



LinkedIn for Business.



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LinkedIn is the worlds largest database of businesses, their owners and their employees.



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LinkedIn is a tool that you use to connect with  
people in your target audience,



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to get the conversation started and build professional relationships.



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LinkedIn is Great for

Building your business and your brand online.



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# LinkedIn is Great for

Positioning you and your business  
as an authority within your industry.



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When people want to know more about you,  
where are they going to look?



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# Your LinkedIn Profile





When people 1st open your LinkedIn profile,  
There are 3 things that immediately stand out



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1. You Banner Image.
2. Your Face Picture.
3. Your Headline.



IMPORTANT:

Your LinkedIn Profile should be all about

W.I.I.F.T.

What's In It For Them!



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Some

RESOURCES

The word "RESOURCES" is rendered in large, bold, multi-colored letters. Each letter is composed of several overlapping, semi-transparent shapes in various colors including blue, pink, yellow, green, orange, purple, and red. In the center of the word, the word "RESOURCES" is written again in a smaller, white, sans-serif font.

to Help You!



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# More Useful Tools

[Design & build your Banner/Header with https://snappa.com](https://snappa.com)



FEATURES

TEMPLATES

PRICING

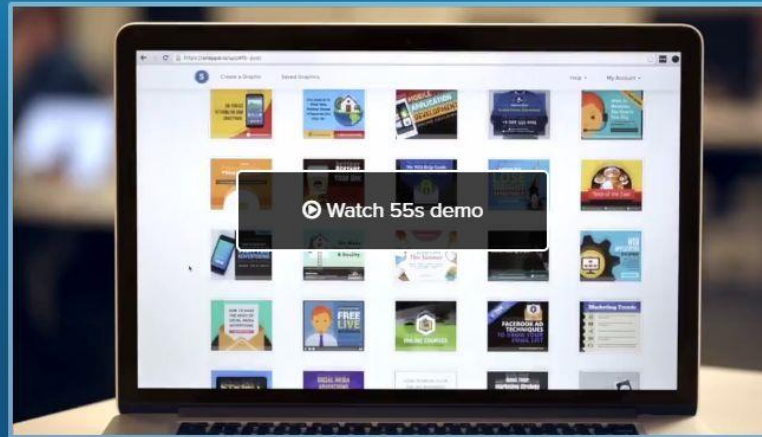
LOG IN

GET STARTED FREE

## Create online graphics in a snap.

Whip up graphics for social media, ads, blogs, and more - even if you're not a graphic designer.

Create My Graphic Now



Snappa saves you time every step of the way

# Discover Your Best Face Pic.



## What are your photos saying about you?

Stop guessing, start testing. Choose your **business**, **social**, and **dating** photos using the world's #1 photo testing tool.

GET STARTED

Already using Photofeeler? [Login](#)

Go to

<https://www.photofeeler.com>

### How it works

BUSINESS



TITLE  
Digital Content Producer



### For Business, Social, & Dating

To choose your best pics, get objective feedback in a respectful, moderated environment. Target voters by gender and age.

### Part People, Part Artificial Intelligence

Groundbreaking AI by our Carnegie Mellon University Ph.D. mathematicians ensures accurate and trustworthy results.

### Privacy

You decide exactly when your photos will be visible, to whom, and for how long.

