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60 SECONDS TOUGH TALK

Your Monthly **BUSINESS** - LINKEDIN Advice



DR. MARK D. YATES



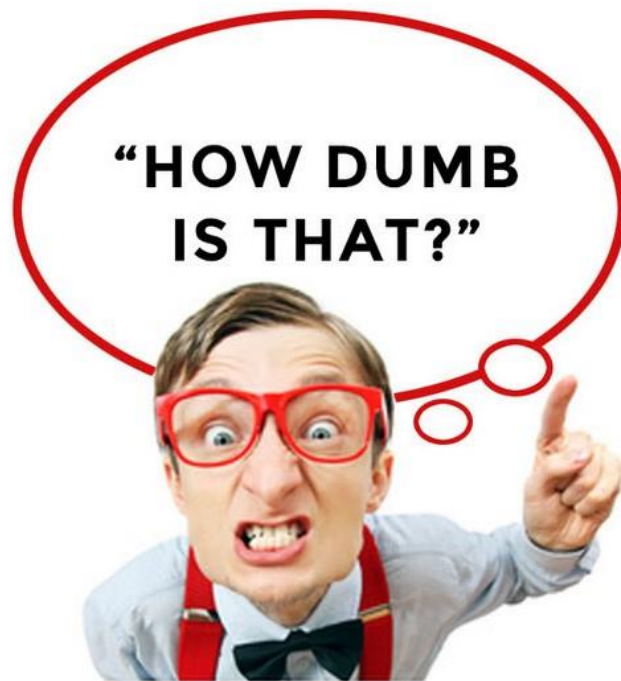
60 SECONDS TOUGH BUSINESS TALK

With over 530 million business interested members world-wide, LinkedIn is the largest and most fertile 'business hunting ground' on planet earth.

If you've invested in developing your own LinkedIn profile and you utilize LinkedIn, but have not yet generated any sustainable revenue, or profitable business growth, then you are FAILING to leverage your Investment...

So, Stop Bitching & Start Pitching

Many LinkedIn Gurus advise their clients to never pitch for business on LinkedIn....



It's no doubt voiced by some self-appointed LinkedIn gurus who, have never personally found a way to fully capitalize on the LinkedIn platform themselves.

Think About This

Over 50% of LinkedIn members are considered business decision makers and 90% household decision makers. Fortunately, they are all hanging out around the same 'LinkedIn Water Cooler,' so you don't have to travel to visit them individually.

As business decision makers they have an expectation of being approached and pitched to, providing it's done professionally.

I've lost count of the number of people who've contacted me complaining that they are unable to find a way to leverage LinkedIn for profitable business growth, and/or to identify new revenue generation streams.

As a frank and direct communicator, this is my response to them.

Stop Bitching & Start Pitching

If you don't know how to pitch professionally on LinkedIn, then you need to retain a LinkedIn business growth expert to help you grow your business.

Why?

Because everything and everyone you need to grow your business exists on LinkedIn.

Most business owners just need a little help and support to leverage this phenomenal business networking organisation.

THIS MONTH'S QUESTION FOR DR. MARK D. YATES THE LINKEDIN EXPERT'S EXPERT

Question : Mark. My business is struggling to generate revenue from LinkedIn. We know our competitors are leveraging LinkedIn, but we don't know what to do, and we don't have the time to do anything. Our marketing team blames our failure to capitalise on the constant changes and updates to LinkedIn. They say they can't keep ahead of these changes. What can we do?

Answer : There are only two ways business owners can monetise LinkedIn.

- 1] The right way.
- 2] The wrong way.

Unfortunately most LinkedIn members fit into the #2 camp, 'the wrong way'. In my experience this is usually because most business owners don't know, what they don't know about monetising LinkedIn.

The first step in monetising LinkedIn is to recognise your limitations. If you, or your marketing team are not 'advanced skilled' at LinkedIn, then retain someone who is. This is simply a tax-deductible marketing expense for your business, just like any other service you pay for. But, make sure this person can work with you and/or your business team.

As to the constant LinkedIn changes and frequent updates to their platform. Your marketing team should consider this as a massive positive for your business, rather than a negative. The good news is most of LinkedIn's changes and upgrades are published in advance.

