



Linked



More Business

We Connect

Workbook



RESULTS
FORMULA

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If you would like a copy of this publication in a PDF format, please email derick@results-formula.com



Results Formula was originally founded in October 2015.

As a presenter of many seminars on Business Development and Marketing over the years, recently I noticed webinars were becoming more and more popular, when I realised that some webinars and the courses they offered were clearly not as good as some of the others, it became apparent that people were looking for quality training courses that are;

- 1.) Easy to Follow,
- 2.) Step X Step,
- 3.) Committed to their Clients, Customers and Followers by Delivering on their Promise,

Results Formula is proud to make this commitment to all of our clients and customers.

We look forward to hearing about the results you have achieved after you have applied just some of our strategies.

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Forward

By Anthony J James.

As a very early adopter of the LinkedIn platform, I have built a global network of over 3.5 million very active followers and have met many amazing business professionals through the platform, both online and in the real world.

I was fortunate to receive industry recognition from LinkedIn, as the Highest Profile Marketing & Advertising Executive in Australia in 2018 as well as the Most Influential Thought Leader Amongst Media Agencies in the Asia-Pacific region for my work in innovation, digital transformation, consumer engagement, and disruptive growth strategies. I have also received a LinkedIn Top Voice and Power Profile award.

I connected with Derick back in 2017, a fellow Aussie, and all-round good guy!

We have participated in webinars and virtual conferences together and we regularly speak in the real world (not just online). Derick has built up a substantial knowledge base on all things B2B sales and is a font of knowledge and insights on using LinkedIn for Business. I regularly follow his work and his understanding of the platform and his practical tips are spot on!

For the novice, Linked into More Business will help you get started on building your brand position on the platform. For the expert, it will provide you with practical tips and tricks to strengthen and grow your brand, products or services.

It should be in the tool kit for every Entrepreneur!

I am sure you will find this a useful guide to position your brand as you build and grow your business on LinkedIn.

Anthony J James

2018 LinkedIn #1 Power Profile - Marketing & Advertising

2018 LinkedIn Top Voice - Australia

2016 LinkedIn's most influential voice amongst media agencies in Asia Pacific

Follow me today on LinkedIn at [Linkedin.com/in/ajjames](https://www.linkedin.com/in/ajjames)






Your host
and specialist LinkedIn for business coach
- Derick Mildred -

Derick, you're the boss of your account.



Derick Mildred 

Are You in B2B, Real Estate or the Finance Industry?  Like to Discover
How Social Media incl LinkedIn Can Generate Leads & Increase Your Sales
 Targeted Lead Generation Strategies  LinkedIn Coach, LinkedIn
Training

Member since October 7, 2004

20465 connections

Professional

Account

Privacy

Ads

Communications



I Show You How to Use LinkedIn to Build, Grow & Scale Your Business!



for Business Growth..



LinkedIn for Business Coach - Trainer - Course Creator

Follow Me - For Business Tips & a Daily Dose of Inspiration



Derick Mildred (LinkedIn Business Coach) [Verify now](#)

Build, Grow & Scale Your Business with LinkedIn for Business Strategies. Imagine Knowing the Secrets to Consistently Talk to More People Fast, within 30 Days with Proven LinkedIn Business Solutions

320+ Recommendations



Results Formula - LinkedIn for Business Specialists



Melbourne Grammar School

Top Business Coaching Voice

Greater Melbourne Area · [Contact info](#)

[FREE LinkedIn 4 Business eBook](#)

77,950 followers · 500+ connections

- Open to
- Add profile section
- Add custom button
- More

Providing services

Social Media Marketing, Lead Generation, Real Est...
[Show details](#)

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



Analytics & tools

Sunday, March 31

Analytics

295,253

Post impressions
▲261.7% past 7 days

77,950

Followers
▲0.6% past 7 days

7,301

Profile viewers
Past 90 days

1,187

Search appearances
Previous week

430

New newsletter subscribers
▲39.7% past 7 days

5,120


Newsletter article views
▼2.6% past 7 days

Over 320 Recommendations
from people Derick has coached on
how to use LinkedIn for business.

[Click here to see more!](#)


Recommendations

Received Given



Jameson Volcy · 1st
I help home buyers get their loan approved faster and with better terms on their loan that saves money on their monthly repayments - Most loan types available NMLS ID 2214729
March 14, 2024, Jameson worked with Derick but they were at different companies

I will totally recommend Derick. I learned a lot from him. He is very intellectual and very knowledgeable about things he say to you and about the marketing industry to market yourself better. I sincerely appreciate his service.



Kim McNeilly 🌸 · 1st
Under Construction 🚧
February 27, 2024, Kim worked with Derick but they were at different companies

Derick has been exceedingly helpful to assist me to optimize my profile.
He guided me and gave me many valuable practicable tips and tools and how to target my audience
He also showed me how to craft a compelling banner to showcase my expertise.
Extremely patient and kind gentleman.

Great leadership skills whose expertise in leveraging LinkedIn providing amazing insights
and motivation to uplift others.

... [... see more](#)

[Show all 327 received →](#)



Step X Step

Step X Step



The 'Linked Into More Business' course combines 2 simple and proven business development strategies.

- 1) All methods and details described are tested and proven over several years to deliver real results.
- 2) Each step is presented in a specific order to make its implementation as easy and as straightforward as possible.

The most important objective is to just work through the steps and apply your efforts, then the results will come for you, just as they have for many others as well as myself.

Results may vary, everybody is different after all, some of you will gain results immediately, and others will take a little longer, but with patience, persistence, and if necessary, just a little 'polishing' of your efforts, the results will surely come.

LinkedIn is the world's largest database of businesses, literally at your fingertips, you're about to discover how to really use it!

Step X Step

Makes it easier!

[Let's Get You Started](#)



Mastermind

Mastermind



Being part of a mastermind Group will

- 1) Help to improve your progress and increase your success.
- 2) Keep you on track towards achieving your objectives.
- 3) Be a trusted forum where you can openly and confidentially discuss ideas, methods and strategies to help you move forward in your professional life and your use of LinkedIn.
- 4) Provide you with a strictly confidential forum of likeminded people.
- 5) Preferably meet either personally or via Skype/Zoom once every 2 – 4 weeks.
- 6) Keep you accountable towards meeting your LinkedIn targets and business objectives.
- 7) Provide you with insights and support to help you achieve your objectives.
- 8) Provide you with additional networking opportunities.
- 9) Create a 'network' of positive, successful and professional business people with a strong desire to take their business to new heights and help you with yours.

Your Mastermind Group is all about



Within your Mastermind all conversations are confidential and in confidence.

Benefits of Your Mastermind Group.

- 1) Increase your network.
- 2) Offer you a new perspective.
- 3) Provide you the opportunity to collaborate with likeminded professionals.
- 4) Be an invaluable source of feedback and support.
- 5) Assist you towards being more informed which will help you to make better decisions.
- 6) Polish your business and interpersonal skills.
- 7) Openly discuss challenges and develop solutions.
- 8) Encourage, inspire, and motivate.
- 9) Provide you with improved focus, clarity, creativity and increased confidence.
- 10) Introduce you to some great people, some will become everlasting contacts.
- 11) Allow you to tap into the skills and experience of others who are willing to help you.
- 12) Challenge you to reach new heights in your area of business.
- 13) Develop better personal and more profitable business habits.
- 14) Provide the opportunity to cross promote.

To Set Up or join a Mastermind Group in your area.

- 1) Make sure you have already joined the Facebook Support Group.
- 2) Reach out to people you know in your area that may be suitable.
- 3) Meet with them, discuss your objectives and establish if you can work together.

**To Join a Mastermind Group,
all members are required or advised to sign
a Confidentiality & Non-Disclosure Agreement.**

Download templates from Linked Into More Business in the chapter titled 'Your Mastermind'.

Criteria to Join a Mastermind.
Confidentiality & Non-Disclosure Agreement template.



Your Brand.

Your Brand.



“Your brand is what people say about you when you're not in the room.”

—Jeff Bezos

Building your personal brand on LinkedIn can offer significant benefits to your business. Here are several ways in which it can positively impact you and your business.

Here are some key advantages:

- 1. Increased Visibility and Reach:** By building a strong personal brand on LinkedIn, you naturally increase your visibility within your industry and beyond. As you share valuable insights, engage with other professionals, and establish yourself as a thought leader, more people become aware of you and, by extension, your business.
- 2) Enhanced Reputation and Credibility:** A well-crafted personal brand that showcases your expertise, accomplishments, and contributions can elevate the reputation and credibility of your business. When people see you as a knowledgeable and trustworthy authority in your field, they are more likely to trust and respect your business.
- 3) Networking and Partnership Opportunities:** LinkedIn provides a platform for connecting with potential partners, collaborators, and industry influencers. As you grow your personal network, you also expand your business network, opening doors to new opportunities for partnerships, collaborations, and business development.

- 4) Lead Generation and Customer Acquisition:** Your personal brand on LinkedIn can serve as a powerful lead generation tool for your business. As you share content, participate in discussions, and engage with your audience, you attract attention from potential customers who may be interested in your products or services. Additionally, your personal brand can influence purchasing decisions as people are more likely to do business with someone they know, like, and trust.
- 5) Employee Recruitment and Retention:** A strong personal brand can also benefit your business by attracting top talent. When your employees see you as a respected leader in your industry, it can enhance their pride in working for your company and increase employee retention. Additionally, job seekers may be more inclined to apply for positions at your company if they see you as a reputable employer.
- 6) Brand Advocacy and Loyalty:** Building a personal brand on LinkedIn can foster a community of followers who are passionate about your industry and your business. These followers can become brand advocates, helping to spread awareness of your products or services and generating positive word-of-mouth referrals.
- 7) Access to Resources and Opportunities:** As your personal brand grows, you may gain access to exclusive resources, opportunities, and events within your industry. This can include speaking engagements, media interviews, conference invitations, and other avenues for promoting your business and expanding your network.

In summary, building your personal brand on LinkedIn can have numerous positive effects on your business, including increased visibility, enhanced reputation, networking opportunities, lead generation, and access to resources and opportunities. It's a valuable investment in both your personal and professional growth, with tangible benefits for your business's success.

Steps to Build Your Brand on LinkedIn.

Building your personal brand for your business on LinkedIn involves several strategic steps. Here's a comprehensive list to guide you through the process:

- 1) Define Your Brand Identity:** Determine what you want your personal brand to represent and how it aligns with your business objectives. Identify your unique value proposition, strengths, and areas of expertise that you want to highlight.
- 2) Optimize Your Profile:** Create a compelling LinkedIn profile that reflects your brand identity and communicates your professional story effectively.

Including

1. Using a professional profile photo and cover image.
2. Writing a keyword-rich headline and About section that highlights your expertise and accomplishments.
3. Completing all relevant sections, including experience, education, skills, and certifications.
4. Include multimedia elements such as videos, presentations, and publications to showcase your work.

2) Create Engaging Content: Develop a content strategy that aligns with your brand and resonates with your target audience. Share valuable insights, industry news, tips, and thought leadership content that demonstrate your expertise and provide added value to your connections and your audience.

4) Post Consistently: Establish a consistent posting schedule to stay active on LinkedIn and maintain visibility in your network. Aim to post relevant content regularly, whether it's daily, weekly, or bi-weekly, to keep your audience engaged.

5) Engage with Your Network: Actively engage with your connections by commenting on their posts, sharing valuable insights, and participating in relevant discussions. This helps you build relationships, increase your visibility, and establish yourself as a trusted authority in your field.

Steps to Build Your Brand on LinkedIn.

- 6) Utilize LinkedIn Features:** Take advantage of LinkedIn features such as LinkedIn Polls to engage with your audience.
- 7) Network and Connect:** Expand your network by connecting with colleagues, industry peers, potential clients, and other professionals in your field. Personalize connection requests with a brief message to explain why you'd like to connect and how you can provide added value.
- 8) Join and Participate in Groups:** Join LinkedIn groups relevant to your industry or interests and actively participate in discussions. Share your expertise, ask questions, and engage with group members to expand your network and establish credibility.
- 9) Showcase Your Expertise:** Share case studies, success stories, and testimonials that highlight your expertise and the value you provide to your clients or customers. This helps build credibility and demonstrates your ability to deliver results.
- 10) Seek Recommendations and Endorsements:** Request recommendations and endorsements from colleagues, clients, and other professionals who can vouch for your skills and expertise.
- 11) Monitor Your Brand and Engagement:** Regularly monitor your LinkedIn activity, including profile views, post engagement, and connection requests. Analyze your performance metrics to understand what content resonates with your audience and adjust your strategy accordingly.
- 11) Stay Authentic and Genuine:** Above all, remain authentic and genuine in your interactions and content sharing. Your personal brand should reflect who you are and what you stand for, so be true to yourself and your values.

By following these steps and consistently investing time and effort into building your personal brand on LinkedIn, you can strengthen your professional reputation, expand your network, and create opportunities for your business.



Set Up an Exclusive Gmail Account.

Set Up an Exclusive Gmail Acc



I highly recommend that you set up and use an exclusive Gmail account for all your LinkedIn emails and notifications, it will help to keep your email notifications organized and make your life easier!

Importantly, as your LinkedIn following and activity grow, you can escape the feeling of overwhelm caused by all the notifications you will receive.

For example, LinkedIn will email you notifications and reminders about

- 1.Connection Requests:
- 2.Messages in your LinkedIn Inbox:
- 3.Profile Views:
- 4.Job Recommendations & Application Updates:
- 5.Connection Anniversaries & Birthdays:
- 6.Group Activity:
- 7.Company Updates:
8. Skills Endorsements and Recommendations:
- 9.Event Invitations:
- 10.Content Engagement:
- 11.Mentions and Tags:
- 12.& More

Do you really want all those notifications being sent to your regular email inbox?





FastTrack to Success.

FastTrack to Success.



The Steps Involved

Your Profile

- 1.) Make sure your Profile is completely set up,
- 2.) Your Profile should be Keyword Optimised to improve its ranking in the LinkedIn Search results,
- 3.) Complete both your About and Experience sections (Use as many of the 2,600 characters allowed for your About section and 2,000 characters allowed for your Experience section),
- 4.) Include your contact details at the end of both your About and Experience sections,
- 5.) Your Profile Headlines as well as your Experience section headlines should include your 3 main keywords and a 'Key Benefit Statement' aimed towards your target audience or target market.

Keyword Optimisation of Your Profile

1.) Check the popularity of your keywords with the Wordtracker Keyword Tool or the other keyword tools described in the 'Tools' section of this workbook.

2.) Select your 3 main keywords to be used throughout your profile in the following areas.

- a. Your top keyword should be used in your Profile URL,
- b. Your top 3 keywords should be used as your top 3 Skills,
- c. Your website link in 'See Contact Info' title should include your top keyword,
- d. Your top 3 keywords should be used between 6 – 10 times each in both your About & Experience sections.
- e. Include your 3 keywords in your profile headline as well as the headlines of the different Experience sections.



Social Proof.

- 1.) Add media that 'adds value without selling' in the form of videos, Pdf's, images etc,
- 2.) Use Social Proof including
Case Studies,
Testimonials, Recommendations, Endorsements etc,
- 3) Endorse the skills of your connections and many will reciprocate and endorse your skills in return, this will help to build your skill endorsements.
- 4) Ask for Recommendations from people you have worked with, ask to have your 3 main keywords included in your recommendations if possible.



Interaction.

- 1.) Write and post content,
- 2.) Post consistently and regularly,
- 3.) Interact with the content of your connections,
- 4.) Interact with prospects via their posts, articles, groups and comments,
- 5.) Send 'Happy Birthday' messages,
- 6.) Send 'Congratulations on the work Anniversary' messages,
- 7.) Send 'Congratulations on Starting a New Position' messages.



Prospecting.

- 1.) Use LinkedIn Search to find prospects from your target audience / target market,
- 2.) Grow your network and connect with prospects within your target market,
- 3.) Visit their profile and send prospects a personalised 'Request to connect', upto 300 characters,
- 4.) Send a more detailed InMail message, upto 1000 characters to prospects outside of your network,
- 5.) Send a 'Welcome to my network' message to new connections of your network,
- 6.) Share 'Useful' and 'Relevant to your Prospects' non-promotional content that 'Adds Value & Educates without Selling' with your new connections.



Content.

- 1.) Write and post content,
- 2.) Post consistently and regularly,
- 3.) Make sure your content 'Adds Value & Educates without Selling' to your audience.
- 4.) Try to make your content industry specific as much as possible,
- 5.) Use content to position yourself as a respected 'authority' within your industry,
- 6.) Highlight the benefits and results of what you do towards your audience,
- 7.) Reply to comments on your posts as quickly as possible. The algorithm responds favorably when you reply to comments made on your posts within the 1st 2 hours.
- 8.) Interact with the content of your connections,
- 9.) Please don't post anything like pets or dinners etc, it's LinkedIn so let's keep it professional.



TELL US YOUR STORY!

Referrals.

- 1.) Offer to help your new connections by referring them to people within your network,
- 2.) Ask them if they would be interested to know more about your 'Preferred Connections Referral network',
- 3.) Offer to help them solve their 2 biggest challenges or problems in business,
- 4.) Refer them to other people within your network who can help them solve their challenges or problems,
- 5.) When appropriate refer other people to those within your 'Preferred Connections Referral network'
- 6.) Follow Up and stay in touch wherever possible.



Follow Up.

Remember these words;

‘There is a fortune in the Follow Up!’
If you don’t follow up with your prospects,
then somebody else surely will.
Just Stay in Touch!

- 1) During your initial discussion, set an appointment at an agreed time for another conversation,
- 2) Pick up the phone, call them and have a friendly conversation,
- 3) Send them an InMail or Email or even a letter in the post,
- 4) Send them ‘Social Proof’ (Testimonials, Reviews, Case Studies, How to’s etc),
- 5) Educate them with articles that are specific to their industry that ‘Add Value’ to them, then follow up and ask if they found the information useful. (The articles can be industry posts written by others),
- 6) Provide them with the contact details of some of your satisfied clients. (Pay your clients the courtesy of asking them first if it is OK for your prospect to call them).





Optimization of Your LinkedIn Profile.

Optimization of Your LinkedIn Profile.



Where to Use Your Keywords to Optimize Your LinkedIn Profile

Use the FREE search at Word Tracker keyword research tool at

<https://www.wordtracker.com/>

to establish your top 3 most preferred keywords that are relevant towards your target audience or target market.

- 1) Select your 3 main keywords to be used throughout your profile in the following areas.
 - a. Your top keyword should be used in your Profile URL,
 - b. Your top 3 keywords should be used as your top 3 Skills,
 - c. Your website link in 'See Contact Info' title should include your top keyword,
 - d. Your top 3 keywords should be used between 6 – 10 times each in both your About & Experience sections,
- 2) Include your 3 keywords in your profile headlines as well as the headlines of the different Experience sections,

Your Top 3 Preferred Keywords are

1. _____
2. _____
3. _____

The areas within your LinkedIn Profile where you should use your top 3 Keywords, plus a few other areas that will also help to improve your rankings in the search results on LinkedIn.

The areas within your LinkedIn Profile where you should use your top 3 Keywords, plus a few other areas that will also help to improve your rankings in the search results on LinkedIn.