GET STARTED

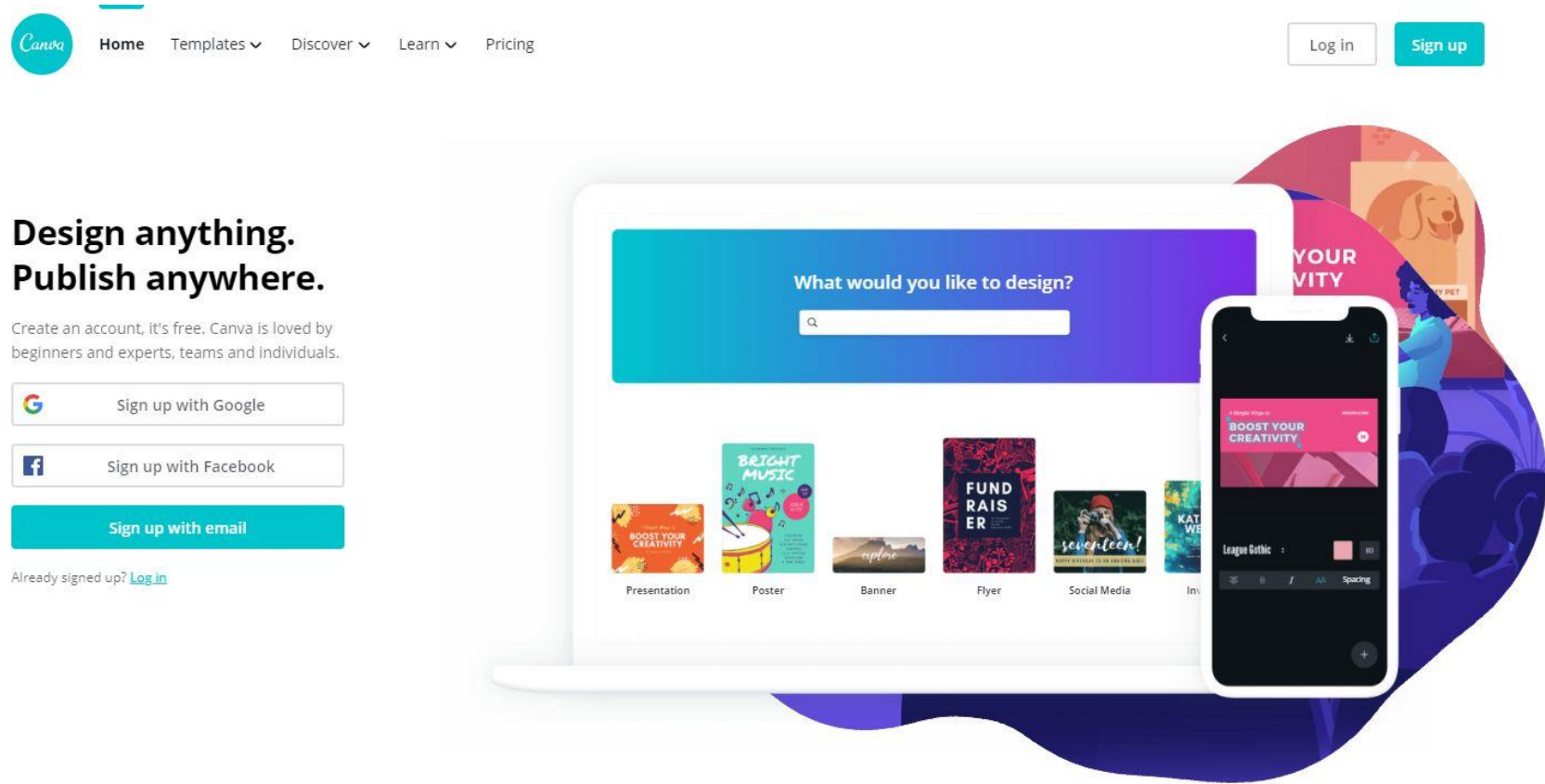
Already using Photofeeler? [Login](#)