For example, one of the most significant new changes due to come from LinkedIn in the second or third quarter of 2018, is a new service for business members to place video advertisements on the LinkedIn platform. This update will be first adopted by a small selective number of clients and then will be rolled out across the entire membership after the initial trial period.

This gives you and your business plenty of time to prepare your short inexpensive product or service promotional video.

I hope this helps.

Do you have a business related LinkedIn question?

If you need any marketing support contact us today at [FBI Consultancy](#).



**LINKEDIN
SWAT
CORPORATE
ONLINE TRAINING
PROGRAMME**
DR. MARK D. YATES

 Leverage 400+ million business members
to accelerate profitable business growth

UNLOCK THE EXPLOSIVE BUSINESS GROWTH POWER OF LINKEDIN SWAT CORPORATE TRAINING PROGRAMME

If you, or your marketing personnel and your business staff want to learn how to master LinkedIn to sell more of your professional services and/or products to accelerate your profitable business growth then check out our LinkedIn SWAT Corporate Training Programme.

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Is your business stuck at the Tipping Point? Retain an FBI Interim Director to accelerate growth.

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Motivate your business staff to grow your business by retaining a dynamic FBI business event speaker.

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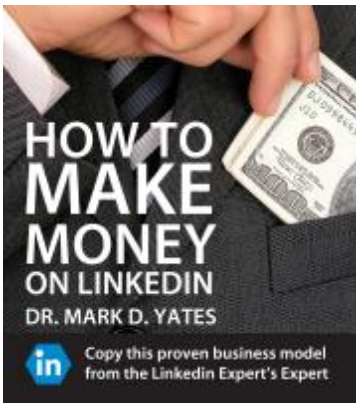
BUSINESS CLIENT SERVICE PROVISION OVERVIEW



Although a high percentage of our business clients run 'niche sector' businesses, we do provide our business growth consultancy services to mainstream global businesses as well.

Historically there are 24 specific areas of business growth that our clients request our professional help and support with. We are able to leverage LinkedIn for each of these business growth areas.

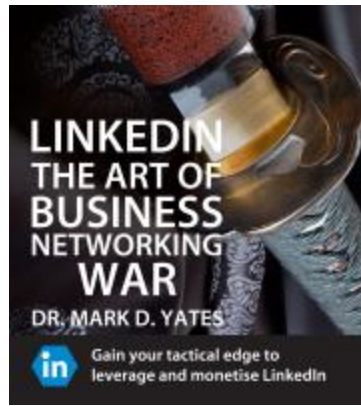
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MARKETING E-BOOK

Learn how to make money for yourself & your clients from leveraging LinkedIn

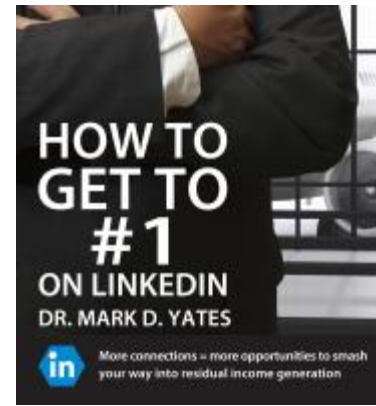
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PROMOTION E-BOOK

A definitive road map to gaining a commercial advantage from LinkedIn

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BRANDING E-BOOK

Learn how more business connections = more business opportunities

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WHAT OUR CLIENTS & ASSOCIATES SAY



ANNE-MARIA YRITYS
Business Development

As the world's #1 LinkedIn expert's expert Dr. Mark D. Yates is a visionary leader of business growth & sales teams. Mark is highly connected and also one of the world's most respected global SWAT security specialists who turned his special forces background into effective business growth strategies for his business clients.



IAN NETHERCOTT
Business Growth Expert

Dr. Mark Yates is not only a trained Military operative and business growth consultant who can get things done, he is a trained LinkedIn expert who can train you and your team how to get results. He is also a strong leader and trainer and one of the most connected business people on LinkedIn Globally.

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AMATEURS ALWAYS PRACTICE UNTIL THEY GET IT RIGHT
PROFESSIONALS PRACTICE UNTIL THEY CAN'T GET IT WRONG

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This LinkedIn group exists for global consultants looking to transition into 'High Income Consultancy'. Join us today.



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This LinkedIn group has over 16,000 of the world's most highly connected power networkers on LinkedIn. Join us today.



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