind Boolean searches right now. You just have to understand that your LinkedIn profile and your business pages have to have fresh original 'business winning' content in every script section on your LinkedIn profile.

Your content has to be more attractive to the 2 mediums listed above than your business competitors if you want to secure an advantage over them.

For business people who have never generated any serious revenue from LinkedIn it's wise to learn and understand the titles and purpose of each LinkedIn profile script and then complete it accordingly.

I'll present you with the 25 script titles and what they are in the following bite size chunks of relevant information. These run in consecutive order beginning at the very top of a persons Individual LinkedIn profile running through until the end of the profile.

**A LITTLE TIP:** I find it advisable to write and save all of your scripts in a Microsoft Word Document. I then add the information when it is complete into my LinkedIn profile. I always advise my LinkedIn business owner clients to regularly update and back up this document.

**ADVISORY WAIVER NOTE:** LinkedIn is a fast-growing organic platform that must implement frequent changes, alterations and updates to its platform to remain a market leader. Some of my following 25 points may have changed or may change in the future as LinkedIn continues its growth. As such I cannot be responsible for failing to list any changes or alterations etc.

## 25 Simple [LinkedIn Profile](#) Strategies To Win New Customers & Sales

### 1. **LinkedIn Brand Cover Image**

Q. What is it?

A. A brand image that sits at the top of your LinkedIn profile. It is the very first thing that is viewed.

**TIP:** Use the brand cover image as a way to publicise your business and services/products or to set an overall professional theme to your profile.

**TOUGH TALK:** First impressions count for everything in the business world, you have to make yourself, your company and your products/services stand out against your business' competition.

## 2. LinkedIn Profile Image

Q. What is it?

A. A photograph of yourself which presents at the top left side of your LinkedIn profile and on any content you publish.

**TIP:** Remember that LinkedIn is a professional site so your profile photograph should be professional too. No silly faces, holiday snaps, cartoons, and never leave a blank image where your photograph should go.

**TOUGH TALK:** A picture is worth a thousand words, so don't waste this opportunity to gain up to 14% more LinkedIn member engagement by adding your photograph.

## 3. Your LinkedIn Profile Header Title

Q. What is it?

A. 120 character slice of information about your current employment title and/or skills

**TIP:** This script section is a piece of prime real estate that should be utilised to the max. Completing your title filled with relevant skills, and job/career titles showcases your full potential to clients and employers alike.

**TOUGH TALK:** This small script in your LinkedIn profile should not be ignored as it allows every client or investor to view your key skills and experience without having to view your entire profile. Don't waste this prime real estate.

## 4. LinkedIn Posts

Q. What are they?

A. Where you and your connections can view up to three of your Pulse Posts on your profile.

**TIP:** Everyone has a voice and with over 1 million professionals using LinkedIn Pulse, it would be a great start to showcase your experience and business expertise.

**TOUGH TALK:** If you don't utilise every aspect of content publishing on LinkedIn you will miss out large sections of your target audience, and possible clients, investors and profitable business growth.

## 5. Your LinkedIn Summary

Q. What is it?

A. The first section of information about who you are, your business your skills and what you are looking for.

**TIP:** First impressions count. If your aim is to increase connections, then your profile needs to include a compelling summary about you, your experience and education.

**TOUGH TALK:** The summary script section is limited to 2,000 characters, therefore its best to keep it short and to the point.

Ensure you list any key words and key phrases relevant to your skills and expertise in all your LinkedIn scripts to leverage maximum search engine optimisation.

## 6. Experience

Q. What is it?

A. Much like your Curriculum Vitae or resume this is where you list, and provide details, about your current and past employment.

**TIP:** This is the first and one of the only chances where you can detail just what you do and what you have learnt in your employment. Don't miss out on the chance to show your connections just what you can do.

**TOUGH TALK:** Focus on key aspects of your experience, including key words. If you lose focus and ramble, you will run out of characters and readers will lose interest.

## 7. LinkedIn Featured Skills and Endorsements

Q. What are they?

A. Quite simply a list of your specific skills from your professional experience, that connections can endorse.

**TIP:** Every member can have up to 50 chosen skills, so you should claim them all, but ensure that the skills you chose are a perfect match to your experience.