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# More Useful Tools

On design and build your baner/header with <https://www.canva.com>

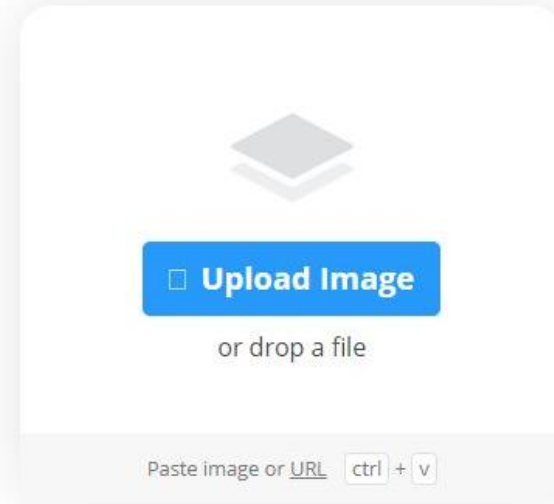


# More Useful Tools

[Remove the background from your face picture with https://www.remove.bg](https://www.remove.bg)

## Remove Image Background

100% Automatically and **Free**



No image?  
Try one of these:





# More Useful Tools

[Get unbiased feedback and test your face pic https://www.photofeeler.com](https://www.photofeeler.com)

photofeeler

FAQ

Blog

Login

Get Started



## What are your photos saying about you?

Stop guessing, start testing. Choose your **business**, **social**, and **dating** photos using the world's #1 photo testing tool.

GET STARTED

Already using Photofeeler? [Login](#)

# Headline Formula

I help *(Your target audience)* achieve *(problem solved, or most desired result)* with (your unique solution or services)



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# Your LinkedIn Profile should include the following

- a) A Banner / header image with the dimensions of 1584 X 396 Pixels, try to include a Key Benefit Statement aimed toward your target audience.
- b) Use either [www.canva.com](http://www.canva.com) or [www.snappa.com](http://www.snappa.com) (Hi Res) to build your header image.
- c) Test your Face Pic and how responsive people are to it by using [www.photofeeler.com](http://www.photofeeler.com)
- d) Use the Headline Formula and include in your headline a Key benefit statement aimed towards your target audience.
- e) Add as much information about you as possible in both your About section (Upto 2600 Characters) and your Experience section, (Upto 2,000 characters).
- f) Try to include some social proof such as a testimonial, case study or similar.
- g) Then make it as easy as possible for people to contact you by adding a CTA Call to Action and your Contact details at the end of both your About and Experience sections.
- h) Add media such as articles, pdf's etc hosted on Slideshare, or images, certificates, even videos linked across from YouTube to the lower section of both your About & Experience sections.
- i) You can find many LinkedIn tips here [#30tipsin30days](#) [#GottalovelinkedIn](#)



This LinkedIn Profile Checklist will help you!



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# This LinkedIn Profile Checklist Includes

## Your Things to Do List.

Just work through it and ✓ off  
each completed section as you go.



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# To Start.

## Checklist 1 - Setting Up Your LinkedIn Profile.

- 1. Set up an exclusive Gmail Acc for everything related to your LinkedIn. *(Helps you to Stay organized)*
- 2. Know who your target audience or target market is.
- 3. Research and identify your 3 main keywords using Wordtracker. *(LinkedIn is also a Search Engine)*
- 4. Do you have 'Social Proof' in the form of *(Try to have at least one of the following)*
  - a.) Recommendations or Testimonials,
  - b.) Case Studies,
  - c.) Or a Guarantee.
- 5. Upload your preferred profile picture to Photofeeler to have it voted on & gain feedback.
- 6. Design and build your 'Header' image using Canva, Snappa, Bannersnack or similar.
- 7. Test and polish your LinkedIn Profile headline using Sharethrough.  
*(Try to include a Key Benefit Statement aimed towards your audience)*



# About Section.

## Checklist 2 - Setting up your LinkedIn Profile About section.

- 8. Write a draft of your 'About' section including your main 3 keywords. *(Upto 2,600 characters)*
  - Include: Start your About section with an attention grabbing headline.
  - Check how the 1<sup>st</sup> line of your 'About' section displays on a Mobile or Cell device.
  - What do you do or offer, what problems do you solve, what value do you add?
  - Add bullet points of what you offer, areas you specialize in, passionate about etc.
  - Add social proof such as Case Studies, Recommendations / Testimonials etc.
  - Finish your About section with a Call to Action, Contact details incl your website, email, phone number etc.
- 9. Add a Featured Section and then add media *(Videos, Certificates, Pdf's, Images etc)*.