1. Your Profile URL,
2. In the file name of your Face Shot image,
3. In the file name of your Header image,
4. Your Profile Headline,
5. In the body copy of your About section between 6 – 10 X for each of your keywords,
6. In your Experience section Headline,
7. In the body copy of your Experience section between 6 – 10 X for each of your keywords,
8. In the titles and descriptions of any media you add to the end of your About or Experience sections,
9. In the titles and descriptions of any Case Studies, Papers, Pdf's etc that you add to the lower section of your Experience sections,
10. Your Top 3 Skills,
11. In any of your Recommendations,
12. In the Titles of any Groups that you moderate,
13. In the Title and body copy of any articles you publish,
14. # Hashtags that you use.

Areas to Use Your Keywords.

1.) Your Profile URL

2.) Your Keywords should be used in the image file name of your Face Pic image.

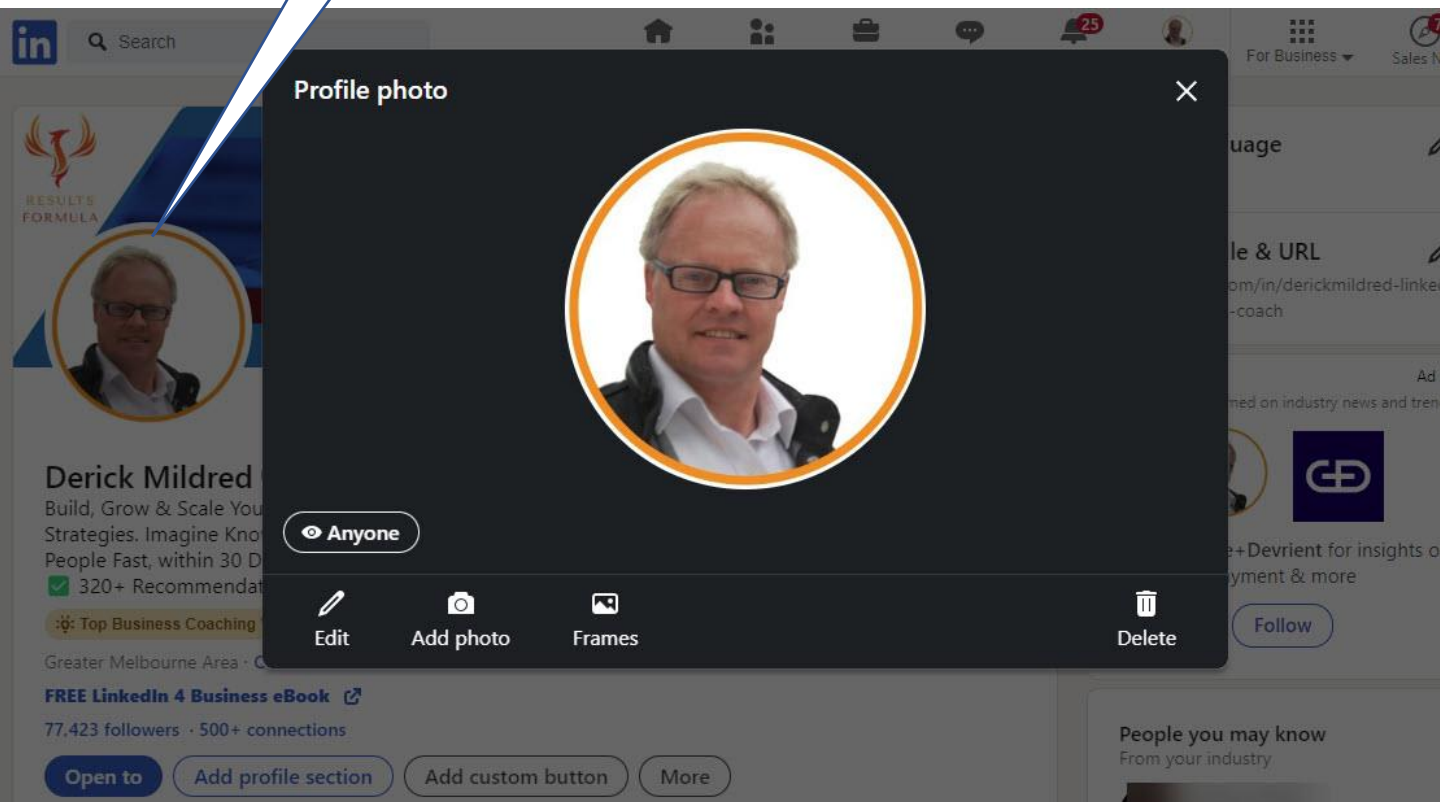
3.) Your Keywords should be used in the image file name of your Banner image.

The image shows a LinkedIn profile for Derick Mildred. The browser address bar at the top displays the URL: [linkedin.com/in/derickmildred-linked-in-for-business-coach/](https://www.linkedin.com/in/derickmildred-linked-in-for-business-coach/). Three callout boxes are present: 1. A box pointing to the profile URL in the address bar. 2. A box pointing to the circular profile picture. 3. A box pointing to the banner image at the top of the profile. The banner image contains the text "I Show You How to Use LinkedIn to Build, Grow & Scale Your Business!" and "LinkedIn for Business Growth..". The profile name is "Derick Mildred" with the title "(LinkedIn Business Coach)". The bio reads: "Build, Grow & Scale Your Business with LinkedIn for Business Strategies. Imagine Knowing the Secrets to Consistently Talk to More People Fast, within 30 Days with Proven LinkedIn Business Solutions". It also shows "320+ Recommendations" and "Top Business Coaching Voice" badge. The location is "Greater Melbourne Area". There are buttons for "Open to", "Add profile section", "Add custom button", and "More". On the right side, there are sections for "Profile language" (English), "Public profile & URL" (www.linkedin.com/in/derickmildred-linked-in-for-business-coach), and "Training and Accreditation Certification" (MOBIUS INSTITUTE).

1A.) Click here to Change Your Profile URL.

To Add Your Face Picture.

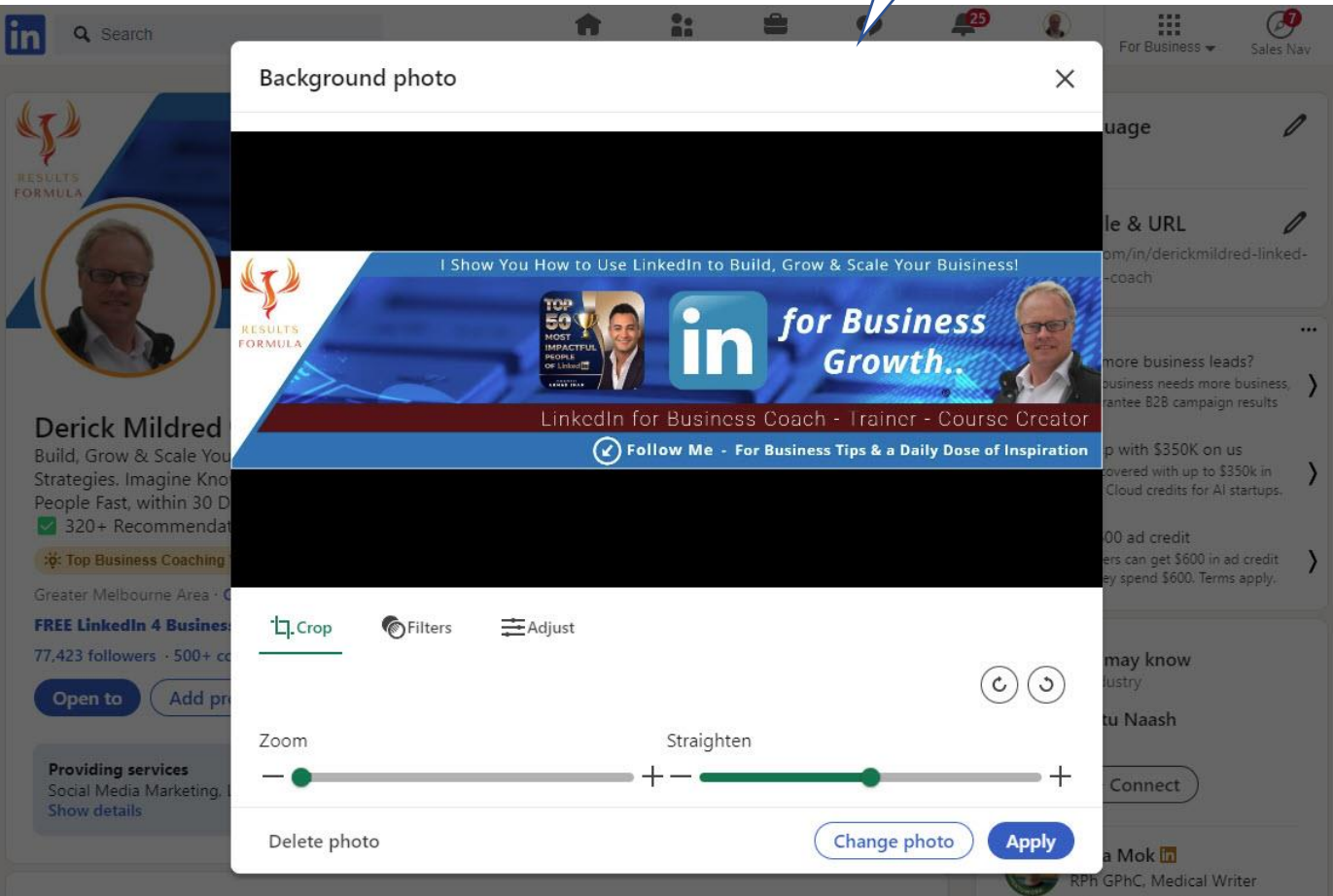
Click here to add or update your Face Pic.



Test your favorite Face pic with www.photofeeler.com
and if necessary, remove any distracting background with
www.remove.bg

To Add Your Banner Image.

Click the Icon on your Banner section to add or update your Face Pic.



Design and create you banner image on either

www.canva.com or www.snappa.com

You can source images for your background etc on both of these platforms or go to www.shutterstock.com

To Add Your Name, Headline, etc.

Edit intro



PREMIUM

Premium settings

Open Profile



Profile Premium Badge



* Indicates required

Basic info

First name*


Derick

Last name*

Mildred

Additional name

Name pronunciation

 Your audio recording



Enter custom pronouns

LinkedIn Business Coach

Let others know how to refer to you.

Learn more about [gender pronouns](#).

 All LinkedIn members

Save

4.) Your Profile Headline should include your Top 3 Keywords and a Key Benefit Statement.

Edit intro



Headline*

Build, Grow & Scale Your Business with LinkedIn for Business Strategies. Imagine Knowing the Secrets to Consistently Talk to More People Fast, within 30 Days with Proven LinkedIn Business Solutions. 200+ Recommendations



✦ Write with AI

PREMIUM

Review and edit the AI draft before saving so it reflects you. [Learn more](#)

Community Top Voice Badge

Skill to display*

Business Coaching



Show badge in my intro

Current position

Position*

Derick Mildred LinkedIn for Business Coach, LinkedIn for Business Trainer, LinkedIn Work: ▼

[+ Add new position](#)

Show current company in my intro

Industry*

Information Services

Learn more about [industry options](#)

Education

Save

Edit intro



Education

School*

Melbourne Grammar School

[+ Add new education](#)

Show school in my intro

Location

Country/Region*

Australia

Postal code

3183

City*

Greater Melbourne Area

Contact info

Add or edit your profile URL, email, and more

[Edit contact info](#)

Custom button

Add a link or, as a Premium Business member, show people the best way to engage with you by adding a custom button to the top of your profile.

Save

Edit about

5.) Your About section should include your Top 3 Keywords between 6 – 10 X each. Upto 2,600 characters in total.

Use the AI option to help you write your About section.

You can write about your years of experience, industry, or skills. People look about their achievements or previous job experiences.

🔥 Hello and welcome! I'm Derick, the founder of the Results Formula digital agency that specializes in LinkedIn for business coaching, training, online courses and coaching programs.

My focus is to empower people in Real Estate, Sales, real estate, and mortgage industries to harness the power of LinkedIn and transform it into a lead generation machine for their business.

✍️ How We Do It



✦ Write with AI





PREMIUM

2,597/2,600

Review and edit the AI draft before saving so it reflects you. [Learn more](#)

Skills

Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

- ✕ LinkedIn for Business 
- ✕ LinkedIn 
- ✕ LinkedIn Coaching 
- ✕ Social Media 

Save

6.) Your 'Experience' Headline should include your Top 3 Keywords and a Key Benefit Statement.

Edit experience



Notify network

Turn on to notify your network of any profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

Off



* Indicates required

Title*


How to Use LinkedIn to Build, Grow & Scale Your Business - Join Our Next FREE LinkedIn Masterclass

Employment type

Full-time

Learn more about [employment types](#).

Company name*

 Linked Into More Business - Build, Grow & Scale Your Business with our LinkedIn for Business Course

Location

Melbourne, Australia

I am currently working in this role

Start date*

July

2017

End date*

Month

Year

Delete experience

Save

7.) Your 'Experience' section description should include your Top 3 Keywords between 6 – 10 X each. Upto 2,000 characters in total.

Your top 3 skills here should match your top 3 skills in the lower section of your profile.

Edit experience

Industry*

Information Servi

LinkedIn uses industry information to provide more relevant recommendations

Learn more about [industry options](#)

Description

👋 Hello! I'm a Social Media Strategist, Coach & Trainer, specializing in LinkedIn for business. I'm here to help you leverage LinkedIn to build, grow and scale your business,

1,932/2,000

Profile headline

Build, Grow & Scale Your Business with LinkedIn for Business Strategies. Imagine Knowing the Secrets to (

Appears below your name at the top of the profile

Skills

We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

× LinkedIn for Business



× LinkedIn



× LinkedIn Coaching



× LinkedIn Training



× Social Media



Delete experience

Save

8.) Your Keywords should be used in the title and description of any media you add to the lower area of your Experience sections.

Edit experience



Media

Add media like images, documents, videos or presentations. Learn more about [media file types supported](#)

+ Add media

-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 15 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 9 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 10 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 14 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 7 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 11 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 12 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 13 of #30Tipsin30Days * ... see more
-  **Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness**
* Day 6 of #30Tipsin30Days * ... see more

Delete experience

Save

11.) Your Top 3 Skills should match your Top 3 Keywords.

Skills & endorsements

Add a new skill



Take skill quiz

LinkedIn · 99+


Angelica Figueroa and 99+ connections have given endorsements for this skill

LinkedIn Coaching · 99+

Khomotšo Egbunu  and 99+ connections have given endorsements for this skill

LinkedIn Training · 99+

John North and 99+ connections have given endorsements for this skill

Show more 

12.) Whenever you ask for a recommendation, you can request that your top 3 Keywords are used within the recommendation.

Recommendations



Received

Given



Jameson Volcy · 1st

I help home buyers get their loan approved faster and with better terms on their loan that saves money on their monthly repayments - Most loan types available NMLS ID 2214729
March 14, 2024, Jameson worked with Derick but they were at different companies

I will totally recommend Derick. I learned a lot from him. He is very intellectual and very knowledgeable about things he say to you and about the marketing industry to market yourself better. I sincerely appreciate his service.



Kim McNeilly 🌸 · 1st

Under Construction 🚧

February 27, 2024, Kim worked with Derick but they were at different companies

Derick has been exceedingly helpful to assist me to optimize my profile.
He guided me and gave me many valuable practicable tips and tools and how to target my audience
He also showed me how to craft a compelling banner to showcase my expertise.
Extremely patient and kind gentleman.

Great leadership skills whose expertise in leveraging LinkedIn providing amazing insights and motivation to uplift others.

...

... see more

Show all 327 received →



Setting-Up Your LinkedIn Profile.

Setting Up of Your LinkedIn Profile.



Your LinkedIn Profile is where you get to create a good first impression. All of us know the saying 'Don't judge a book by its cover', however, we all do, and your LinkedIn profile is basically the cover to your book and its contents about you, your job, your career, your business, your products or services and much more.

It's where people go to find out more about you and what you offer, so they can decide if they want to move towards the next step of communication with you.

You want your LinkedIn Profile to have an impact, to inform people about what you offer, what's in it for them and why they should talk to you further.

It's a good idea to think of your profile as your online brochure that depicts everything you've done, what you do now and what you can offer them.

The most important point to remember is the W,I,I,F,T formula

What's In It For Them!

Here are some suggestions to help you develop your LinkedIn Profile to create the impression you want and to have a stronger impact upon your target audience.

- 1) Add a good Face Shot – Use photofeeler.com to get valuable feedback that will help you to select the best picture of you to use.
- 2) Design a good Banner/Header Image that details what you offer, and a key benefit statement aimed toward your target audience.
- 3) Complete your About section, use as many as possible of the 2,600 characters allowed.
- 4) Complete your Experience section, again use as many as possible of the 2,000 characters allowed.
- 5) Add your Contact Details in the section called 'See Contact Info'.
- 6) Also Add your Contact Details at the end of both your About and Experience sections.

- 7) Your headlines should include your 3 main Keywords if possible, plus a Key Benefit Statement aimed towards your target audience.
- 8) Use Emoji's, Icons and Symbols to improve your profile and help it to stand out.
- 9) Add your Skills and include your 3 Main Keywords as your top 3 Skills.
- 10) Add Media at the end of both your About and your Experience sections.
- 11) Optimise your profile in the areas detailed in the chapter called 'Optimization of Your Profile'.
- 12) Request Recommendations from existing and previous clients or customers.
- 13) Connect with colleagues and people you know.
- 14) Start to position yourself as a respected authority in your industry by posting content that 'Adds Value & Educates Your Audience without Selling' such as 'How to' style posts, articles and newsletters.





Your Banner Image

Your Banner Image.



Your Banner/Header Image along with your Face Shot are 2 essential parts of your profile that you can use to really stand out and make a good first impression upon people when they first visit your profile.

The impression people get from your header image, as well as your headline etc, will help to entice them to read on further. If you can imagine everything in your profile as being like the content of a book, then your header image would surely be the cover!

Therefore your 'Banner/Header' image should depict

- a. What you do,
- b. How well you do it,
- c. A Key Benefit Statement,
- d. Social Proof – A testimonial / Recommendation or a Guarantee,
- e. Your Contact Details.

There are several online tools available that you can use to quickly and easily design and build yourself a great-looking banner/header image, including

For building your banner/header, inserting Logo's graphics, text etc I recommend either

<https://www.canva.com>

Or

<https://snappa.com>

To search for and source images for your banner/header images and all other uses, I recommend

<https://www.shutterstock.com>

Header Image Size:

The current size for the LinkedIn Banner/Header Image is 1584 X 396 Pixels

Note:

When you design, build and upload your header image to LinkedIn, it's a good idea to check how well your header image displays on both a desktop as well as a mobile or cell device.

Here's one of my header images as an example:

Your Brand and or Point of Difference

Add any social proof

A key benefit statement for your audience.



The areas you specialize in

Presented to help you stand out from the crowd.



Your Face Pic

Your Face Pic.



If you don't use a Face Shot on your profile, you will reduce the number of people who will connect with you, so an attractive and appealing face pic is essential.

So how do you choose which Face pic of you is going to be liked or looked at favourably by the audience?

Go to www.photofeeler.com and upload your favorite Face pic and let members of the public vote on it and give you some valuable feedback about it.

Benefit from a Free Offer that will give you some valuable feedback, or for a small fee you can get a faster and more detailed response.