**TOUGH TALK:** If you endorse some of your fellow connections then there is a chance they will endorse some of your skills in return. LinkedIn views this as positive activity on your profile.

## 8. LinkedIn Education Script

Q. What is it?

A. A script in your LinkedIn profile where you can list any and all information about your educational, background and training courses you have completed.

**TIP:** Never assume that the little in-house training course you completed should not appear here. Any form of training or education should be listed on your profile.

**TOUGH TALK:** It is always tempting, with education, to include the bare minimum, but you should not do this. Relate your education to your current and past experience, and mention what drove you to complete your educational courses.

## 9. LinkedIn Projects

Q. What are they?

A. A section of your LinkedIn profile scripts where you can showcase any projects or case studies you have been involved in during your career.

**TIP:** No matter what the size the project was, or how many people worked on it with you, it deserves to be listed on your LinkedIn profile.

**TOUGH TALK:** You should keep your profile up to date with current projects in order to remain relevant within LinkedIn searches

## 10. LinkedIn Profile Languages

Q. What is it?

A. A script section where you can outline what languages, if any, you speak or write, and the level of your proficiency.

**TIP:** It is better to list something, rather than leaving the script blank. Even if you only mention your native language

**TOUGH TALK:** Be truthful! You might think it is best to say you know a wide variety of languages, but on LinkedIn, honesty is key to establishing your professional credibility.

## 11. LinkedIn Profile Interests

Q. What are they?

A. A list of your personal interests that potential connections can see and discover.

**TIP:** Just because LinkedIn is a professional business platform it does not mean that cannot be social and personalised. Your interests do that, for you.

**TOUGH TALK:** There is no point simply stating that your career is your only interest. You have a personal life outside of your employment list your interests because people want to get to know you.

## 12. LinkedIn Personal And Contact Details

Q. What is this?

A. A short profile script section where you can inform your connections of your birthday and your marital status and your contact info.

**TIP:** It is not a mandatory requirement to put this information on your LinkedIn profile but it does add a personal social touch.

**TOUGH TALK:** Having your birthday listed on your profile, even just date and month, can help maintain positive interactions with your connections through 'Best Wishes' messages and reciprocations.

## 13. LinkedIn Volunteer Experience and Causes

Q. What is this?

A. A script section on your profile where you can highlight your charity work and the causes you support.



**TIP:** Everyone likes a business professional with a heart. Don't be shy on showing yours through your charity work and support.

**TOUGH TALK:** Potential clients and connections may share the same passion for charities, so having this aspect on your profile could be a gateway to a very lucrative business relationship.

#### 14. LinkedIn Profile Honours And Awards

Q. What is it?

A. The script section of your profile where you can highlight all the honours and awards you have achieved.

**TIP:** Every award and honour adds credibility. No matter how small or insignificant you feel it is.

**TOUGH TALK:** Be aware that LinkedIn is a professional site, think about this when you post your awards. No one needs or wants to know that you won a drinking contest in your teens.

#### 15. LinkedIn Profile Recommendations

Q. What is it?

A. Your connections can recommend you, your expertise and any services that you have provided for them.

**TIP:** Ensure you have a minimum of 3 recommendations listed on your profile page. If you do, you are 3 times more likely to be found via the LinkedIn search listings.

**TOUGH TALK:** Like practically everything in life, LinkedIn is a give and take platform. You cannot expect your connections to give you recommendations without you occasionally reciprocating.

#### 16. LinkedIn Profile Connections

Q. What is this?

A. These are the people who have chosen to add you as a connection, or vice versa, in order to contact and develop an ongoing business relationship with you.

**TIP:** The more connections the greater your contact base will be, as every 1<sup>st</sup> level connection brings their connections with them. They become your 2<sup>nd</sup> and 3<sup>rd</sup> level connections.

**TOUGH TALK:** Always remember your goal should be to attract quality LinkedIn connections as opposed to quantity LinkedIn connections. You will only get quality if you invest the time to personalize your invitations to connect with you.

#### 17. LinkedIn Groups

Q. What are they?

A. An area on your LinkedIn profile where you can interact with professionals based on specific interests. Here you can gain more connections and generate discussions to create a strong business relationships.