# Experience Section.

## Checklist 3 - Setting up your LinkedIn Profile Experience section.

- 10. Test your Experience section headline using [Sharethrough](#) (Try to include your top 3 keywords).
- 11. Write a draft of your 'Experience' section including your main 3 keywords. (Upto 2,000 characters)
  - Include: Start your Experience section with an attention grabbing headline.
  - What do you do or offer, what problems do you solve, what value do you add?
  - Add bullet points of what you offer, areas you specialize in, passionate about etc.
  - Add social proof such as accomplishments, recommendations etc.
  - Finish your Experience section with a Call to Action, Contact details incl your website, email, phone number etc
- 12. Add media (Videos, Certificates, Pdf's, Images etc) to the lower area of your Experience section.





# Rest of Your LinkedIn Profile.

## General - Setting Up Your LinkedIn Profile.

- 13. Set up your custom URL. *(Try to use your preferred top keyword).*
- 14. Complete your Contact Details, incl, D.O.B. Website & or Social Media X 3, Email, Phone No etc.
- 15. Add your Skills *(Upto 50 Allowed)* Your Top 3 Skills should be your top 3 keywords.
- 16. Complete your education section, include appropriate subjects, studies, qualifications etc.
- 17. Accomplishments including
  - Publications,
  - Honours,
  - Courses,
  - Projects,
  - Certifications etc.



# Social Proof.

## Setting Up Your LinkedIn Profile cont.

As either a Jobseeker or if you're in business, Social Proof is one of the most important sections of your LinkedIn profile and neglected by many, this creates an opportunity for you to stand out.

- 18. Make sure you have added 'Media' including testimonials and case studies to your profile?
- 19. Ask recent clients, customers, colleagues, employers and people you know for a written Recommendation on your LinkedIn profile, the more you have the better.
- 20. (Send them a request for a Recommendation link by clicking on the 'More' – dropdown section of their profile
- 21. Get your Skills endorsed, endorse other peoples Skills and ask people to endorse yours.
- 22. Follow companies, organizations that you're interested in.
- 23. Follow relevant #hashtags that interest you also.





You can never have too much!



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# Social Proof.

## What actually is Social Proof?

1.) Testimonials, Recommendations, Reviews.

2.) Case Studies.

Use this formula to develop your own Case Study.

a.) Identify and describe a problem experienced by your target market,

b.) Detail the basic solution that you provided,

c.) The results that were achieved,

d.) Culminating with a testimonial from your client.



# Social Proof.

It's a good idea to try to get as much Social Proof as possible, to make asking for a Recommendation / Testimonial / Review an integral part of your client care experience.

The key to getting more social proof is

Just ask!



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Now your LinkedIn profile should have a rating of

‘All Star’.



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ADD CONNECTIONS



Add Connections,  
Using the 'Personalised'  
Request to Connect  
Approach.





# Search for People in Your Preferred Target Market..

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'mortgage brokers'. Below the search bar, there are navigation icons for Home, My Network, Jobs, and Messaging. A filter bar is visible with 'People' selected, 'Australia 1' (indicated by a green circle with the number 1), 'Connections', 'Current company', 'All filters', and 'Reset'. Below the filter bar, it says 'About 10,000 results'. The main content area displays a list of search results, each with a profile picture, name, and a 'Connect' button. The results are partially obscured by blue callout boxes.

Enter your preferred target market into LinkedIn Search

Try to refine your search as much as possible from the Search Filters available.



# The Correct Way To Add Connections.

1.) Open up their profile



**Stephanie Wright 2<sup>nd</sup>**

Manager MORTGAGE BROKER

Wright Mortgages & Finance

Greater Melbourne Area · 500+ connections · [Contact info](#)

Connect

Message

More...



