

The 6 Biggest Mistakes Keeping You from Generating Business on LinkedIn

Mistake #1- You're focused on selling

It's not a sales platform, it's a relationship building platform. It's a place to find your ideal clients, it's a place to learn about them, it's a place to create a relationship.

Mistake #2- You're not working outside of LinkedIn

If you focus only on LinkedIn, you'll be disappointed with the results. LinkedIn is an awesome place to get information about people, but remember, you also have email, their company blog, and Twitter at your disposal.

Mistake #3- You aren't investing time on LinkedIn

Most successful people on LinkedIn are absolutely committed to it. They invest time. They create systems. They have a process. They are consistent.

Mistake #4- You aren't creating content

From posts, to articles, to videos, there are plenty of great ways to get the interest of your existing connections.

Mistake #5- You aren't talking about their problems

The easiest way to get people's attention is to talk about them. In a business sense, you can take it one step further by talking about their problems.

Mistake #6- You don't have a transformational product or service

People don't care about you, your company, your software, your consulting, your investment opportunity, or anything else about you. What they do care about is themselves.

My Top Book for Learning LinkedIn



My 5 Top Reasons Why I Use LinkedIn

- 1. Show people how I can help them. Remember it's not about YOU.**
- 2. It is a business focused professional platform.**
- 3. Connecting with people / grow business relationships.**
- 4. Generate leads / attract people to your website.**
- 5. Improve brand awareness / share content.**

The ultimate goal, the secret to winning at the LinkedIn game, centers around how much value you can deliver to others.

With this goal in mind, you can use your LinkedIn profile to endear yourself to your prospects, connection whether in B2B or B2C.