**TIP:** Join the maximum 50 groups that LinkedIn allows you to join in order to increase your connections and influence.

**TOUGH TALK:** If you can't find a group that suits your needs, then create one and invite your chosen connections.

### 18. LinkedIn Following: Influencers

Q. What is this?

A. There are people that you can follow on LinkedIn in order to view their updates and content on your activity feed.

**TIP:** There are around 500 LinkedIn Influencers each stated to be the very best in their sector, it is clear you can learn a lot from following some of them.

**TOUGH TALK:** Not all of the influencers are going to be suited to your expertise and career. So choose those who you can learn from.

### 19. LinkedIn Following: News

Q. What is this?

A. It is possible through LinkedIn to view specific aspects of news published on the platform, such as Entrepreneurship news.

**TIP:** There is a great deal of important information that you can learn from these news posts on LinkedIn, so start discovering today.

**TOUGH TALK:** When posting out your own content, you can add it to the different news sections via tags. Therefore anyone following those specific news items will see your work too.

### 20. LinkedIn Following: Companies

Q. What is it?

A. It is possible to follow companies, via their company page, in order to keep up to date with their latest business news.

**TIP:** It is worth following some of your connections business pages, if they have one. This means that you can keep up to date on how their business is going and how you could possibly help.

**TOUGH TALK:** Every business that uses LinkedIn should have their own business page. So, use infographics and eye catching images to your business company page. This will enhance your readers' experience and enhance your business visibility.

### 21. LinkedIn Privacy Settings

Q. What is it?

A. your ability to control who can view your LinkedIn profile information and what aspects they can see.

**TIP:** It is good to become acquainted with your privacy settings, as a basic awareness can prove useful as you embrace LinkedIn.

**TOUGH TALK:** Your profile should be a reflection of you and your business, which is open to anyone who might be interested.

## 22. LinkedIn Updates

Q. What are they?

A. An update is a way to communicate or advertise information to all your connections at once.

**TIP:** You'll need to post regularly on your LinkedIn profile, the same way as you would on other social media sites.

**TOUGH TALK:** Constant promotion of your business and hard advertising tends to be frowned upon on LinkedIn. You'll also need to find a balance between posting too little and posting too much.

## 23. LinkedIn Premium Account

Q. What is it?

A. This is a paid upgrade from your free LinkedIn account that comes with various added value benefits.

**TIP:** There are 4 different versions of LinkedIn Premium accessible to every member. Each has their own benefits that are worth researching

**TOUGH TALK:** Before you pay for a LinkedIn premium account, think about if you truly need it and know what you are doing. If you are not proactive on LinkedIn, why spend money on something you are not fully leveraging.

## 24. LinkedIn Connect With Social Media

Q. What is it?

A. No doubt you have other social media accounts. This allows you to connect them all to your LinkedIn account.

**TIP:** It is best to have your LinkedIn account linked to your other business social media accounts in order to widen your audience.

**TOUGH TALK:** If you just keep pitching the same message to the same people, it will soon fall on deaf ears. Social media is constantly evolving so evolve with it.

## 25. Sponsored Updates And Posts

Q. What are they?

A. You can pay to have your post appear in people's newsfeeds, which can be targeted to a specific demographic (location, gender, age etc.)

**TIP:** Think carefully about how your post will be received by your targeted audience – would you be compelled to click it if it appeared in your newsfeed?

**TOUGH TALK:** Keep a close eye on your financial outgoing. It makes no sense to spend out more than you are getting in.

I hope you found these 25 Top LinkedIn Tips useful. Find more info at:

[www.fbiconsultancy.com](http://www.fbiconsultancy.com)

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**Authors Resource Box Dr. Mark D. Yates September 2017**

Dr. Mark D. Yates is the CEO of FBI consultancy which provides a professionally managed business growth service for global business owners, Investors, entrepreneurs & C-Level executives. If you need to retain a dynamic managing director, interim director, business trouble shooter, business growth consultant, or his proven LinkedIn consultancy, contact Dr. Mark D. Yates at: Tel: UK 0151 647 1716.

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