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# The Correct Way To Add Connections.

2.) Click here to Request to Connect

3.) Then you should see the box titled 'You Invitation is almost on its way'

4.) Click here on Add a Note

Stephanie Wright 2<sup>nd</sup>  
Manager MORTGAGE BROKER  
Wright Mortgages & Finance  
Greater Melbourne Area · 500+ connections · [Contact info](#)

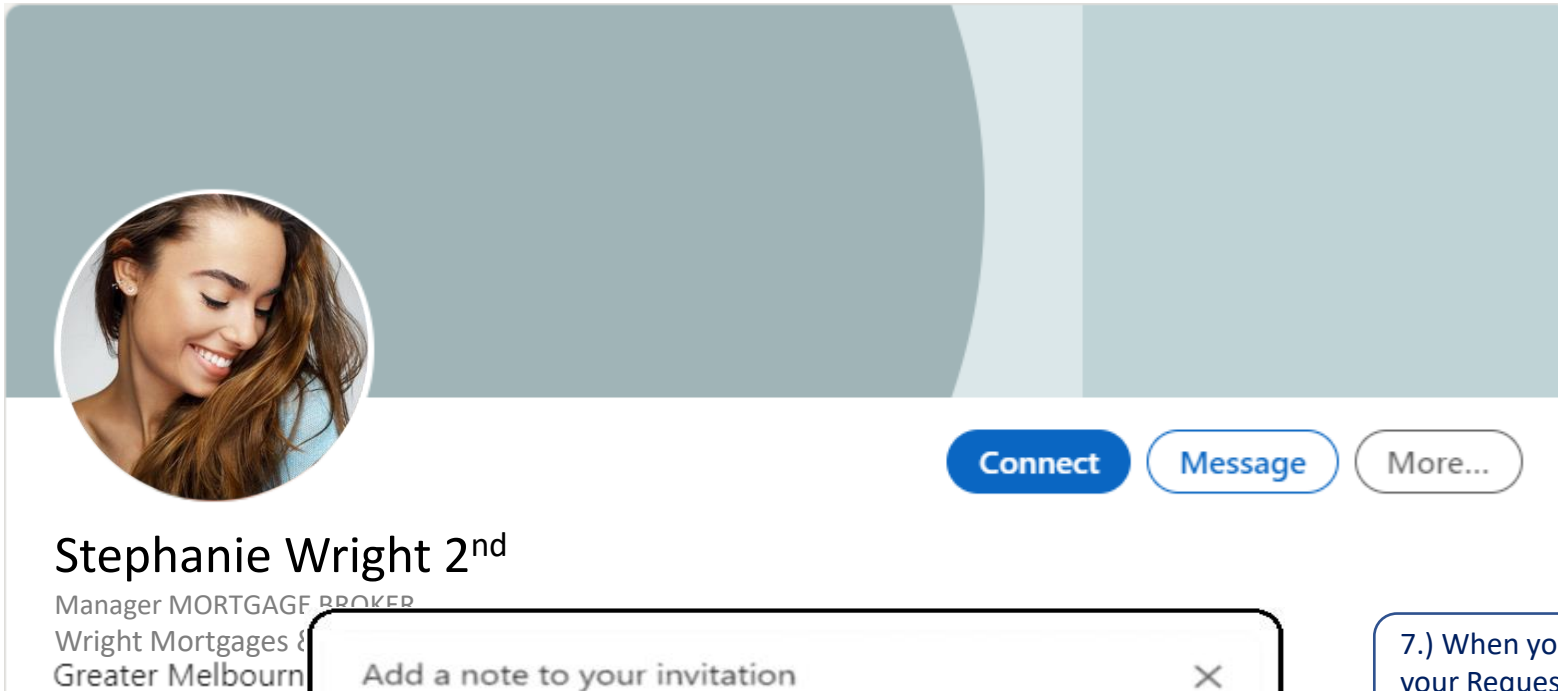
Your invitation is almost on its way

✓ You can add a note to personalize your invitation to Stephanie Wright.