Then you can decide which is the best face picture you should use on your LinkedIn profile



See How Others See You

with the world's #1 photo testing tool

Choose your **business**, **social**, and **dating** photos using hard data about how you're coming across.

Use it free — or pay for faster results.

GET STARTED

Already using Photofeeler? [Login](#)



Your Headline

Your Headline.



Your headline is the 3rd of the 3 areas that initially stand out when your audience and prospects who are interested to know more about you first open your LinkedIn profile.

So how do you write a strong headline that creates the right impression on your audience? To begin drafting your headline, start with

I help X (Add your target audience) achieve Y (Add their most desired result) with Z (Add details of your product, service or offer) (The add a CTA or details of your Social proof)

Use a platform called Sharethrough which has an algorithm with over 300 unique variables to test and improve your headline for your LinkedIn profile even further.

Sharethrough will provide you with a

- Headline Quality Score,
- Engagement Score,
- Impression Score.
- A history of your changes so you can compare different examples of your headline to see which one scores the best.

Sharethrough allows you to apply a unique algorithm to scientifically test, measure and improve your headline.

Go to <https://headlines.sharethrough.com>



How Engaging Is Your Headline?

Enter a headline

FIND OUT

Characters: 0 Words: 0



Featured Section.

Featured Section.



Featured



Image

Featured Section Index

- ✓ FREE Download – LinkedIn for Business eBook.
- ✓ LinkedIn for Business Weekly Newsletter.
- ✓ Book a Call with Derick via Calendly.
- ✓ Results Formula website.
- ✓ Celebrating 75K Followers.
- ✓ LinkedIn Influencer & Rising Star lists.
- ✓ Video Testimonials.
- ✓ LinkedIn Rockstar 3 X Top 3 / 75

➔

Featured Section Index

Link

LinkedIn Insider Secrets Exposed!

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Published weekly · 21,611 subscribers

Each week, receive easily applied
LinkedIn for business advice and tips
to help you build, grow and scale
your business.

✓ Subscribed

When experienced users of LinkedIn open up your LinkedIn profile, 4 areas immediately stand out and therefore provide you the opportunity to create good first impression.

Those 4 areas are;

1. Your banner/header image.
2. Your face picture,
3. Your headline.
4. Your Featured section.

The "Featured Section" on a LinkedIn profile offers several benefits for users looking to enhance their professional presence and showcase their skills and accomplishments.

Overall, the Featured Section on LinkedIn offers you a powerful tool to present your profile more effectively, showcase your expertise, and strengthen your brand within your industry. By leveraging this feature strategically, users can enhance your visibility, credibility, and networking opportunities on the platform.

Featured Section.



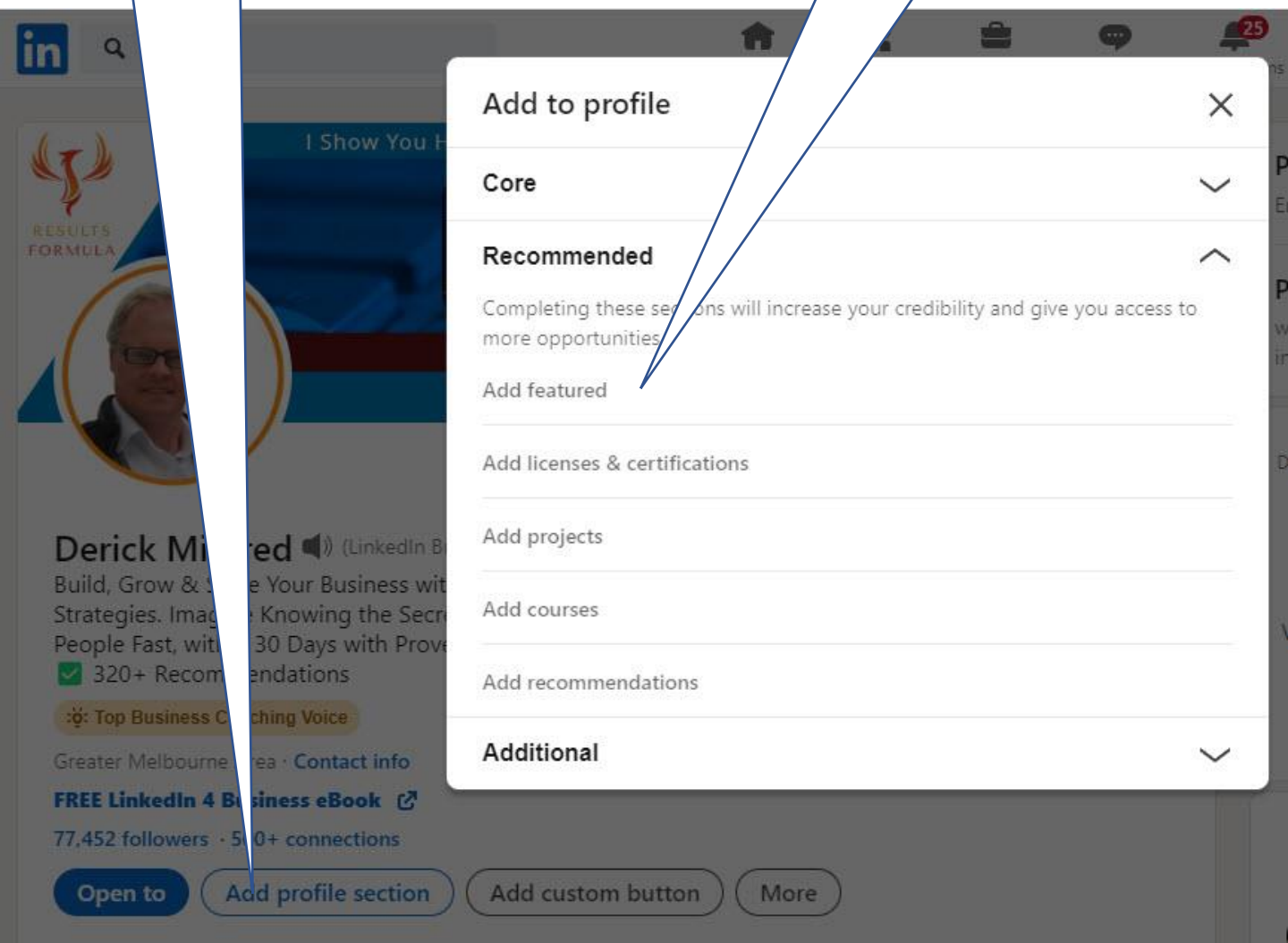
Here are some benefits

- 1) **Increased Visibility:** By featuring specific posts, articles, or media content, you can increase the visibility of these items on your profile. This section allows you to highlight your best work or most relevant content, ensuring that it's easily accessible to anyone who views your profile.
- 2) **Showcase Expertise:** The Featured Section provides an opportunity to showcase your expertise and professional accomplishments. Whether it's through articles you've written, presentations you've delivered, or projects you've completed, you can use this section to demonstrate your skills and knowledge in your field.
- 3) **Establish Credibility:** Featuring high-quality content can help you establish credibility and authority in your industry. When visitors to your profile see that you've produced valuable content or have been involved in notable projects, it can enhance their perception of your professional capabilities.
- 4) **Personal Branding:** Curating the Featured Section allows you to shape your personal brand on LinkedIn. You can select content that aligns with your career goals and the image you want to portray to your network and potential employers or clients.
- 5) **Engagement and Networking:** Sharing engaging content through the Featured Section can spark conversations and interactions with your connections. This can lead to valuable networking opportunities, as well as increased engagement with your profile overall.
- 6) **Highlight Achievements:** Whether it's awards, certifications, or significant milestones, the Featured Section enables you to highlight your achievements prominently. This can help draw attention to your successes and accolades, further enhancing your professional reputation.
- 7) **Tailored Presentation:** The Featured Section allows you to tailor the presentation of your profile to suit your specific objectives. You can organize and prioritize content based on what you believe will have the greatest impact on your audience, whether it's prospective employers, clients, or collaborators.

To Add a Featured Section to Your LinkedIn Profile.

1.) To add your Featured Section, click on Add Profile Section

2.) Then go to Recommended and click on Add Featured.





About Section.

About Section.



Your About section should use as many of the allowed 2,600 characters as possible and include the following

- 1.) An attention-grabbing headline with a key benefit statement towards your target audience,
- 2.) What your offer is based on. For example

I help niche to get their most desired result by describe the service you offer at your brand

Then Add

- 3.) What I Do,
- 4.) How I Do It, Or Who I Work With, Areas I Specialise In,
- 5.) Results – (Social Proof in the form of either Case Studies, Testimonials, Guarantee, etc.)
- 6.) CTA & Your Contact Details,
- 7.) Freebie – (FREE Report containing 'beneficial to the audience information that can be applied A S A P')

Your 'About' section should be written about you and what you offer to your target audience / target market.

Remember it should be all about W.I.I.F.T. or 'What's In It For Them.'

Keywords:

Try to include your Top 3 Keywords between 6 – 10 times each in the text of your About section.

See the About Section template provided
to help you draft your own!

LinkedIn AI is also available to help you
inside the editor.



Experience Section.

Experience Section.



Your 'Experience' section should also use as many of the allowed 2,000 characters as possible and include the following

- 1.) Attention grabbing headline with a key benefit statement towards your target audience,
- 2.) What your business or company offers your target market. For example
 We help niche to get their most desired result by the service you offer at your brand

Or

- 2A.) Raise the question about their current provider of your services.

Then Add

- 3.) What We Do,
- 4.) How We Do It, Or Who We Work With, Areas We Specialise In,
- 5.) Results – (Social Proof in the form of either Case Studies, Testimonials, Guarantee, etc.)
- 6.) CTA & Your Contact Details,
- 7.) Media – Videos hosted on Youtube, Pdf's of Case Studies, Papers etc

Keywords:

Try to include your Top 3 Keywords between 6 – 10 times each in the text of your Experience section.

Can be structured or written in either of 2 ways.

- 1.) Similar to your 'About' section but written in plural,

Or

- 2.) Start by asking a question aimed at your target audience / target market.

See the Experience Section template provided to help you draft your own!



Add Your Skills.

Add Your Skills.



The "Skills" section of your LinkedIn profile provides you with an opportunity to showcase your expertise, abilities, and strengths to your network and connections.

You can list a variety of skills relevant to the areas you specialize in, your areas of expertise, profession or industry, ranging from technical proficiencies to soft skills and competencies.

The Skills section allows you to highlight your strengths and assist in the optimization of your profile and make your profile more discoverable in the search results on LinkedIn.

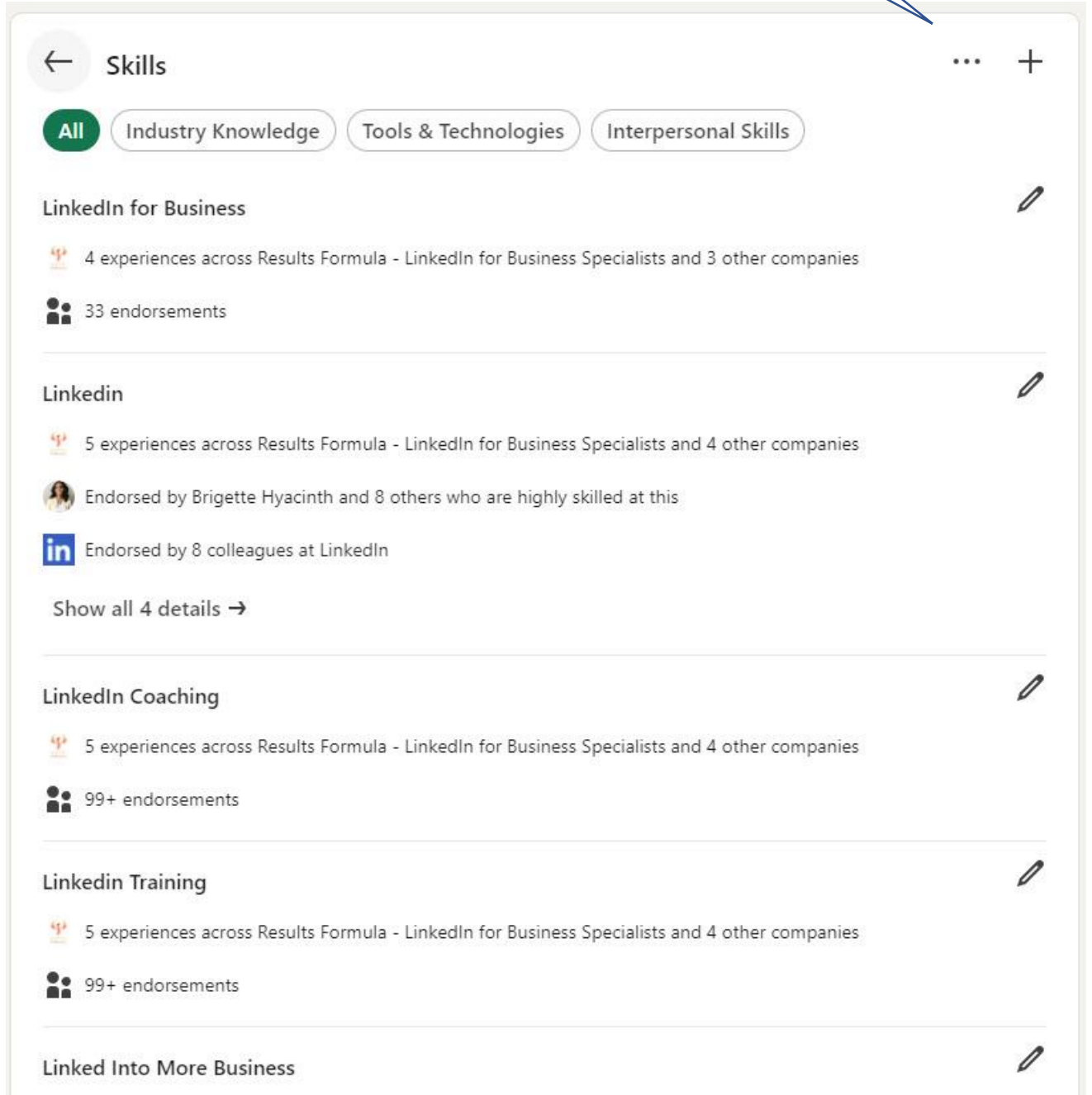
Skills listed in this section can be endorsed by your connections, further validating your areas of expertise and credibility.

You are allowed upto 50 Skills and your top 3 skills should match your top 3 keywords.

You can also rearrange the order of your skills at any time.

Add Up to 50 Skills.

Reorder and adjust your Skills settings here.



The screenshot shows the LinkedIn Skills management interface. At the top, there is a back arrow, the title "Skills", and a settings menu (three dots) with a plus sign. Below the title are three filter tabs: "All" (selected), "Industry Knowledge", "Tools & Technologies", and "Interpersonal Skills". The main content area lists five skills, each with an edit icon on the right:

- LinkedIn for Business**: 4 experiences across Results Formula - LinkedIn for Business Specialists and 3 other companies; 33 endorsements.
- LinkedIn**: 5 experiences across Results Formula - LinkedIn for Business Specialists and 4 other companies; Endorsed by Brigette Hyacinth and 8 others who are highly skilled at this; Endorsed by 8 colleagues at LinkedIn; [Show all 4 details →](#)
- LinkedIn Coaching**: 5 experiences across Results Formula - LinkedIn for Business Specialists and 4 other companies; 99+ endorsements.
- LinkedIn Training**: 5 experiences across Results Formula - LinkedIn for Business Specialists and 4 other companies; 99+ endorsements.
- Linked Into More Business**



Social Proof.

Social Proof.



Social proof plays a vital role in shaping perceptions, influencing decisions, and building trust and credibility in the minds of both your prospects and others who visit your LinkedIn profile.

In marketing, its leveraging endorsements, testimonials, and social media engagement to build trust and credibility.

Leveraging social proof effectively can help to enhance your reputation, expand your network, and achieve your professional and business goals.

Without social proof, you will set yourself up to struggle!

Social Proof helps you to

- 1) Build Trust & Credibility.
- 2) Validate Your Expertise.
- 3) Enhance Your Reputation.
- 4) Influence Decision Making.
- 5) Generate Interest & Increase Engagement.
- 6) Strengthen the Positioning of Your Brand.
- 7) Contribute towards Building Your Reputation.
- 8) Increase Opportunities.

Types of social proof include

- 1) Testimonials, Recommendations, and Reviews:** Either in writing or video format.
- 2) Endorsements:** From influential figures, within a specific industry or community.
- 3) Case Studies:** Detailed accounts of successful experiences or outcomes achieved.
- 4) Post Engagement:** Likes, shares, comments, indicating interest, approval, or endorsement.
- 5) Influencer Endorsements:** Recommendations or endorsements from individuals with a significant following and influence within a particular niche or industry.
- 6) Certifications and Accreditations:** Official certifications, accreditations, or affiliations that demonstrate compliance with industry standards or best practices.
- 7) Customer Count or Subscriber Numbers:** Displaying the number of customers, users, or subscribers can convey popularity and acceptance of a product or service.



**CLIENTS
TESTIMONIAL**

Where to Add Social Proof to Your LinkedIn Profile.

Sections on Your LinkedIn Profile where you can add Social Proof include.

- 1) Your Banner Image.** Add a quote from a recommendation.
- 2) Headline:** Include the total number of recommendations you may have from satisfied clients or customers.
- 3) Featured Section:** Images of Recommendations, Video testimonials or Case Studies etc.
- 4) About section:** Add a testimonial as a part of your description.
- 5) Experience section:** Add a testimonial quote to your experience section. You can also add video testimonials, case study Pdf's to the lower 'media' area of your Experience section.
- 6) Skills section:** Endorse others and get connections to endorse your own skills.
- 7) Recommendations:** Ask your clients or customers for a recommendation about their experience working with you. Ultimately, you should have received significantly more than you have given, and try not to have too many matching names, as people recognize a contra deal and 2 friends helping each other.

You can never have too much social proof, but to the detriment of your business, you can suffer from not having enough! The key to increasing your social proof is you should be comfortable asking for recommendations and I strongly suggest you make it a regular part of your ongoing business development strategy to ask for them.



Interact,
Establish, Build &
Nurture.

Interact, Establish, Build & Nurture.



- Professional relationships on LinkedIn start with interaction.
- LinkedIn makes it easy for you to interact with others.
- Building relationships
 - = creates more valuable connections
 - = a more profitable network.
- How to establish, build and nurture the relationship to the next level.

Remember:

Building relationships on LinkedIn is all about

**Interaction, Establishing, Building &
Nurturing the Relationship**

Interaction.

Your first point of contact with somebody on LinkedIn usually sets the tone for the quality of your ongoing interaction with them.

Usually, your first contact with people on LinkedIn is either

- 1) A personalized invitation to connect.
- 2) A more detailed InMail message.
- 3) A comment on an article or post.

Interaction When you are Not connected.

LinkedIn still allows you to interact with people.

In fact, many people actually connect as a direct result of comments on their own articles or posts by people they are not connected to.

Some ideas to help you interact with LinkedIn members you are not connected to.

Like, Comment on or Share their posts.

(When you share a post of a LinkedIn member you are not connected to, it's a good idea to message them, using InMail, advising that you have just shared their post)

Eg:

*Hi (firstname) I noticed your recent post called, (Insert Posts Title) I was really impressed by it, I hope you don't mind but I just had to share it. Would you be open to connecting here on LinkedIn? If so that would be great.
Kind Regards from*

Some further ideas to help you interact with LinkedIn members you are not connected to.

