Hi

Serve before you sell

Back in March I wrote [a post on LinkedIn](#) about about giving before receiving. It was specifically about LinkedIn but it is a mantra we should all work towards in all aspects of our business (and personal) lives.

"How can I help you (and your business)?"

In the example in the post, I can help by liking & commenting on your LinkedIn post - doing something you think is a 'nothing'. But to the recipient it's HUGE.

☐ *"OMG, someone liked my post!"*
☐ *"Someone actually commented, amazing!"*

I was reminded of it yesterday by two things;

On the way to the gym I was listening to a podcast where the guest used the phrase *'Serve before you sell'*. This is exactly what I was getting at with my post.

When I got to the gym, a pal of mine greeted me with *'thank you for liking and commenting on my posts'*.

SEE 'giving before receiving' DOES make a difference. Give it a try....

How to boost your LinkedIn profile it 5 minutes

"But Phil...", I hear you saying, *"this email was titled ''How to boost your LinkedIn profile in 5 minutes'.*

Aha.... The full article on this topic of 'giving before receiving' is all about my #5plus5in5 which does indeed boost your LinkedIn profile in 5 minutes. Read it [here](#).

Chicken of the Day

For those new to the Nous of Fraser (hi, nice to see you), I have a flock of 13 chickens.

This is Chester. She lays pale green eggs. And yes, she wanders into the kitchen all the time !!

What would you like to see/hear from me?

Going forward, what would you like from me in my next 'Nous Of Fraser'? How can I help you? Please let me know.

Thank you to those who have already made suggestions. I will be writing on those topics very soon.

Cheers

Phil

www.philfraser.co.uk
Join me on LinkedIn
See my YouTube Channel

PS And of course, if you, or any of your contacts, need help getting to 'the next stage' in their business journey, please drop me an email or give me a call for a no-obligation chat.

PPS If you missed any previous issues of the 'Nous Of Fraser' newsletter you can find them all here.