Add a note Send



# The Correct Way To Add Connections.



5.) Add your personalised Request to Connect message here.

6.) You're allowed upto 300 characters for your message.

Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Ex: We know each other from...

300 / 300

Cancel Send

7.) When you're happy with your Request to Connect, click on Send.

# Examples of 'Request to Connect' Messages.

Sample 1: Request to connect with somebody you found via search.

You can customize this invitation ✕

---

Include a personal message (optional):

Hi Bob  
I noticed on your profile that you're a *(Business type here)*  
I'm interested to know more about what you do as *(Business type here)* and I am wondering are you open to connecting here on LinkedIn? If not then No problem!  
Kind Regards from  
*(Your Name here)*

---

Cancel Send invitation

# Content.

When it comes to 'Content'

To position you and your brand as an authority within your industry,  
to build the know, like and trust factor of your audience towards you,  
to start the right way to establish, build and nurture the relationship with your target audience,  
the best advice I can give you is

Be Genuine and Authentic!



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# Content.

The best content you can post is content that

Add Value **without** Selling!



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# What to Post.

- 1.) A Personal Philosophy Post – What you stand for or care about.
- 2.) A Personal Experience or Personal Story Post – Your personal story about anything.
- 3.) A Personal Lifestyle Post – About what you like to enjoy in your spare time.
- 4.) A Professional Post – A Before & After, A Case Study, A Testimonial, Recommendation, Review etc.
- 5.) FAQ's – Common questions asked by your clients/customers and your answers.
- 6.) Results - CTA Post – Incl (CTA, Call To Action) If you would like more information, contact us, etc.
- 7.) Professional Industry Post – Share articles that are specific to your industry or your target audience or target market.
- 8.) 'How To' Posts – Instructional style posts, video is best, that provide a solution to a problem experienced by your target audience or target market.
- 9.) Industry Authority Posts – Posts that demonstrate your experience, expertise and knowledge within your industry.
- 10.) Videos - Portray your areas of expertise, how you help people, the benefits or results they can achieve by utilizing your services etc.
- 11.) Selfie Style Pictures or Videos – Share your achievements, milestones, promotions, results, special occasions, testimonials, recommendations, case studies etc.



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# LinkedIn Will Actually Score Your Efforts on the Platform.