- 1) Like or comment within groups you're both a member of.
- 2) When you notice somebody has viewed your profile.
- 3) Send them an InMail personalized message. (InMail allows you upto 1,000 characters)

Some ideas to help you interact with your connections

- 1) Like, comment on or share their posts. (When you share the post of a connection that you want to have a conversation with, it's a good idea to message them advising that you just shared their post)
- 2) When a connection views your profile.
- 3) Like or comment within groups you're both a member of.
- 4) Send them a personalized message.
- 5) Send them a Happy Birthday message. (LinkedIn will prompt you)
- 6) Send them a 'Congratulations on Work Anniversary' message. (LinkedIn will prompt you)
- 7) Send them a 'Congratulations on Starting a New Position' message. (LinkedIn will prompt you)
- 8) Send them a 'Congratulations on a Promotion' message. (LinkedIn will prompt you)

Share beneficial, helpful, or useful content (importantly, without any kind of sales pitch attached) including

- a.) Articles, industry updates, etc specific to the industry of your connections,
- b.) How to articles updates, videos, etc,
- c.) Papers, Case Studies, pdf's,
- d.) Anything that may be of benefit or use to them.

Importantly, when you share beneficial, helpful, or useful content.

Send a message to your connection and highlight

- a.) Why you're sharing the information with them,
- b.) The benefits detailed in the information should also benefit your connection.

A few days later.

Follow up with them to see if they found the information useful, and did they benefit from it?

Repeat the process to build 'trust and rapport'.

Interaction – Permission Based Marketing.

Then ask their permission to send information about what you offer.

Ask them

"I have some ideas, do you mind if I send through some information?"

Remember:

For best results, your marketing on LinkedIn should always be 'Permission Based'.



Establish the Relationship & Connect

As soon as you connect, it's always good idea to try to establish the relationship better than most!

Some ideas to help you connect and interact.

- 1) Use LinkedIn Search to find people that are consistent with your target audience or target market.
- 2) Via their profile send your Personalised 'Invitation to Connect' request.
- 3) Further introduce yourself with a 'Thank You' for connecting message.
- 4) Your 3rd message should ask about them about their 2 favourite topics,
Their businesses,
Their interests, (If described on their profile)
Try to show genuine interest...



To Build The Relationship.

How to interact with your connections to help you build and strengthen the relationship.

- 1) Like, comment on or share their posts.
- 2) Like or comment on posts in groups.
- 3) Send a personalised message.
- 4) Message them and mention that you recently read an article that may benefit them, then ask, would they mind if you sent through the link to the article etc?
- 5) When you send articles, blog posts, information etc that can help them. (Be sure to send a brief cover note that highlights the perceived benefits to them described in the article your sending)
- 6) Follow up a few days later and ask what they thought of the information you sent them; did they enjoy it or benefit from it?



6 Steps to Nurture the Relationship to the Next Level.

- 1) Cultivate the relationship with quality content that assists your connection with their professional life.
- 2) Develop the relationship by demonstrating that you care.
- 3) Permission-Based Marketing – Ask their permission to send them further information about what you offer.
- 4) Educate your connection with your 'Key Benefit Statement / USP' about what you offer and how you can help them.
- 5) In their minds, slowly build confidence in you, trust and rapport.
- 6) Take the conversation to the next level.

Ask any of the following questions.

- a. Where to next?
- b. Would you like to organize a meeting?
- c. Why don't we set up a call to discuss further?



Interact, Establish, Build & Nurture The Relationship.

In Summary.

- 1) Use search to find prospects in your target market,
- 2) Interact with your prospects to build awareness of you, your business, and what you offer,
- 3) Each day you should monitor those who have recently viewed your profile,
- 4) Further build the relationship by interacting with prospects who have shown an interest,
 - a) By viewing your profile,
 - b) By replying to your comments,
 - c) Responding to your messages.
- 5) Keep an eye on your connection requests, message replies, etc,
- 6) Stay in touch & follow up,
- 7) Use and apply 'interaction' to keep yourself 'Top of Mind'.





LinkedIn Search.

LinkedIn Search.



LinkedIn is the world's largest database of people in business at your fingertips.

Now I'd like to ask you to take a minute to think about that.

The world's largest database of businesses, their owners, and their employees, and all of them are literally at your fingertips.

LinkedIn is also a search engine that allows you to easily and quickly search for people, to search for prospects by

- 1) Name,
- 2) Job Titles, Roles or Positions, etc,
- 3) Locations including country, city etc,
- 4) Content they may have posted,
- 5) Companies they work for, past and present,
- 6) Specific industries,
- 7) Language,
- 8) Groups they're a member of,
- 9) Schools they attend or attended,
- 10) & Much More.

Just take a moment and consider the potential here

The world's largest database of businesses, their owners, and their employees at your fingertips!



Q mortgage brokers



People ▾

Australia 1 ▾

Connections ▾

Current company ▾

All filters

Reset

About 10,000 results

The screenshot shows a list of search results for 'mortgage brokers' in Australia. Each result includes a profile picture, a name, a title, and a 'Connect' button. The text is blurred for privacy, but some words like 'g and finance services business,' and 'nagement' are visible. The results are presented in a clean, professional layout typical of LinkedIn.

Searching on LinkedIn is very easy, I recommend that you try a few searches to become comfortable with it and start to fully understand its capabilities.

For Example:

Let's say you are looking for the director of a particular business or a specific type of business, in particular states and even in specific cities.

LinkedIn will bring up these search results in less than 1 minute. That's right, easily and in less than 1 minute.



Lead Generation Preparation.

Lead Generation Preparation.



Preparation

- 1) Make sure you have plenty of Social Proof in the form of
 - a) Case Studies,
 - b) Endorsements of your Skills,
 - c) Testimonials / Recommendations,
 - d) Video Testimonials,
 - e) Interviews.
- 2) Define your Target Market / Target Audience.
- 3) Source Industry Specific information such as articles, reports etc from industry blogs, websites, other Social Media etc that can genuinely benefit and help people within your target market.
- 4) Download and set up the Lead Generation Tracking Sheet.
- 5) Or Use your preferred CRM.





Lead Generation.

Lead Generation.



Steps to a More Effective Lead Generation Strategy.

- 1) Connect strategically to people who match your client avatar and preferred target audience.
- 2) Establish, build, and nurture the conversation with your audience and especially your leads.
- 3) Consistently share content that adds value without selling to your audience.
- 4) Join Groups relevant to your preferred target audience.
- 5) Use advanced search features of LinkedIn Premium or preferably, Sales Navigator.
- 6) Consistently engage with your network, especially before you post. Strategically engage with the content of your prospects.
- 7) Collaborate with industry leaders.

Lead Generation.



Daily Lead Generation Strategy.

Message everybody who

- 1.) Visits your profile.
- 2.) Sends you a 'Request to Connect'.
- 3.) Comments on or shares your posts.
- 4.) Subscribes to your newsletter.
- 5.) Follows your company page.

Mention what they did,

Ask them a question about it,

Ask them what they're looking for,

Ask them if they would like to join you on a call.

If they decline your call offer, send them an 'Added Value' PDF' Case Study, etc.

Follow Up and offer them the opportunity to get on a call again.

Consistently apply this strategy for just 1 hour per day, message 25 – 30 people per day and soon you will have a regular supply of calls with prospects.

Lead Generation.

Basics

- 1) Use LinkedIn Search to find prospects from your target audience / target market,
- 2) Grow your network and connect with prospects within your target market,
- 3) Visit their profile and look for mutual areas of interest.
- 4) Then send prospects a personalised invitation to connect, upto 300 characters, and if possible, mention your mutual area of interest,
- 5) Send a more detailed InMail message, upto 1000 characters to prospects outside of your network,
- 6) Or first engage with your prospects by commenting on their posts or articles then send them a 'Request to Connect' or an InMail.
- 7) Send a ' Thank You for Connecting & Welcome to my network' message to new connections,
- 8) Keep an eye on people who have viewed your profile.
- 9) Send a 'Request to Connect' message to people who show interest.
- 10) Share 'Useful' and 'Relevant to your Prospects' non-promotional content that Adds Value and educates without Selling to your new connections.
- 11) Stay in touch and share their content to your audience.
- 12) Monitor your connection requests and message replies regularly.
- 13) Send Follow-up messages.
- 14) Use LinkedIn message reminders to send out messages including
 - a) Happy Birthday message.
 - b) Congratulations on starting a new position,
 - c) Congratulations on the work anniversary,

5 Step Lead Generation Sequence.



5-Step Lead Generation Sequence Breakdown

1. Use LinkedIn Search to find prospects that meet your specific target market criteria, then let them get to know you by interacting with their content.
2. Show interest & Interact to establish, build, and nurture the relationship,
 - a.) Visit their profile, find areas of interest or ask about their area of expertise, and request to connect.
3. Help your prospects by providing them with 'Useful' information that is relevant to their interests, area of expertise, or industry, information that will deliver a benefit to them A S A P, information that Adds Value & Educates without Selling!

Then repeat!

4. Follow Up and ask if they found the information you provided to be of interest, useful or beneficial, then Ask their permission to send through some further information about what you do (To Inform),

(Make sure you don't sound too much like a salesman)!

Provide Social Proof about what you do including Brochures, Case Studies, and Testimonials that detail your results achieved for previous clients or customers (these can be emailed, or you can send hard copies in the post)

5. Then take the conversation to the next level, which can be
 - a.) A direct email,
 - b.) An invitation to an event, a seminar, a webinar, etc,
 - c.) A direct phone call, a Skype or Zoom call, etc,
 - d.) Or even a face-to-face meeting etc.

Remember:

The best salespeople do not sell at all,
they just talk to people as if it were just a casual conversation.



Step 1 – Search for Prospects



Enter your preferred target market into the LinkedIn Search.

Refine your Search by using the filters for 1st, 2nd or 3rd level connections, plus country, city, company, industry etc.

A screenshot of the LinkedIn search interface. At the top left is the LinkedIn logo and a search bar containing the text "mortgage brokers". To the right of the search bar are navigation icons for Home, My Network, Jobs, and Messaging. Below the search bar is a row of filter buttons: "People" (selected), "Australia 1", "Connections", "Current company", "All filters", and "Reset". Below the filters, it says "About 10,000 results". The main area displays a list of search results, each with a profile picture, name, and a "Connect" button. The text in the results is partially obscured by blurring.

Step 2 – Interact



Remember:

When you
Interact, Establish, Build & Nurture the Relationship,
You build stronger trust and rapport,
which increases their interest in you, your business and your
products or services.

By showing genuine interest in your prospects will help them to like, trust and believe in you, visit their profile and look for areas of mutual interest. Here are some ideas of what to look for,

1. Mutual Connections,
2. Recommendations (Great to refer to if there are no other mutual areas of interest),
3. The area they live or work in,
4. The sports they're interested in,
5. The school or college/university they went to,
6. Their hobbies etc,
7. Achievements, Awards etc,
8. Publications.

Start a Conversation.

The interaction will help you get the conversation started.

Conversation starters can include

- Thank your prospect for connecting with you,
- Visit their profile and send them a message about you being 'Interested to know more about what they do and the areas they specialise in'
- Visit their profile and look at their links to media, papers, pdf etc, then message them with your comments, thoughts or questions,
- Endorse some of their skills,
- Notice their posts, etc and then
 - a.) Like or comment on their posts,
 - b.) Like or comment on their articles,
 - c.) Like or comment on their posts etc in groups you're both members of.

Conversation Starters for Existing Connections.

If you haven't communicated with a 'connection' for a while?

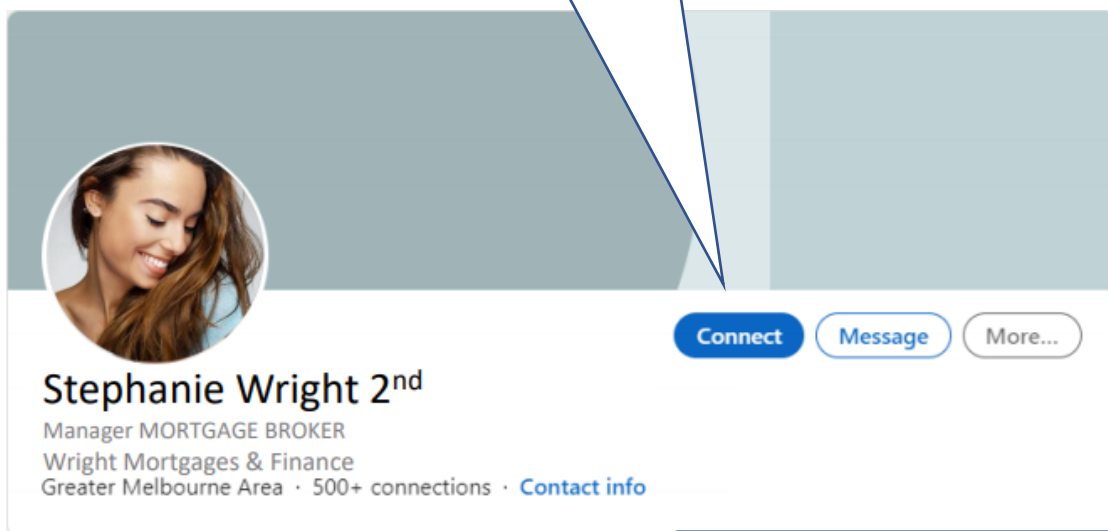
Here are some ways to reinvigorate and get the conversation started again

- Send them a 'Touch Base' or a 'Follow Up' message,
- Visit their profile and then message them about an area of interest mentioned on their profile,
- Visit their profile and endorse some of their skills,
- Send them a 'Congratulations on a Work Anniversary' message,
- Send them a 'Congratulations on Starting a New Position' message,
- Send them a 'Happy Birthday' message,

Step 3 – Connect



Click Here to Request to Connect.



Send a 'Personalised' Request to Connect upto 300 characters.

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

Example of a Request to Connect message.

You can customize this invitation ✕

Include a personal message (optional):

Hi Stephanie
I noticed your profile here on LinkedIn and I'm Interested to know more about your expertise the area of *(Job type and industry type)*.
Are you open to connecting?
If so, that would be great.
Regards
(Your Name here)

Cancel

Send invitation

Or Use an InMail

InMail messages allow you upto 1000 characters to use.

Note:
LinkedIn InMail messages are not available with FREE LinkedIn Acc

Note:
When your InMail is replied to you receive a credit for that InMail back to your Acc.

New message ✕



Subject (required)

Write a message or attach a file

PREMIUM

Using 1 of 44 InMail credits



Send

Step 3 – Add Value & Educate Without Selling



Offer to help your prospect by providing them with information that is relevant to their industry, NOT your industry, and offers a benefit that can be implemented quickly and easily to generate a result A S A P.

Ultimately, this information should identify an industry 'pain point' or problem and provide a solution.

This helpful information can be in the form of

1. A webinar (Should be Free to attend, educational, and informative),
2. An informative, Educational, or Training video, accessed via a Landing Page (Allows you to build your list)
3. An E-Book, downloadable from your website or Landing Page in exchange for their name and email,
4. An Industry article (Easily found with a search on Google, just Copy, Paste, and Send to your prospect),
5. A Blog Post, preferably available from your website or a website related to their industry,
6. A Podcast. (Just send them the link)

Important:

Repeat this Step a Second Time.

Send your prospect different and useful information again.

This is a vital part of building stronger Trust & Rapport with
your prospects.



Step 4 – Follow Up, Ask, Inform & Provide Social Proof.



Remember the saying:

‘There is a fortune in the Follow Up!’

This is a vital part of building Trust & Rapport with your prospect.

1. Follow Up and ask them if they found the information you provided to be of interest or useful,

1. Then ask them,

Do you mind

Or

Is it OK

Or

I have some ideas I'd like to share with you, is it OK

Then add

If I send through some information?

This example works well:

I have some ideas I'd like to share with you, is it OK if I send through some information?



Now that you have established, built and nurtured the relationship, you have a level of trust & rapport, and importantly, you have asked for their permission, it's OK to send them some further information about what you offer, you should send through information that is short and concise, such as

- 1) Case Studies (best results achieved by existing clients or customers of yours),
- 2) Testimonials or Recommendations,
- 3) You can also offer your expertise in the form of
 - a. Free Time, such as a FREE Analysis, review or even just a chat about their objectives and some ideas you may have!),

Remember:

You're not trying to 'sell them anything' at this stage,
so keep the conversation casual.

Do NOT include 'Pricing' of any kind in the information you send through to your prospect.

Why?

Because you do NOT want them making a price-based decision until you have taken the conversation to the next level and actually spoken to them.

Step 5 – Take the Conversation to the Next Level.



The best time to ask the prospect about taking the conversation to the next level is when the prospect agrees to allow you to send through some further information about what you do.

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, and offer them a choice of 2 different time slots to discuss your ideas.

For Example:

"Hi _____

I know that you're focused on (Insert prospect objective here) I've got some ideas, so why don't we set up a time to discuss, are you available for a casual phone call on either 10.30 am on Tuesday or 2.30 pm on Wednesday?"

Please see Lead Generation Messages & Scripts for further examples.

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do. **Instead, you are asking for a call to discuss some ideas you have.**

Your objective with your prospect is to get them to agree to either



A Direct Email from you.



A 1 on 1 Phone Call, Skype or Zoom Call.



An Invitation to an Event.



An Invitation to a Webinar.



An Invitation to a Seminar.



Or a Face-to-Face meeting.



4 Ways to Generate Leads Every Week.

4 Ways to Generate Leads Every Week.



Premium or Sales Navigator subscription required!

4 Ways to Generate Leads Every Week.

- 1.) Targeted outreach via search results in Premium or Sales Navigator.
- 2.) Message people who recently viewed your profile.
- 3.) Create Content such as posts or newsletters that include a CTA (Call to Action)
- 4.) Message people in Groups related to your target market.

