



EXPLODE YOUR REVENUES

— USING LINKEDIN —

15 Reasons Why LinkedIn Isn't Helping You Hit Your Sales Quota

A comprehensive online course by Wayne Breitbarth, author of *The Power Formula for LinkedIn Success*

1. You suffer from LinkedIn keywords deficiency
2. You're not consistently spending enough purposeful time on the site
3. You don't have a strategy
4. The rest of your and your company's online presence sucks
5. You don't have enough of the right connections
6. You're not being proactive and employing outbound marketing strategies
7. You aren't getting involved in the right groups
8. You don't post enough effective status updates
9. You treat all your connections the same
10. You haven't figured out how to operate the LinkedIn referral machine yet
11. Your profile doesn't contain enough compelling calls to action
12. Your competitors are using LinkedIn more effectively than you're using it
13. You invite people using the default LinkedIn invitation to connect
14. You haven't done a good job of defining your target customer's online identity
15. You've never received professional training on the best ways to maximize LinkedIn