LinkedIn Social Selling Index

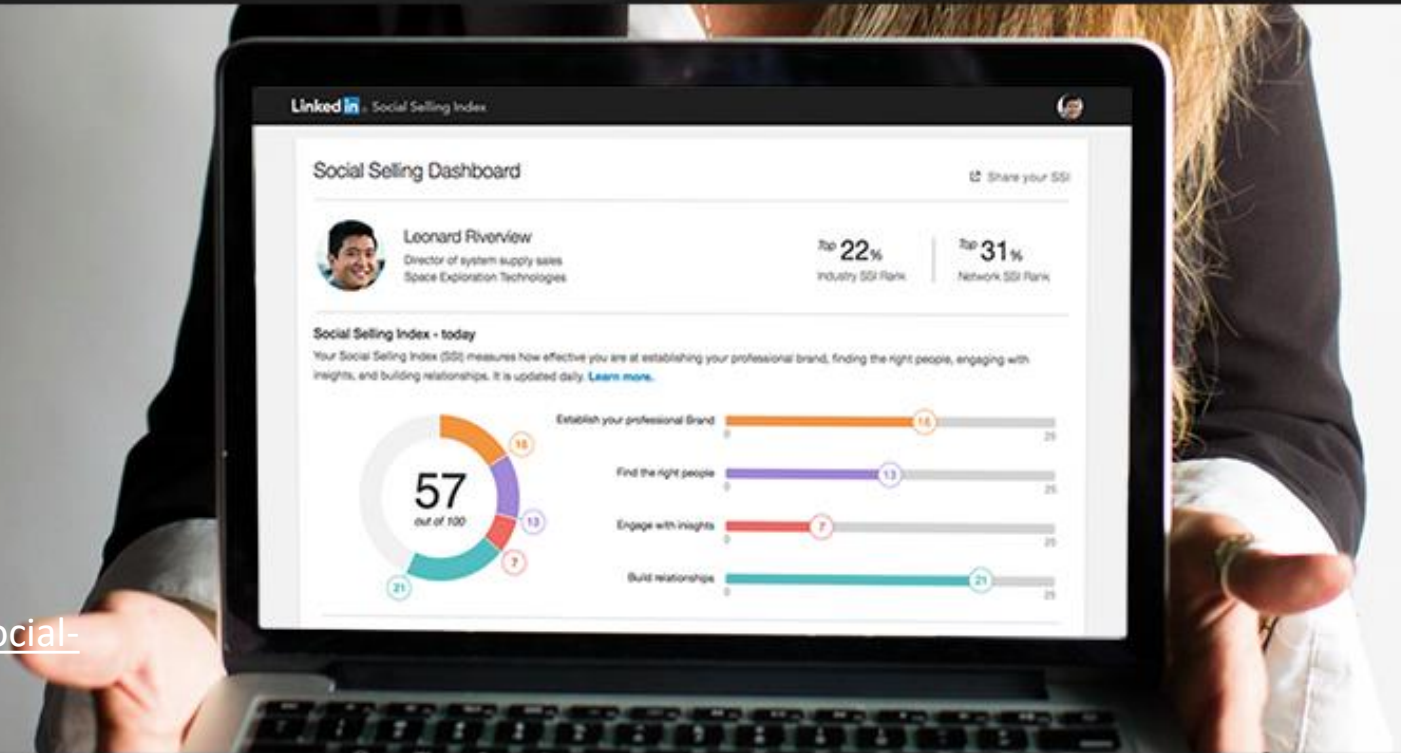


## You're on your way to social selling stardom

Social Selling Index measures your performance against four essential elements

Get your score free

<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>



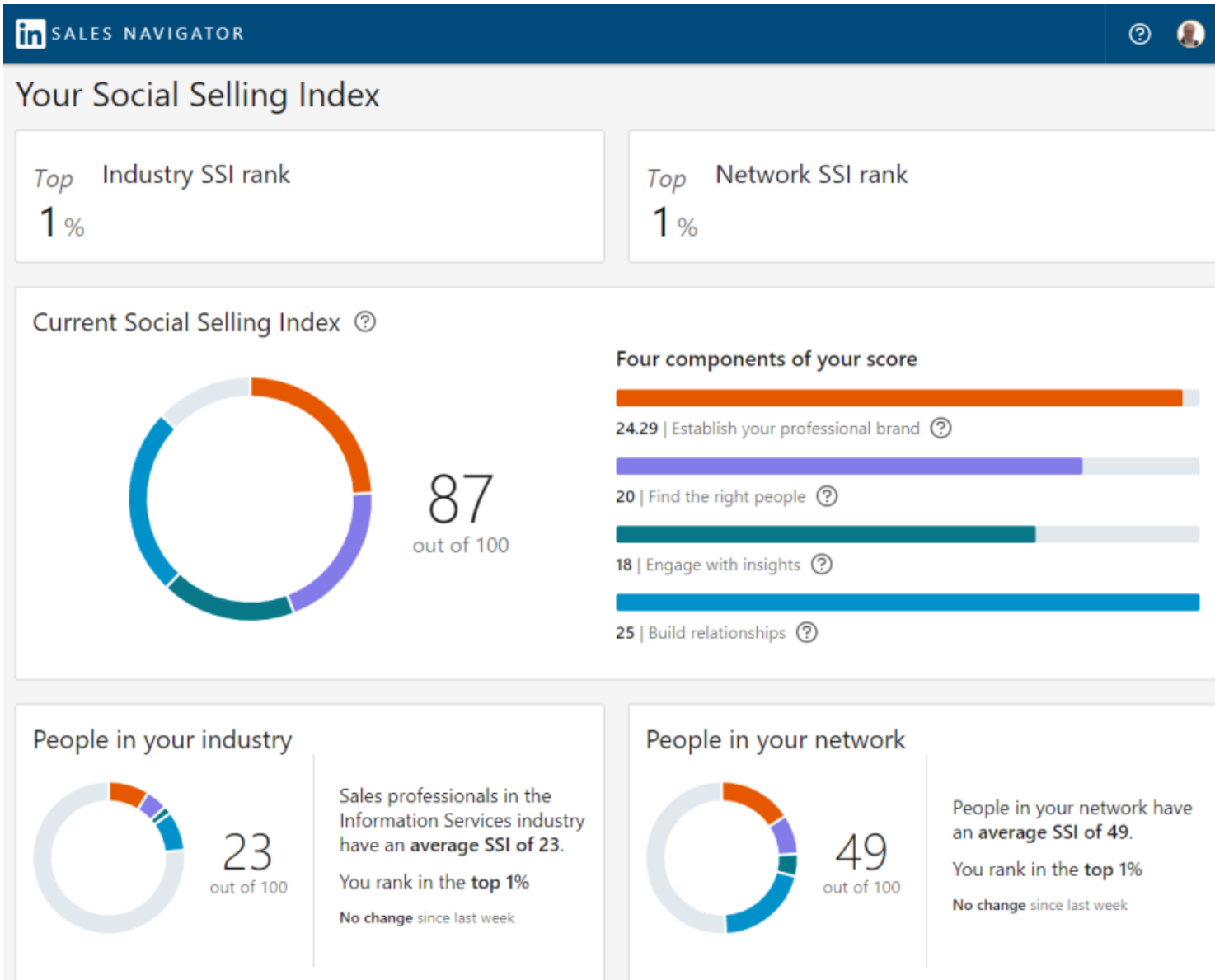
Or just Google

LinkedIn Social Selling Index


## Four elements of social selling

LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them.

# LinkedIn Will Rate Your Efforts on LinkedIn.






# About Derick Mildred



I Show You How to Use Facebook & LinkedIn to Generate Leads & Talk to More People!  
Working with B2B - Mortgage Brokers - Real Estate Agents & Realtors


**f in** *Derick Mildred*  
Social Media Coach - Trainer - Course Creator


[Follow Me](#) - For a Daily Dose of Inspiration & Business Tips

**Derick Mildred**   
I Help People in B2B, Sales, Real Estate & the Mortgage Industry  
Constantly Talk to More People & Leads that Convert with  
Specialized Facebook & LinkedIn Strategies, Coaching & Training  
 250 + Recommendations Below  

Talks about #linkedin, #mortgage, #realestate, #b2bmarketing, and #30tipsin30days  
Greater Melbourne Area · [Contact info](#)  
50,133 followers · 500+ connections

[Open to](#) [Add section](#) [More](#)

**Providing services**   
Social Media Marketing, Lead Generation, Real E...  
[See all details](#)

Show recruiters you're open to work — you control who sees this.   
[Get started](#)

**Your Dashboard**  All Star  
*Private to you*

<b>7,084</b> Who viewed your profile	<b>71,843</b> Post views	<b>1,556</b> Search appearances
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# About Derick Mildred

To Connect or Follow Derick on LinkedIn

Go to <https://www.linkedin.com/in/results-formula/>

Search LinkedIn for Derick Mildred

Or go to

[www.results-formula.com](http://www.results-formula.com)

Thank you kindly for inviting me to be a part  
of your event today.