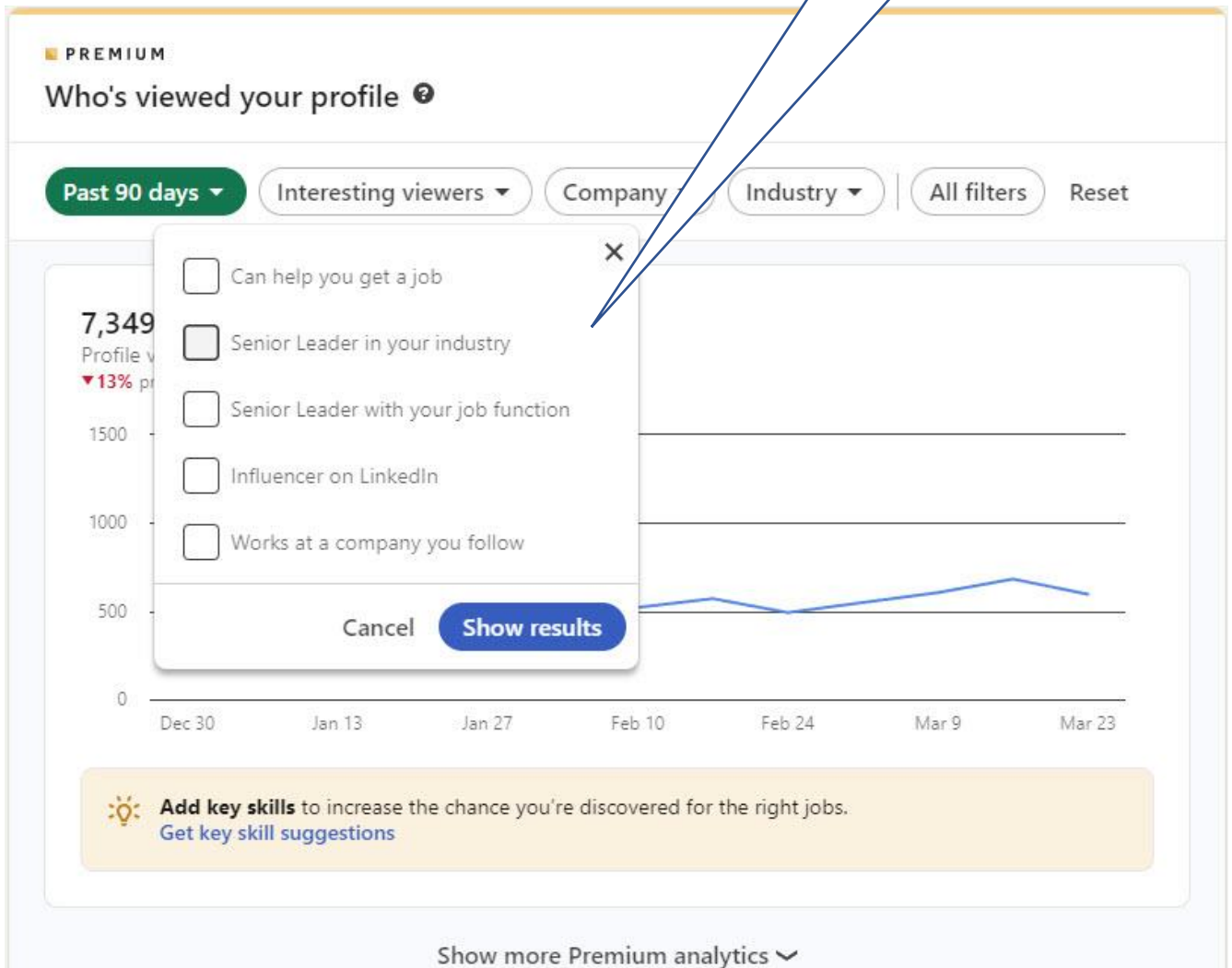
Should be applied to

- 1.) People who view your profile.
- 2.) People who comment on your posts.
- 3.) People who like your posts.
- 4.) People who share your posts.















You can also use this strategy for people who

- 1) Are 1st level, existing connections.
- 2) Send you a 'Request to Connect'.
- 3) People who subscribe to your Newsletter.
- 4) People who follow your Company Page.

11.) Different categories of people who have viewed your profile.



11.) Message people directly

	alibe · 3rd der at SKILOASIS (Pty)Ltd go	
	gham · 2nd Capital Investor Speaker Advisor Husband & Father go connections	
	osario Marre · 2nd e indipendente presso Ristoratore go connections	
	urousas · 3rd d Systems Specialist Writer Life Learner and Observer go through feed	
	omas The Confidence Mindset and Transformational ed Trainer at Michael Thomas Coaching go connections	
	rreia · 2nd r Innate Wellbeing and Resilience go connections	
	nga · 1st SaaS, CRM, Business Development	

Example:

“Hello *(firstname)*

Thank you for *(Add what they did)*

I’m curious, are you here to view more of my content?

Or

Do you need help with *[insert the problem that you solve and the benefit you provide – 1 sentence only]*?

Regards from

(Your name)

Viewed your profile template 1

“Hello *(firstname)*

Thank you for visiting my profile.

I’m curious, are you here to view more of my content?

Or

Do you need help with *[insert the problem that you solve and the benefit you provide – 1 sentence only]*?

Regards from

(Your name)

Viewed your profile template 2

“Hello *(firstname)*

Thank you for visiting my profile.

I’m curious, are you here to view more of my content?

Or

Would you like to chat further about *[insert the problem that you solve and the benefit you provide – 1 sentence only]*?

Regards from

(Your name)



Connecting.

Connecting.



Connecting to prospects using the World's largest database of businesses, their owners, and their employees!

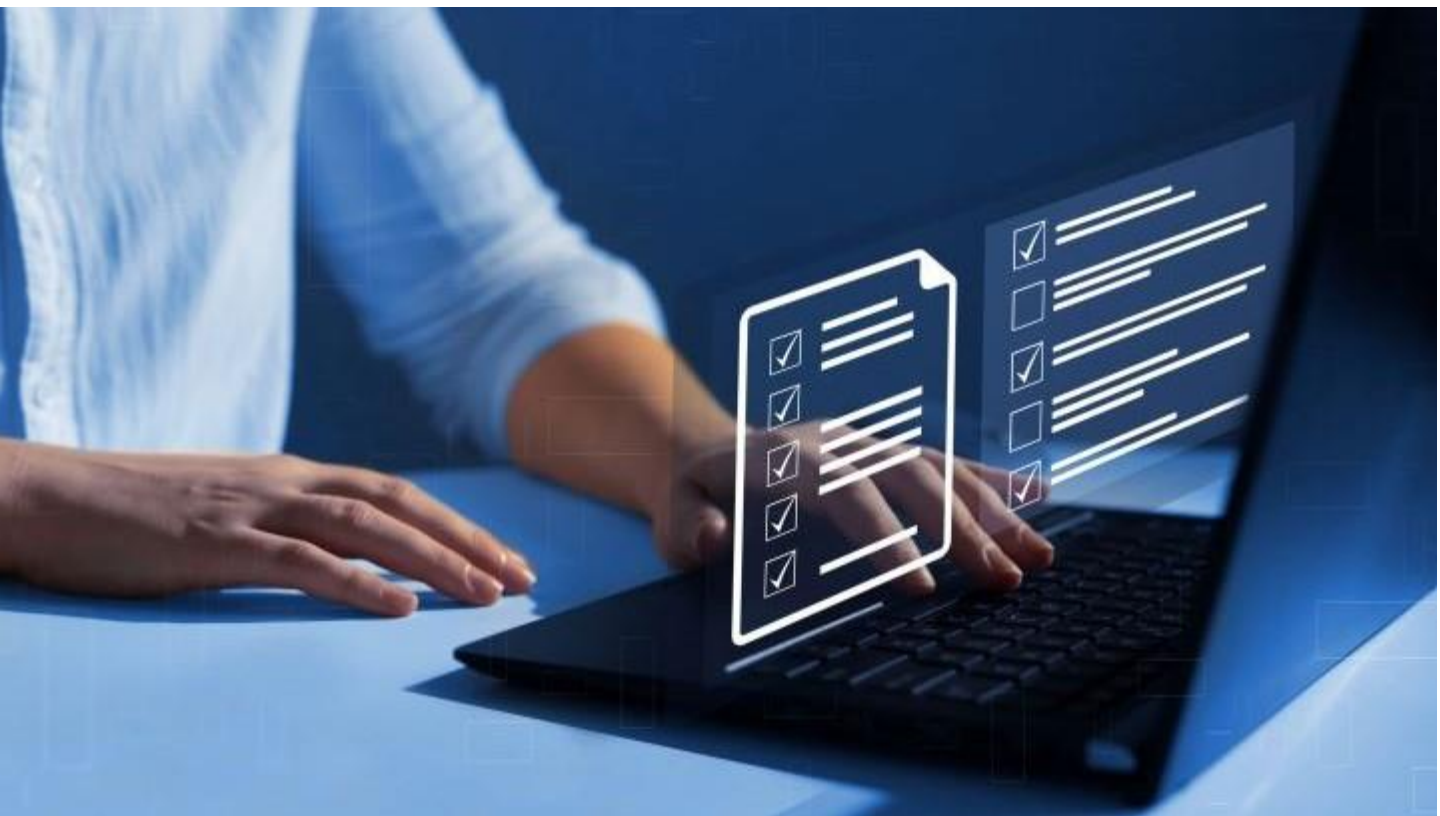
Connecting with prospects in the right way on LinkedIn will provide many benefits for you and your business.

Leading to increased brand visibility, enhanced credibility, improved lead generation, stronger professional relationships, and ultimately, higher conversion rates and growth in sales for your business.

- 1) **Access to Decision-Makers:** LinkedIn is often used by professionals, including key decision-makers within organizations. By connecting with these individuals on LinkedIn, you can gain direct access to decision-makers, facilitating more efficient sales processes and increasing the likelihood of closing deals.
- 2) **Brand Visibility and Credibility:** By maintaining an active and professional presence on LinkedIn, you can enhance your brand visibility and credibility. Regularly sharing valuable content, participating in relevant discussions, and engaging with prospects can position the business as an authority in its industry, thereby building trust among potential customers.

Connecting Strategies & Insights.

- 3) Targeted Networking: LinkedIn allows you to connect with prospects within your targeted demographics or industries.
- 4) Lead Generation: LinkedIn offers various tools and features designed to facilitate lead generation, such as Sales Navigator. By leveraging these tools effectively, you can identify and connect with potential leads, nurture relationships, and ultimately convert them into customers or clients for your business. This can lead to a steady influx of qualified leads for your business.
- 5) Relationship Building: LinkedIn provides a platform for you to engage in meaningful conversations with prospects, fostering relationships over time. By actively listening to their needs, addressing their concerns, and providing valuable insights, you will build stronger relationships through better conversations with your prospects, increasing the likelihood of conversion.
- 6) Insights into Prospect Behaviour: LinkedIn offers analytics and insights that allow you to track the engagement and behaviour of your prospects. By analyzing this data, you will gain valuable insights into prospect preferences, interests, and needs, enabling you to tailor your marketing and sales efforts more effectively.



Important Rules for More Effective Connecting

Warning:

Don't just repeatedly hit the 'Connect' button.

Instead, take your time and focus on establishing, building, and nurturing a more professional and longer-term business relationship.

Here are the steps I highly recommend.

- 1) Visit their profile first and before you send a request to connect.
- 2) Look through their profile for mutual areas of interest.
- 3) Check to see if they have recently posted content and interact with both a Like and a meaningful comment.
- 4) Let them get to know you first by following and regularly interacting with their content.
- 5) Always send them a personalized request to connect.

Soon you'll be



for more of the right reasons,
in the minds of your prospects!



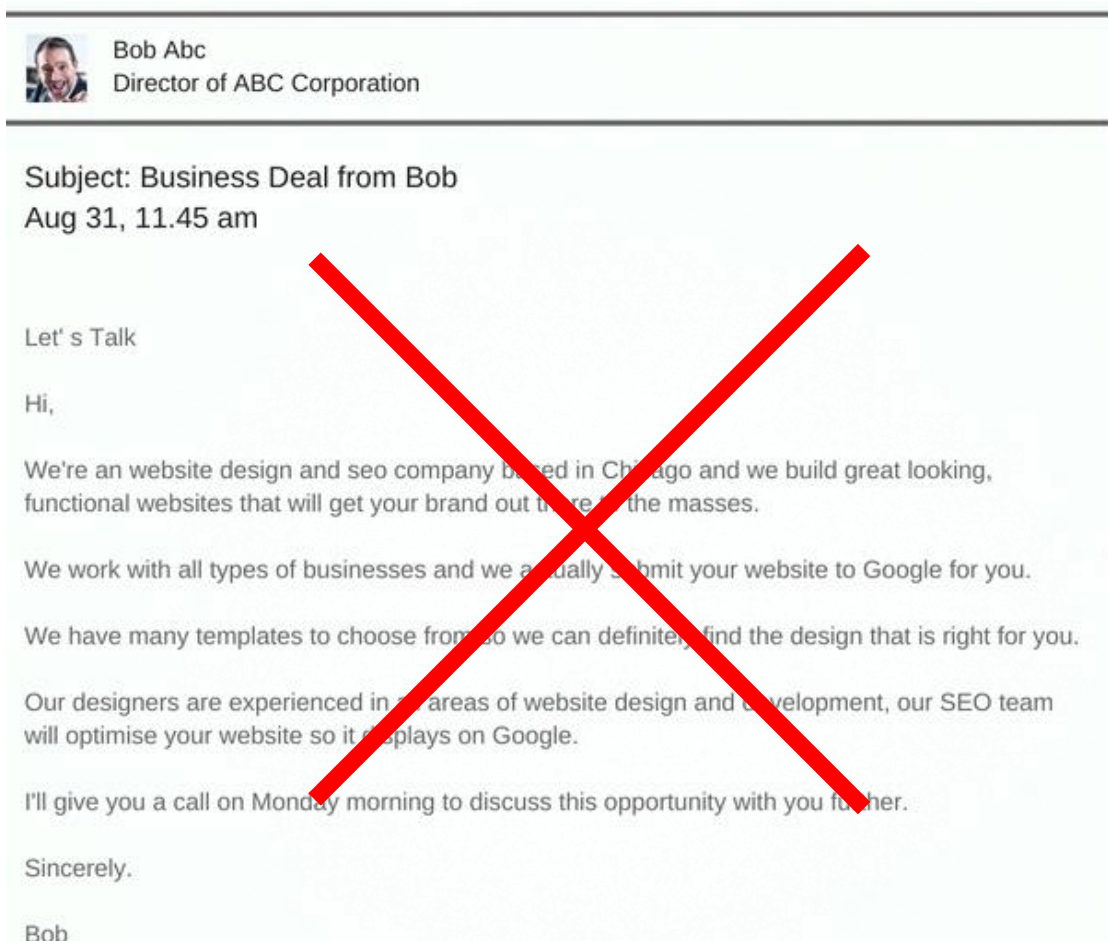
Personalized Request to Connect.

Personalized Request to Connect.



The Golden Rule of connecting with your prospects on LinkedIn is to ALWAYS send them a personalized 'Request to Connect' message (upto 300 characters).

What you should NEVER do!



Crafting effective "Request to Connect" messages for business purposes on LinkedIn requires a professional and strategic approach. Here's a guide to help you create compelling messages tailored for business networking:

- 1) Do your research:** Before sending a connection request, research the person and their company to understand their background, role, and interests. Look for commonalities such as mutual connections, shared interests, or involvement in the same industry events.
- 2) Personalize your 'Request to Connect' message:** Begin your message by addressing the recipient by their name and reference a specific detail from their profile or recent activity to demonstrate that you've taken the time to research them. Personalization increases the likelihood of your request being accepted.
- 3) State your purpose:** Clearly articulate why you're reaching out and how connecting with the recipient aligns with your business goals. Whether it's to explore potential collaboration, discuss industry trends, or exchange expertise, be transparent about your intentions.
- 4) Highlight mutual benefits:** Emphasize the potential value of the connection for both parties. Explain how connecting could lead to mutual learning, networking opportunities, or business growth. Focus on what you can offer as well as what you hope to gain.
- 5) Be concise and professional:** Keep your message brief and professional. Avoid jargon, overly formal language, or unnecessary details. Aim for clarity and professionalism to make a positive impression.
- 6) End with a clear call to action:** Close your message with a specific call to action, such as inviting the recipient to connect, suggesting a follow-up conversation, or proposing a meeting. Encourage them to take action to move the relationship forward.
- 7) Follow up politely:** If the recipient accepts your connection request but doesn't respond to your initial message, consider sending a polite follow-up message after a reasonable period. Acknowledge their busy schedule and reiterate your interest in connecting.

Examples of 'Request to Connect' message templates that work well.

Hi (Firstname)

Thank you for your recent comment on my post about (Add the title or short description of your post)

I appreciate your support.

I'd love to connect if you're up for that!

Regards from

(Your Name)

Hi (Firstname)

Thank you for subscribing to my newsletter (Add the title of your newsletter)

I hope you enjoy it and appreciate your support.

I'd love to connect if you're up for that!

Regards from

(Your Name)

Hi (Firstname)

Thank you for following my company page (Add the title of your Company Page)

I appreciate your support.

I'd love to connect if you're up for that!

Regards from

(Your Name)

Hi (Firstname)

I came across your profile while (Mention where you found them) and was impressed by (Add a specific mutual area of interest from their profile)

I believe we could benefit from connecting and possibly exchanging insights or exploring potential collaboration opportunities.

I'd love to connect if you're up for that!

Regards from

(Your Name)

Hi (Firstname)

I'm particularly interested in [mention a specific topic or area of interest], and I noticed you have expertise in this area. I'm interested to hear your thoughts on [specific question or topic] and industry trends.

I'd love to connect if you're up for that!

Regards from

(Your Name)

Hi (Firstname)

I'm particularly interested in [specific topic or area of interest], and I noticed that you have a wealth of knowledge in this area.

I'd love to connect if you're up for that!

Regards from

(Your Name)



Follow Up.

Follow Up.



Remember these words;

‘There is a fortune in the Follow Up!’

If you don't follow up with your prospects
then somebody else surely will.

Just Stay in Touch!

Some Interesting Statistics

LinkedIn is the number one social network for driving traffic to corporate websites,

(Source: Investis IQ)

65% of companies surveyed said they had acquired a B2B customer through the platform, up from 45% in 2010.

(Source: Investis IQ)

64% of marketers surveyed planned to increase their use of LinkedIn.

(Source: Social Media Examiner)

The top salespeople use LinkedIn at least 6 hours per week.

(Source The Sales Management Association)

Why is 'Follow Up' So Vital?

At any given time,

Only 3% of your market is actively buying,

56% are not ready,

40% are poised to begin.

(Source: Vorsight)

2 Reasons why most people don't 'Follow Up'?

They don't have a 'Follow Up' strategy that includes

- a.) A CRM or a simple spreadsheet to keep records,
- b.) A strategy or sequence of 'Follow Up' messages to send out,
- c.) Implementation, practice and fine tuning.

2. A fear or rejection.

- a.) One of the 'deepest' of human emotions, the fear of rejection is quite common, only a small % will admit to it.

LinkedIn makes Follow Up easy!

Just send a 'Follow Up' message to the Inbox of your prospects.

2 Very Effective Strategies

During your initial discussions with your prospects, it's important to identify their pain points, and their problems that they may be interested in a solution for, your product or service should offer them a solution of some kind to those particular pain points.

- 1.) Ask them about the biggest challenges or problems facing their business right now.
- 2.) Educate them by sharing articles or case studies specific to their industry that may help them.

More Follow Up Strategies to Use.

- 1.) During your initial discussion, try setting an appointment for another conversation at an agreed time,
- 2.) Pick up the phone, call them and have a friendly conversation,
- 3.) Send them an InMail or Email or even a printed letter in the post,
- 4.) Send them further 'Social Proof' (Testimonials, Reviews, Case Studies, How to's etc),
- 5.) Educate them with articles that are specific to their industry that can assist them, then follow up and ask if they found the information useful. (The articles can be industry posts written by others),
- 6.) Provide them with the contact details of some of your satisfied clients. (Pay your clients the courtesy of asking them first if it is OK for your prospect to call them).

LinkedIn is a Very Useful



Tool.

The more people you speak to,

=

More people that become aware of the benefits to
them from what you offer

=

The More Sales
You Close

Regional diversification



Annual sales



Your Point of Difference.

Develop Your Point of Difference.



It's been said that

'Doing the same as others and expecting a different result is
a definition of insanity!'

More to the point is if you do the same as your competitors within your industry you can expect nothing more than similar results. To achieve better results, you need to stand out from the crowd, you need to do just a few things differently.

It's called 'Your Point of Difference' and it's what separates you from your competitors. It's what you offer your prospects that makes you a better proposition for them to choose you over those competitors.

Use 'Your Point of Difference' to help you stand out over and above your competition, generate more leads, and sign up more clients.

To build 'Your Point of Difference' you should compile a list of benefits to your prospects that your competitors don't provide.

What benefits can you offer your prospects that your competitors don't?

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

- 1) Identify your unique strengths or features.
- 2) Understand your target audience and their needs.
- 3) Craft a clear and impactful message that highlights how your product or service addresses those needs better than competitors.
- 4) Use simple and persuasive language to communicate the point of difference effectively.
- 5) Test the sentence for clarity, relevance, and uniqueness before finalizing.

Your Point of Difference is



How to Develop your USP.

Develop Your USP.



What is your strategic advantage?

USP stands for

Unique Selling Proposition

Or

Ultimate Strategic Position

When thinking about a USP for your business it's important to remember that when people buy, they either buy results, a solution to their problem or a benefit.

To develop your USP you should consider the following,

Your USP

- 1) Should be unique,
- 2) Separate you from your competition, and help you to stand out.
- 3) Be connected to your products or services,
- 4) State a specific benefit or (Key Benefit Statement),
- 5) Describe or detail what you're best at,
- 6) Provide client-focused value,
- 7) Should give people a reason to be curious, to want to know more.
- 8) Be strong enough to give people a reason to choose you instead of one of your competitors.

How to Create Your USP

Firstly, your USP needs to be refined down to just one sentence that sends a strong message about your business and your brand. It should be compelling, so it can be used in the headline that promotes your services, your business etc.

1) Write down your key benefits.

a.) _____

b.) _____

c.) _____

1) Obviously, it should be unique.

2) Solve an industry problem or 'point of pain' of your target audience.

3) Be specific and provide proof if possible.

4) Preferably one sentence.

5) Be able to be integrated into all your marketing efforts and materials.

6) Importantly, you must be able to stand up to your USP and deliver on what you claim.

Your USP _____





Your P.S.

Here are 4 P.S. examples that have worked very well for me.

- a) P.S. There is nothing for sale during our call!
- b) P.S. My promise to you is you will NOT be offered anything for sale during this call.
- c) P.S. My promise to you is you will NOT be given any kind of sales pitch of any kind during our call.
- d) P.S. If it's Ok with you, I'd like to keep our call sales pitch free.



Your Message Signature.

Your Message Signature.



Earlier you should have developed and written your Point of Difference and USP, now it's time to develop your Message Signature.

Your Message Signature should combine both your 'Point of Difference' and your 'USP'.

If possible, your Message Signature should portray a key benefit statement towards the reader of your messages.

Remember, when it comes to marketing yourself online, almost everything you do has got to be based on

W,I,I,F,T.

(What's In It For Them)

Kind Regards

(Your Full Name)

(Then Insert Your Message Signature here)

For example:

Regards from

Derick Mildred

www.1stpagewebsites.com.au

Websites Guaranteed to Display or Rank on Page 1 on Google.

Signature Template

Regards from

(Insert your First & Last Name here)

(Insert USP here)

Warning:

Available online are several 'Apps' or programs etc that automatically insert a Message Signature at the end of all your messages on LinkedIn. These may sound like a good idea at the time, however LinkedIn does NOT like these kinds of 'Apps' or 'Chrome Extensions, etc and has shut down other peoples LinkedIn Accounts for using external programs, Apps like these. My advice is DO NOT USE THEM.



Message Templates.

Your Message Templates



A significant part of using LinkedIn as a tool to get the conversation started will depend on your ability to establish, build, and nurture relationships with people.

Your messages will play a pivotal role!

The following message templates serve as an example of just some of the 'congratulatory' messages you can send to your connections when you receive a reminder notification from LinkedIn.

Our message templates often include various types of messages tailored for different occasions, such as birthdays, work anniversaries, and other significant events.

These templates are designed to help you engage with your connections in a meaningful and professional manner. Here's an overview of message templates for these specific occasions:

1. Birthday Messages:

1. These templates are used to send warm wishes to connections on their birthdays.

2. The message may include a personalized greeting, such as

"Happy Birthday [Name]! 🎉 Wishing you a fantastic day filled with joy and celebration."

3. It can also be an opportunity to express appreciation for the connection and express interest in continuing the relationship:

"Hi [Name]! Hope your special day brings you lots of happiness! Let's catch up soon."

2. Work Anniversary Messages:

1. These templates are suitable for congratulating connections on their work anniversaries and acknowledging their dedication and achievements.

2. The message may begin with a congratulatory note, such as

"Hi [Name]! Congratulations on [number] years at [company]! 🎉 Your commitment and hard work are truly inspiring."

3. It can also include a personalized message expressing appreciation for their contributions and wishing them continued success:

"Hi [Name]! Wishing you even more success in the years ahead. Keep up the fantastic work!"

3. Milestone Achievement Messages:

1. Templates for recognizing and celebrating significant milestones or achievements, such as promotions, awards, or certifications.
2. The message may start with a congratulatory remark, such as

"Hi [Name]! Congratulations on your recent promotion! 🎉 Well-deserved recognition for your hard work and dedication."

3. It can also express admiration for their accomplishment and offer support or assistance if applicable:

"Hi [Name]! Your success is inspiring! If there's anything I can do to support you in your new role, please don't hesitate to reach out."

4. Personalized Connection Messages:

1. Templates for sending personalized messages to connections on other special occasions, such as holidays, career milestones, or personal achievements.
2. The message should be genuine and tailored to the individual, demonstrating thoughtfulness and sincerity.
3. For example,

"Hi [Name]! Congratulations on completing your certification! Your dedication to professional development is impressive. Wishing you continued success in your career journey."

Other Message Templates

Happy Birthday Message

Hi ***(Insert First Name here)***

I hope you don't mind, as we are both 'connected' on LinkedIn which has informed me that it's your birthday today, so I thought I would send you this special message.

(Firstly, you'll have to imagine my singing voice, but unfortunately, it's not that good! Sorry! LOL...)

Here Goes.

Happy Birthday To You

Happy Birthday To You

Happy Birthday Dear ***(Insert First Name here)***

Happy Birthday To You....

HIP HIP Hooray, HIP HIP Hooray, HIP HIP Hooraaaaaay..

🌟 🎵 H A P P Y B I R T H D A Y 🎵 🌟

And because it is your birthday, I hope you enjoy a truly amazing day, surrounded by family, good friends, and loved ones.

Regards from

(Your Name)

P.S.

Happy Belated Birthday Message

Hi ***(Insert First Name here)***

I hope you don't mind, as we are both 'connected' on LinkedIn which has informed me that only recently it was your birthday, so I thought I would send you this special message.

(Firstly, you'll have to imagine my singing voice, but unfortunately, it's not that good! Sorry! LOL...)

Here Goes.

Happy Birthday To You

Happy Birthday To You

Happy Birthday Dear ***(Insert First Name here)***

Happy Birthday To You....

HIP HIP Hooray, HIP HIP Hooray, HIP HIP Hooraaaaay..

🌟 🎵 H A P P Y B I R T H D A Y 🎵 🌟

And because it was your birthday, I hope you enjoyed an amazing day, surrounded by family, good friends, and loved ones.

Regards from

(Your Name)

P.S.

Congratulations on Your Work Anniversary Message

Hi (***Insert First Name here***)

Just a quick note, I hope you don't mind, LinkedIn tells me that today is a special work anniversary for you, so I thought I would wish you well and send you a brief message.

🌟 🎵 CONGRATULATIONS 🎵 🌟

Hopefully, you're celebrating (***Insert Work Anniversary here***) with the close family, good friends, and great people you have around you.

Enjoy your day.

Regards from

(Your Name)

P.S.

Congratulations on Starting a new Position Message

Hi ***(Insert First Name here)***

Just a quick note, I hope you don't mind, LinkedIn tells that you're starting a new position, so I thought I would wish you well.

🌟 🎵 CONGRATULATIONS 🎵 🌟

Especially now that you're starting a new position as ***(Insert New Position or Being Promoted to Position here)***

I hope you enjoy your 1st day in your new role and maybe even celebrate with the close family, good friends, and great people you have around you.

Regards from

(Your Name)

P.S.

Response to Message Replies.

Hello (***Insert First Name here***)

My pleasure, I enjoy helping my connections here on LinkedIn.

Regards from

(Your Name)

P.S.

Reply to Replies to your Congratulations on Your New Position Message

Hello (***Insert First Name here***)

My pleasure, I hope you're enjoying your new role.

Regards from

(Your Name)

P.S.

Reply to Replies to your Congratulations on Your Work Anniversary message

Hello (***Insert First Name here***)

My pleasure, I hope you're enjoying your work in your ongoing role.

Regards from

(Your Name)

P.S.

Reply to Replies to your Happy Birthday message.

Hello (***Insert First Name here***)

My pleasure, I hope you enjoyed an amazing birthday celebration.

Regards from

(Your Name)

P.S.



Content & What to Post.

Content & What to Post.



A high-performing post on LinkedIn typically includes the following components:

- 1. Visual Appeal:** Incorporate eye-catching visuals such as images, videos, or infographics to enhance engagement.
- 2. Clear Message:** Clearly convey your main point or message in the post.
- 3. Easy-to-Read Layout:** Space or gap your sentences to assist readability.
- 4. Engaging Headline:** Start with a compelling headline that includes a hook, or a question to grab the attention of your audience.
- 5. Add Value:** Establish credibility, foster engagement, and position yourself as a trusted resource and authority of your industry or niche.
- 6. Call to Action (CTA):** Encourage interaction by including a clear call to action, towards the end of your post. Such as asking for Comments, Shares, Likes, Follows, or Prompts to 'DM' you etc.
- 7. Relevant Hashtags:** Include relevant hashtags to increase visibility and reach a wider audience. Between 3 – 9 hashtags maximum.
- 8. Consistency:** Post consistently to maintain engagement and visibility.
- 9. Timing:** Post during peak times when your target audience is most active.
- 10. Engagement:** Engage with comments and messages promptly to foster meaningful conversations and build relationships with your audience. The algorithm responds favorably when you reply to comments within the 1st 2 hours.

3 Valuable Content Rules to Live By!

Rule 1:

80/20 Rule

80% of your Posts should be focused on

- 1.) Adding Value,
- 2.) Building your brand
- 3.) Positioning you as a respected authority in your industry
- 4.) Building a relationship with your audience.

20% of your Posts should be focused on

- 1.) Promotional – Your latest offering such as
 - a.) Your latest event,
 - b.) Your latest product or service special offer,
 - c.) Your latest giveaway or freebie!



3 Valuable Content Rules to Live By!

Rule 2:

Content with Impact Rule

- ✓ Be written to have a positive impact on your audience.
- ✓ Build and strengthen your reputation and your brand.
- ✓ Build trust and recognition in the eyes and minds of your audience.
- ✓ Build your tribe, your community of supportive followers.
- ✓ Generate inbound leads and inquiries about your products or services.

Here's how;

- ✓ Show your authentic self, people love and respect that.
- ✓ Provide solutions to the challenges of your audience.
- ✓ Add value and educate without selling 80% of the time.
- ✓ Share your insights, knowledge, and tips that help your audience.
- ✓ Position you as the one to provide solutions to the pain points of your audience.
- ✓ Demonstrate that you can help your audience achieve their desired outcome.
- ✓ Demonstrate that you deliver on your promise.



3 Valuable Content Rules to Live By!

Rule 3:

Always Interact Before You Post!

The algorithm wants you to interact with the content of others, so when you interact with other people's content, the algorithm will reward you by pushing your post out to a wider audience.

Therefore, to increase the reach of your content, I highly recommend that you interact with other people's content, especially the content of your prospects **before** you post your own content.

Then, try to reply to comments on your post within the first 2 hours after you have posted your content.

Finally, if you're posting several pieces of content on any given day, you should wait a minimum of 2.5 hours between posts.



Post Layout Example

Breakdown of a high-performing post

- Headline.
- 1st sentence Hook
- Bullet Points
- Last section Hook
- CTA
- Hashtags (3 – 9 maximum)

Remember:

Add Value & Educate without Selling!

Your audience wants to read about

W,I,I,F,T.

What's in It For Them!

In other words.

Give them a good reason to consistently follow your content and interact with you. Give them a good reason to become part of your tribe!



Analytics.

Analytics.



LinkedIn analytics allows you to track and optimize your overall engagement for enhanced visibility and growth.

LinkedIn Analytics helps you to gain valuable insights into the performance of your LinkedIn profile, content, and audience engagement.

By leveraging these analytics, you can make data-driven decisions to

- Optimize your LinkedIn activity,
- Refine your content strategy,
- Connect more effectively with your target audience.

LinkedIn Analytics also provides metrics that help you to track your progress toward your

- Networking on the platform,
- Content & Marketing,
- & Business goals,

ultimately enabling them to achieve greater success on the platform.

Analytics.



LinkedIn Analytics include detailed demographic information about your audience, including their job titles, industries, locations, and seniority levels. Understanding your audience demographics allows you to tailor your content and engagement strategies to better resonate with your target audience.

Post Impressions: Gain insights into the visibility and reach of your content, aiding in the refinement of content strategy for better audience engagement.

Follower Growth: Measure the effectiveness of your efforts to attract and retain followers, enabling you to adjust your content and engagement strategies accordingly for continued audience expansion.

Profile Views: Measuring profile viewers offers valuable insights into the demographics and interests of your audience, empowering you to tailor your networking and outreach efforts to better connect with potential leads or collaborators.

Search Appearances: Helps you understand how often your profile appears in search results, enabling you to optimize your profile for increased visibility and better positioning within the LinkedIn ecosystem.

New Newsletter Subscribers: Provides insights into the effectiveness of your LinkedIn marketing efforts in driving email sign-ups, allowing you to refine your strategies for audience growth and engagement.

Newsletter Article Views: Gauge the levels of interest and engagement levels of your audience toward your newsletter content, enabling you to refine your content strategy for better audience resonance and retention.

Overall, using the analytics section of your LinkedIn profile provides valuable data-driven insights that can inform your content strategy, audience targeting, engagement tactics, and overall LinkedIn marketing efforts, ultimately helping you to achieve your business and networking goals more effectively.

Analytics.



I Show You How to Use LinkedIn to Build, Grow & Scale Your Business!

RESULTS FORMULA

TOP 50 MOST IMPACTFUL PEOPLE ON LinkedIn

in for Business Growth..

LinkedIn for Business Coach - Trainer - Course Creator

Follow Me - For Business Tips & a Daily Dose of Inspiration

Derick Mildred (LinkedIn Business Coach) [Verify now](#)

Build, Grow & Scale Your Business with LinkedIn for Business Strategies. Imagine Knowing the Secrets to Consistently Talk to More People Fast, within 30 Days with Proven LinkedIn Business Solutions

320+ Recommendations

Top Business Coaching Voice

- Results Formula - LinkedIn for Business Specialists
- Melbourne Grammar School

Greater Melbourne Area · [Contact info](#)

FREE LinkedIn 4 Business eBook

77,770 followers · 500+ connections

- Open to
- Add profile section
- Add custom button
- More

Providing services

Social Media Marketing, Lead Generation, Real Est...

[Show details](#)

Show recruiters you're open to work — you control who sees this.

[Get started](#)

Analytics

Private to you

7,154 profile views

Discover who's viewed your profile.

171,330 post impressions

Check out who's engaging with your posts.

Past 7 days

1,187 search appearances

See how often you appear in search results.

[Show all analytics →](#)

Analytics.



Analytics & tools

Thursday, March 28

Analytics ?

171,338

Post impressions
▲ **162.6%** past 7 days

77,770

Followers
▲ **0.5%** past 7 days

7,154

Profile viewers
Past 90 days

1,187

Search appearances
Previous week

397

New newsletter subscribers
▲ **26.5%** past 7 days

5,176

Newsletter article views
▼ **1.7%** past 7 days

Post Impressions.

Past 7 days ▾

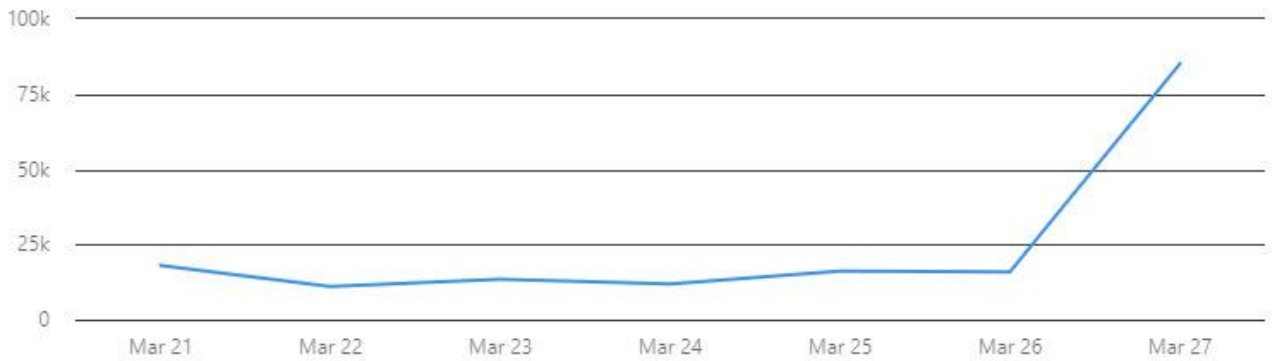
Impressions ▾

Content performance ?

171,536

Impressions

▲ **162.9%** Past 7 days



Daily data is recorded in UTC

Followers.

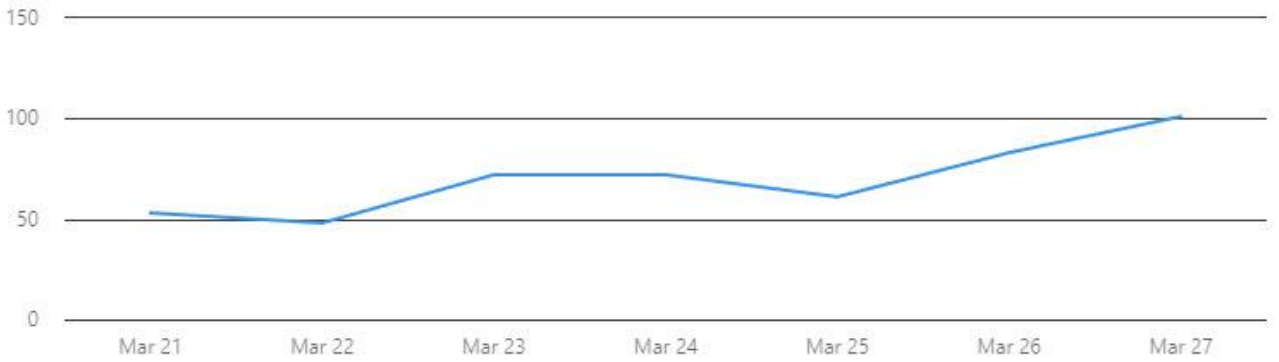
77,770 ?

Total followers

▲0.5% Past 7 days

New followers ?

Past 7 days ▾



Daily data is recorded in UTC

Profile Viewers.

PREMIUM

Who's viewed your profile ?

Past 90 days ▾

Interesting viewers ▾

Company ▾

Industry ▾

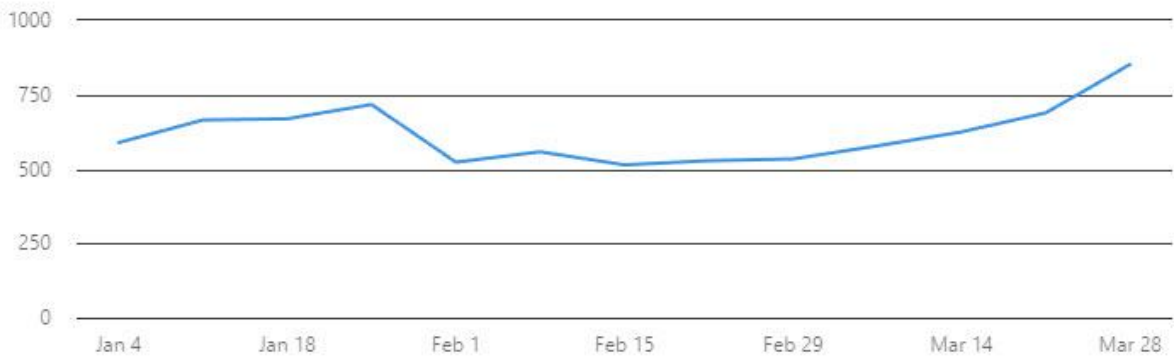
All filters

Reset

7,154

Profile viewers

▲24% previous week



Get noticed more. Verified members get 60% more profile views on average. [Get verified for free](#)



Show more Premium analytics ▾

Search Appearances.

Search appearances

How often your profile appeared in search results between March 19 - March 26. [Learn more](#)

1,187

Search appearances

Job titles you were found for

Realtor



Business Coach



Associate



Coach



Voice Specialist



Premium tip: Increase your chance of being found for the right job by adding key skills to your profile. [Get personalized skill suggestions](#)

New Newsletter Subscribers.



LinkedIn for Business
22,137 subscribers

Past 7 days ▾

Trends ?

5,176

Article views

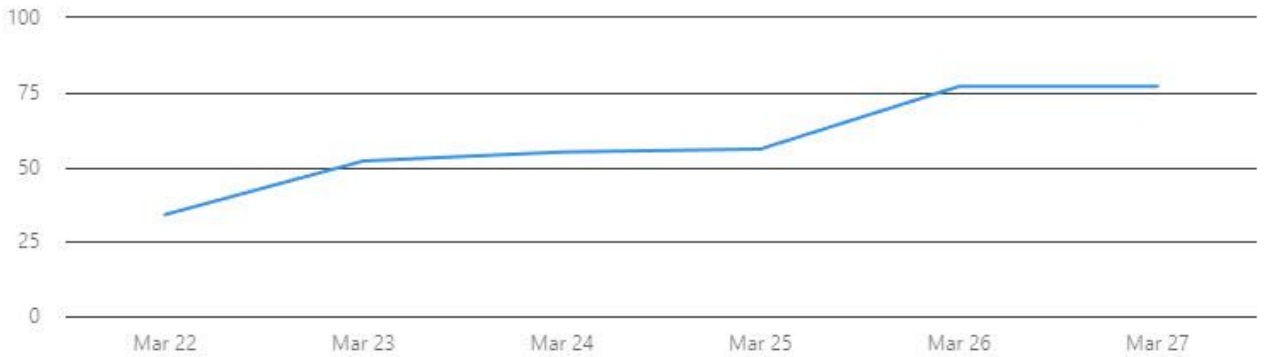
▼ **1.7%** Past 7 days

397

New Subscribers

▲ **26.5%** Past 7 days

New Subscribers ▾



Daily data is recorded in UTC

Newsletter Article Views..



LinkedIn for Business
22,137 subscribers

Past 90 days ▾

Trends ?

61,849

Article views

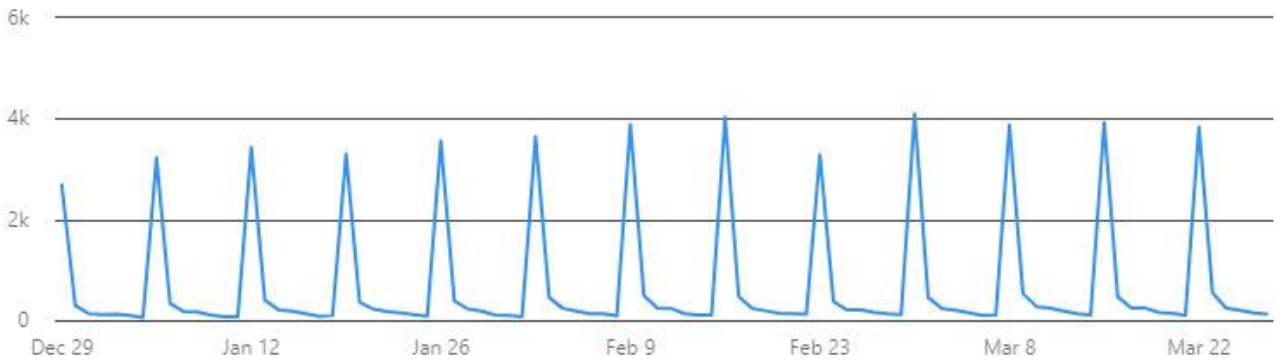
▲12,471% Past 90 days

6,012

New Subscribers

▼25.4% Past 90 days

Article views ▾



Daily data is recorded in UTC

Newsletter Article Views..



Derick Mildred • You

Build, Grow & Scale Your Business with LinkedIn for Business St...

5d • Edited •



Weekly LinkedIn for Business Newsletter No: 14!

How to Position You & Your Business as a Respected Authority ...see more



LinkedIn for Business

Derick Mildred

How to Position You & Your Business as a Respected Authority of Your Industry! Part 2

derickmildred.com



How to Position You & Your Business as a Respected Authority of Your Industry!

Derick Mildred on LinkedIn • 3 min read

Currently, LinkedIn has over 1 Billion users, and over 58 million companies, corporations, ...

Raj Gupta Lift Others to Get Lifted and 110 others

1 repost



Like

Comment

Repost

Send

2,578 impressions

[View analytics](#)

Newsletter Article Views..

Post analytics

Export

Derick Mildred posted this • 5d

Weekly LinkedIn for Business Newsletter No: 14!

...show more



How to Position You & Your Business as a Respected Authority...

Derick Mildred on LinkedIn • 3 min read

Discovery

2,578

Impressions

Engagements

Reactions

111 →

Comments

57 →

Reposts

1 →

Article performance

4,653

Article views

Top article viewer demographics

Job titles ▾

Salesperson · 1.2%

CEO / Executive Director · 1.2%

Founder · < 1%

Business / Corporate Strategist · < 1%

Business Owner · < 1%



Recommended Tools, AI & Apps to Use.

Recommended Tools & Apps to Use.



Your LinkedIn Social Selling Index (SSI)

The LinkedIn SSI is your weekly scorecard on how well your efforts are working for you on LinkedIn.

- How to Create a Professional Brand.
- Find the Right People.
- Engage with Insights.
- Build Strong Relationships.
- Your SSI is also FREE

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

You should aim for a figure in the 70's at the very least, then when you get into the 80's and higher, you're really doing well.

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

Social Selling Dashboard

57 out of 100

Build your professional brand

Find the right people

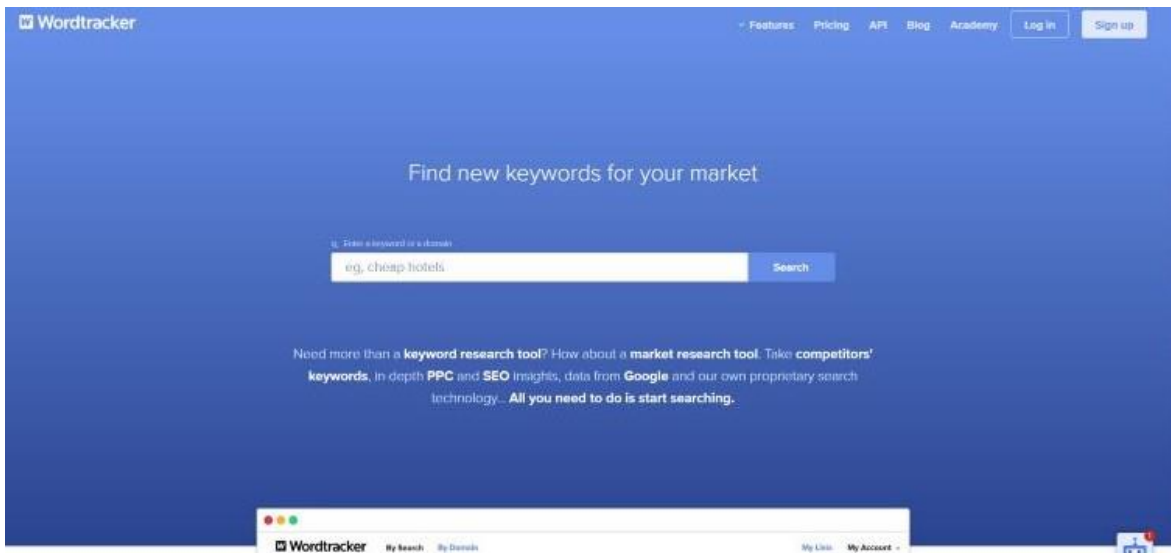
Engage with insights

Build strong relationships

Four elements of social selling

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

Research Your Keywords & Search Volumes!



Word Tracker Keyword Research Tool

The Word Tracker Keyword Research Tool allows you to define the best keywords to use to target the right target audience.

- Word Tracker will allow you up to 12 keyword searches,
- Keyword search volume or figures over a 12 month period are available,
- Alternative keywords are also provided.
- Easy to use.
- Simply enter a keyword related to your target audience, click on Search.
- Check your keywords, based on search volumes, select the top 3 keywords

Go to <https://www.wordtracker.com/>

Test Your Face Pic with Photofeeler.

photofeeler

FAQ Blog Log In Sign up

What are your photos saying about you?

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

Test My Photos

Get Started Rating Photos

DATING 20 VOTES

SMART	9.5
TRUSTWORTHY	9.2
ATTRACTIVE	9.0

Grid of dots

CATEGORY: BUSINESS

VOTES 29

QUALITY Standard

Competent: 88%

Top 20%

Likable: 79%

Above Average

Influential: 89%

Top 20%

Titled on photofeeler

TITLE Founder & EO

Test your Profile face pic.

How do you know which is the best picture of yourself to use on your profile?

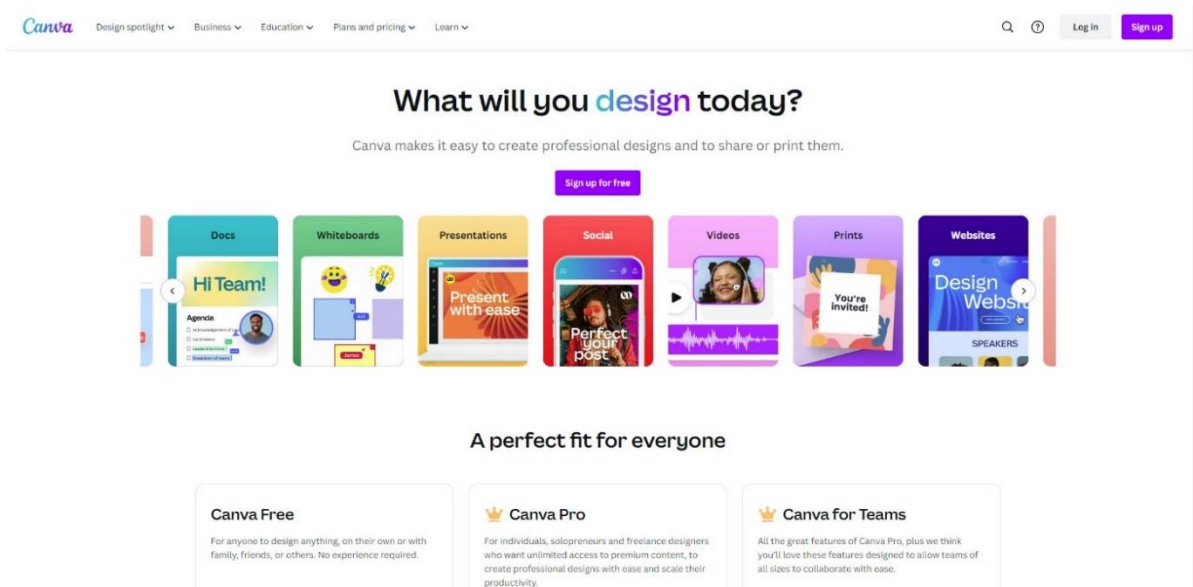
Photofeeler allows you to upload your preferred profile picture and receive valuable feedback from people.

A Free Option is available

Go To <https://www.photofeeler.com>

Canva - Design & Build Your Banner Image and Other Graphics!

Canva



Canva is a great platform to create beautiful designs.

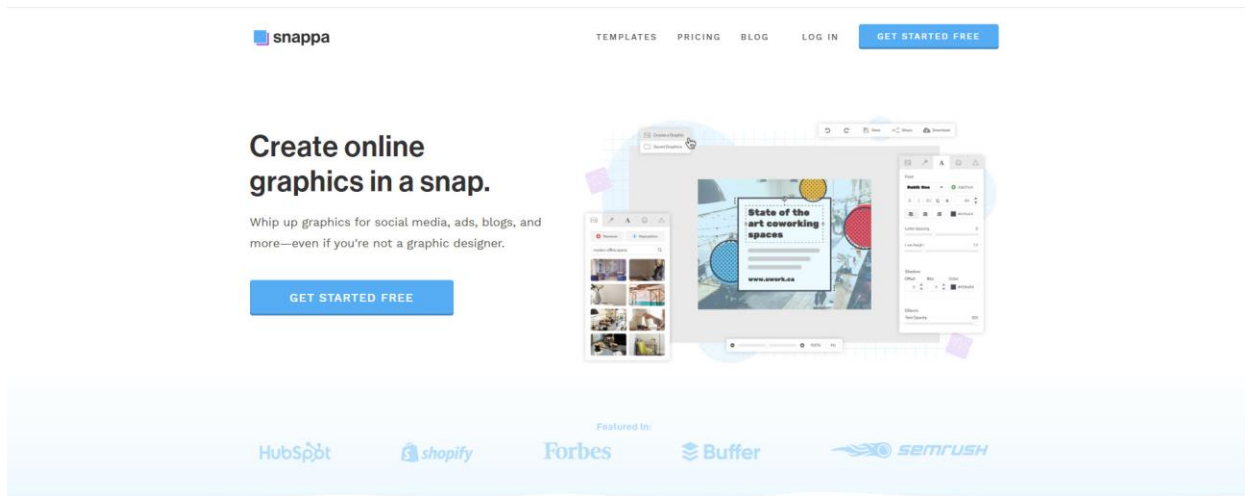
Use Canva's drag-and-drop feature and layouts to design, share and print business cards, logos, presentations, images for social media, websites etc.


Great for easily overlaying text onto images.

Very easy to use and many applications are FREE.

Go To <https://www.canva.com>

Snappa - My Preferred Choice for Banner Images & Content!



 Snappa saves you time every step of the way

Snappa is another great platform used to create beautiful designs.

It allows simple drag-and-drop feature and layouts to design, share and print business cards, logos, presentations, images for social media, websites etc.

Great for easily overlaying text onto images.

Save and download hi-def images for use online.

Very easy to use and a FREE version is available.

Go To <https://snappa.com>

aiCarousels.com - Free LinkedIn Banner Maker



Create Professional Carousels in 30 Seconds — No Sign-up required! [Create Carousel](#)

FREE TOOL SOCIAL MEDIA LINKEDIN TEMPLATE

Free LinkedIn Banner Maker

Design Professional LinkedIn headers with our Free LinkedIn Banner Maker. Customize your template and make your LinkedIn profile shine. No design skills required!

A screenshot of the 'Free LinkedIn Banner Maker' web application. The interface is clean and modern, with a dark header area for the banner preview. The main content area is white and contains a 'Settings' section with various options for customizing the banner. On the left, there are several promotional cards for other tools like 'ResumeMaker.Online' and 'Go Green with Your Diet'. The banner preview shows a dark background with the text 'Ready to Boost Your Brand?' and 'Dynamic Digital Marketing Solutions'.

Design Professional LinkedIn headers with our Free LinkedIn Banner Maker. Customize your template and make your LinkedIn profile shine. No design skills required!

Very easy to use and a FREE version is available.

Go To <https://www.aicarousels.com/free-tools/linkedin-banner-maker-free>

Remove Distracting Backgrounds from Images with Remove.bg

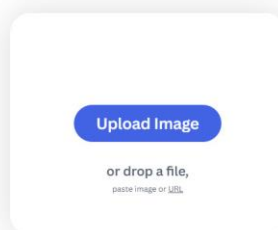


removebg



Remove Image Background

100% Automatically and **Free**



No image?
Try one of these:



By uploading an image or URL, you agree to our [Terms of Service](#). To learn more about how remove.bg handles your personal data, check our [Privacy Policy](#).

Remove.bg offers a hassle-free solution for removing backgrounds from images instantly, saving users valuable time and effort.

Its AI-powered technology ensures precise and accurate background removal, delivering clean, professional results in seconds.

With easy integration and compatibility across devices and platforms, Remove.bg streamlines the editing process for individuals and businesses alike

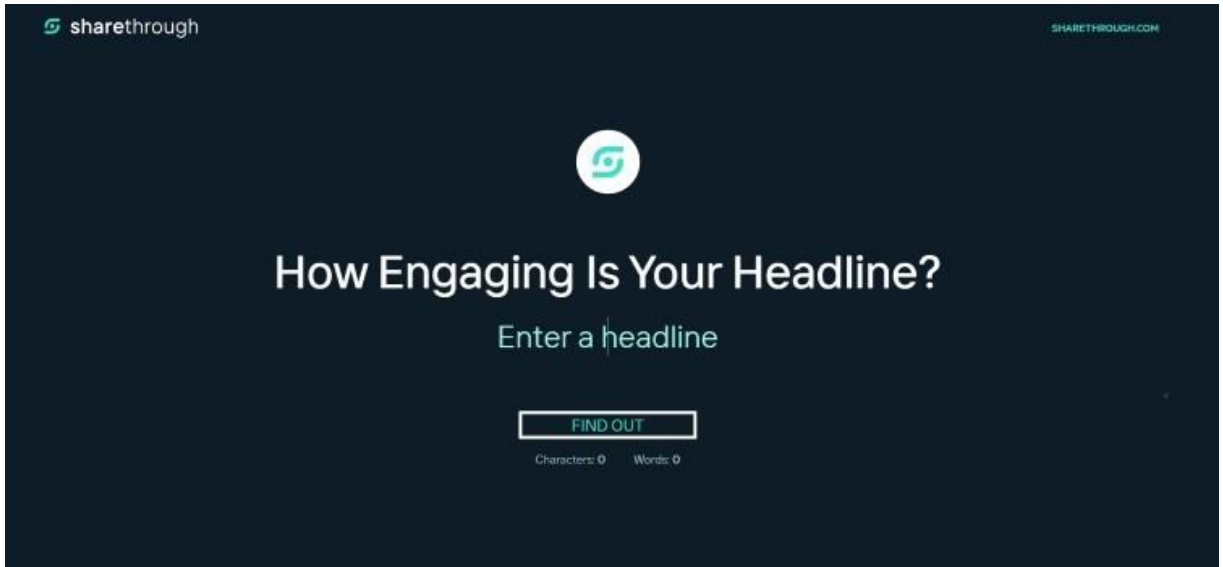
A FREE-to-use version is available....

Go to <https://www.remove.bg>

Use an Algorithm to Test How Engaging Your Headline Is!



SHARETHROUGH



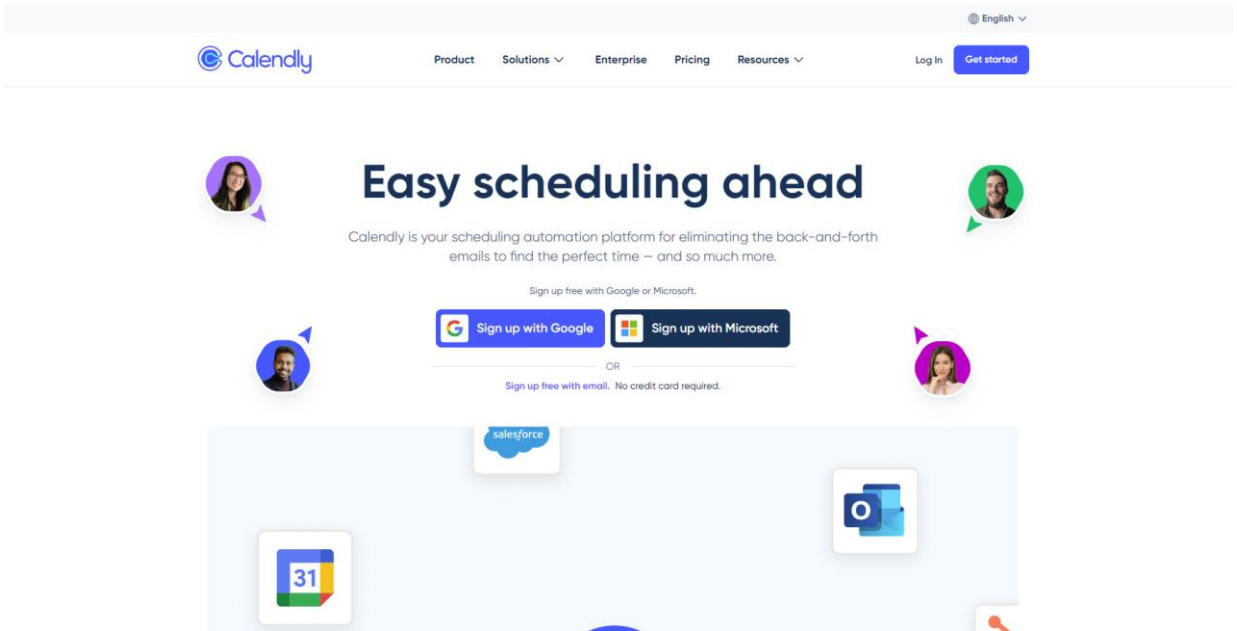
Sharethrough is a platform designed to optimize headline performance through data-driven insights and A/B testing. It helps you to create engaging headlines that drive clicks and increase engagement.

It's quick and easy to use, just enter your headline and get your score plus valuable tips of how to improve the impact of your headline.

FREE to use.

Go to <https://headlines.sharethrough.com>

Calendly - Easy to Use Appointment Setting Platform.



Calendly streamlines scheduling by allowing you to easily set up and share your availability, eliminating the back-and-forth of email coordination.

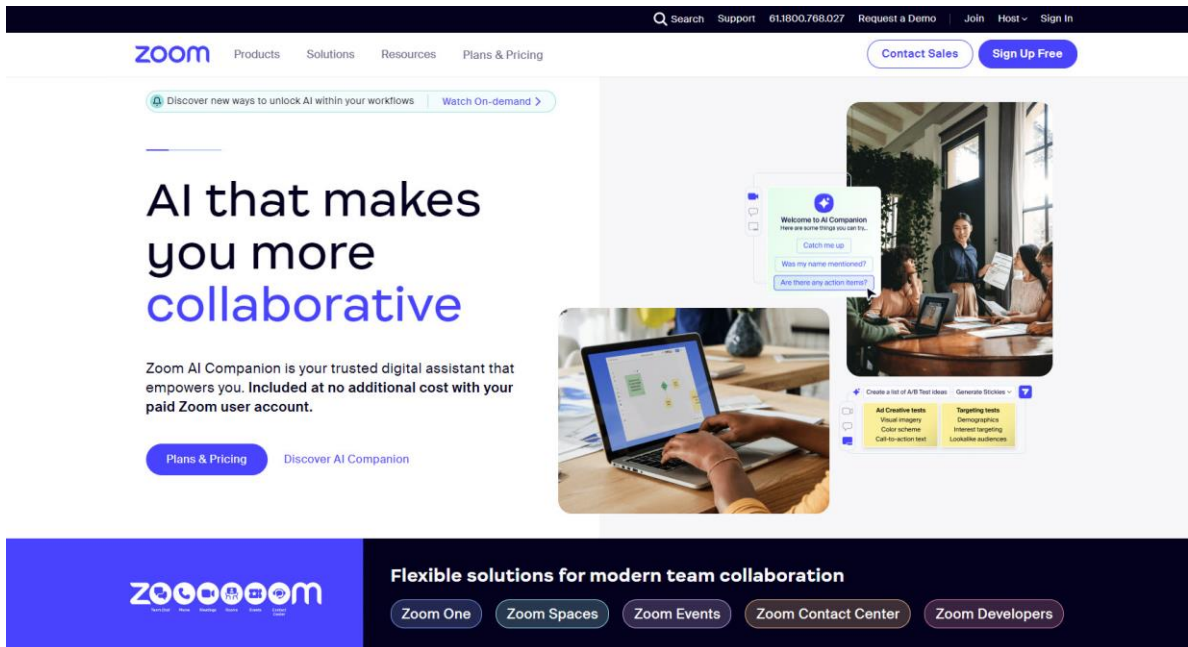
Its easy-to-use interface integrates with popular calendar platforms, ensuring seamless organization across different scheduling tools. With automated reminders and customizable settings, Calendly helps users save time and maintain punctuality in their appointments

Scheduling appointments and meetings without back-and-forth emails is much easier with Calendly, just set the times you're available for appointments and share the link via your website or emails.

FREE version available...

Go To <https://calendly.com>

Zoom – Easy to Use Video Conferencing.



Zoom facilitates seamless virtual communication with high-quality video and audio, fostering collaboration among remote teams and individuals worldwide.

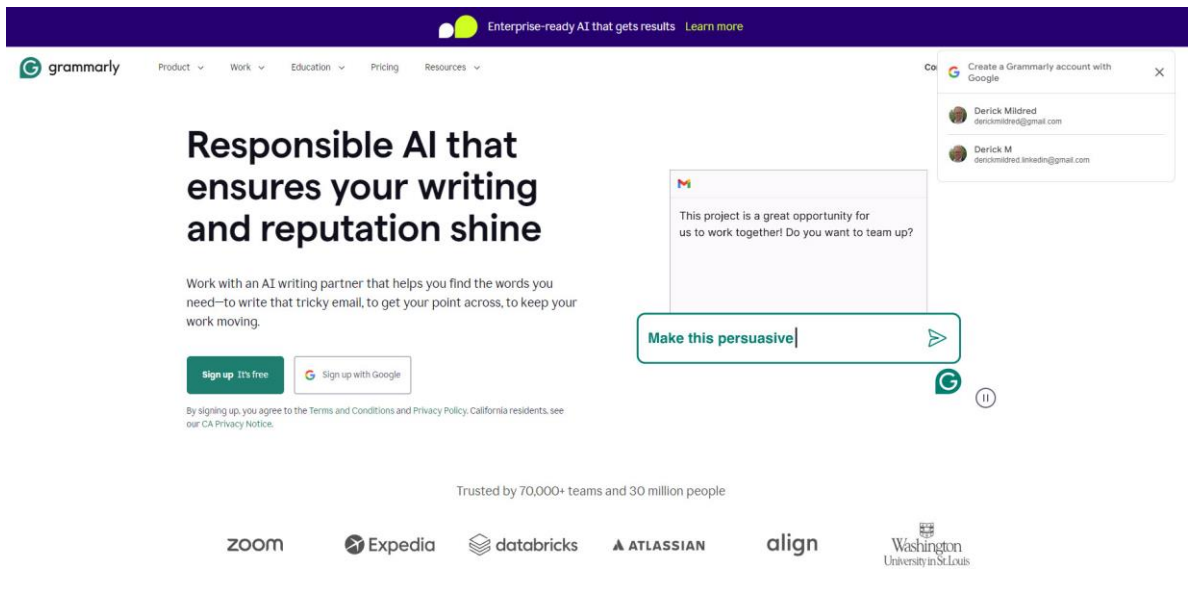
Its user-friendly interface and versatile features, such as screen sharing and virtual backgrounds, enhance productivity and engagement in meetings and webinars.

With secure end-to-end encryption and robust privacy controls, Zoom ensures confidential communication and compliance with data protection regulations.

A FREE version is available...

Go to <https://zoom.us>

Grammarly – AI Powered Writing Assistant.



Grammarly enhances written communication by offering real-time grammar, spelling, and punctuation checks, ensuring clarity and professionalism in writing.

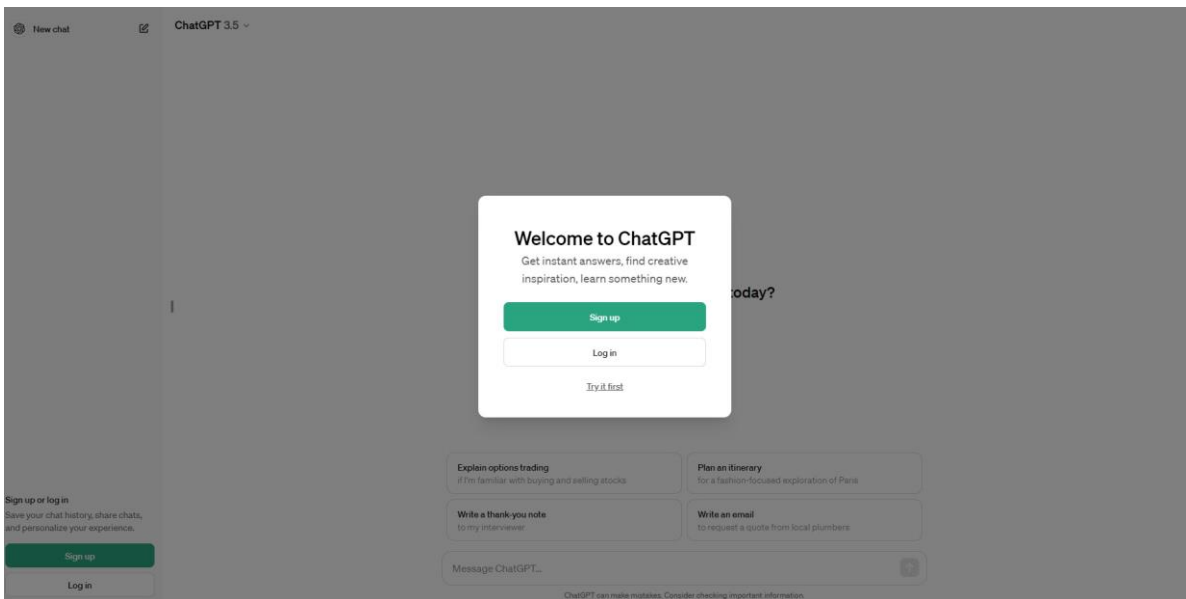
Its AI-powered suggestions help users improve their writing style, tone, and coherence, fostering confidence and credibility in their work.

With seamless integration across various platforms and devices, Grammarly enables users to elevate their writing quality effortlessly and efficiently.

A FREE version is available

Go to <https://www.grammarly.com>

ChatGPT – AI Powered Research Assistant.



Chat by OpenAI offers an innovative platform for natural language conversation with AI models, enabling personalized and insightful interactions.

You can explore diverse topics, seek assistance, or simply engage in casual conversation, enhancing learning and social interaction.

With its advanced AI capabilities, Chat empowers users to access information, gain perspective, and enjoy dynamic exchanges anytime, anywhere.

A FREE version is available...

Go to <https://chat.openai.com>

Clipscribe – Automatically Add Captions to Your Videos.

clipscribe

clipscribe

PRICING BLOG HELPDESK LOGIN

RIGHT NOW: UP TO 50% OFF ANNUAL PLANS PLUS KEEP THESE 3 BONUSES

Add emojis with animated transitions and SoundFX

Brand like a boss

Word by word creative control of your subtitles with Substyles

Hi, it's Craig with ClipScribe, in this video

Make Your Videos Stand Out in the Feed

Maximize the attention-getting power of video content & subtitles with ClipScribe Substyles & our suite of social media video tools.

TRY CLIPSSCRIBE NOW

Maximize Video Attention
ClipScribe provides a plethora of proven attention-maximizing options to make your

Amplify Video Reach
ClipScribe makes it easy to clone or repurpose your content with layouts for

Prioritize Your Time
Built for social media marketers. Our tools are tailored to increasing video impact.

Clipscribe simplifies video captioning and editing processes, enabling users to create engaging content quickly and effortlessly.

Its intuitive platform offers customizable templates and tools for adding captions, logos, and overlays, enhancing brand visibility and accessibility.

With automated transcription and sharing options, Clipscribe streamlines content creation workflows, saving time and ensuring professional results.

FREE to use.

Go to <https://clipscribe.com>

WeVideo – Video Editing Made Easy!



Solutions ▾ Industries ▾ Why WeVideo ▾ Resources ▾ Pricing

WeVideo sign in PlayPosit sign in

Sign up free

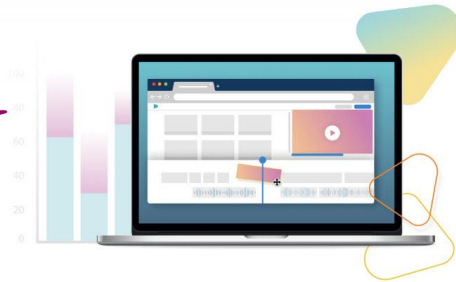
Request a quote

Interactive video, data-driven learning

Turn passive viewers into active learners with content that maximizes engagement, retention, and performance.

Sign up free

Request a quote



Transform your instructional content with WeVideo

WeVideo provides a user-friendly platform for creating and editing professional-quality videos, offering a seamless editing experience for individuals and businesses alike.

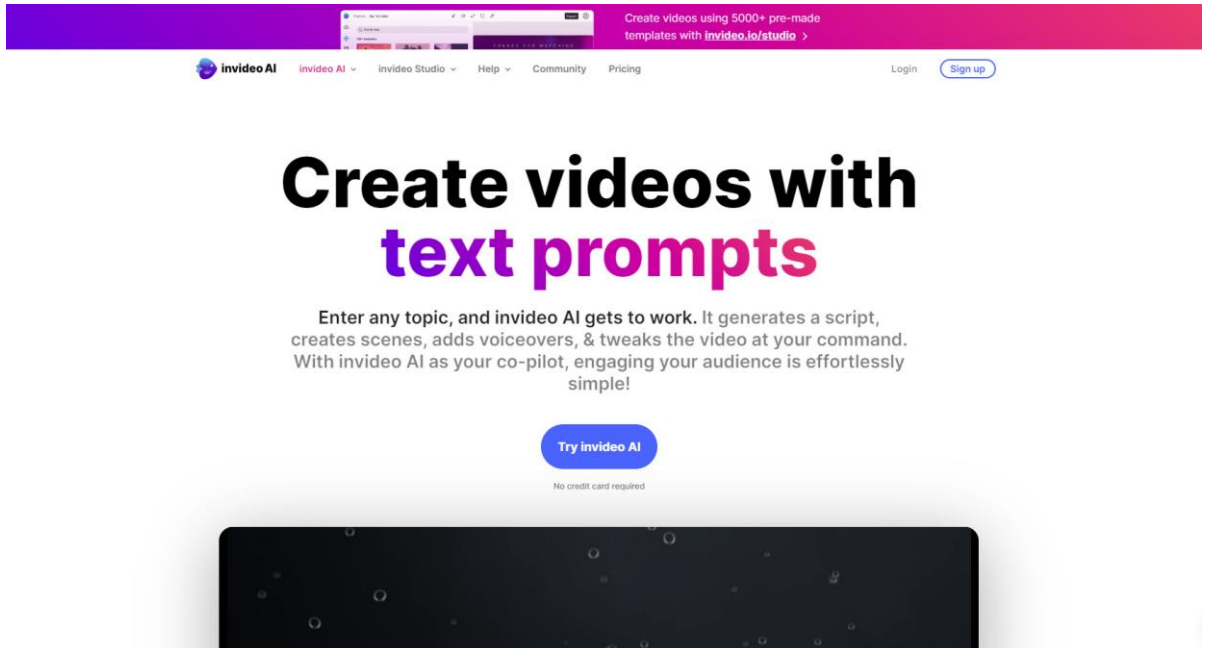
Its cloud-based system allows for collaborative editing and access from any device, streamlining workflow and enhancing productivity.

With a wide range of editing features and customizable templates, WeVideo empowers users to produce polished videos efficiently, whether for personal use, marketing, or education.

A FREE version is available...

Go to <https://www.wevideo.com>

InVideoAI – AI-Powered Video Creation Platform.



InVideo's AI-powered platform simplifies video creation with intuitive tools and templates, enabling users to produce captivating content quickly.

Its advanced AI algorithms assist in automating tasks like text-to-speech and scene suggestions, enhancing efficiency and creativity.

With a user-friendly interface and extensive library of assets, InVideo empowers users to create professional-grade videos without the need for extensive editing skills.

A FREE trial version is available....

Go to <https://invideo.io/ai>

Crystal Knows – Personality Assessment Tool.



A screenshot of the Crystal Knows website. The header includes the Crystal Knows logo, navigation links for "Why Crystal?", "Solutions", "Pricing", and "Resources", and buttons for "Add to Chrome", "Login", and "Get started free". The main content area features the headline "Personality data for everyone you meet" and a sub-headline "In an AI-dominated world, human relationships matter more than ever... That's where Crystal comes in." Below this are buttons for "Install Chrome Extension" and "Sign up for free". A section titled "DATA YOU CAN TRUST:" displays several certification logos including AICPA SOC, GDPR, ISO 27001, CCPA, and others. The central focus is a personality assessment card for "Brian Clark", identified as "Type: I (Motivator)" with traits "ENTHUSIASTIC - PERSONABLE - ADAPTABLE". The card shows a series of personality scales: RISK-TOLERANT vs RISK-AVERSE, TRUSTING vs SKEPTICAL, OPTIMISTIC vs PRAGMATIC, DELIBERATE vs FAST-PACED, AUTONOMOUS vs COLLABORATIVE, and SUPPORTING vs DOMINANT. To the right of the card is a "How to communicate" section with "Meeting tips" that includes "Do" (Use colorful language and a warm, personal greeting; Focus on how the product will improve his life) and "Don't" (Be overly formal or serious; Use forceful or high-pressure language).

TRUSTED BY 1,000+ ORGANIZATIONS GLOBALLY

Adobe Ogilvy verizon randstad ORACLE amazon

Crystal Knows offers personalized insights into individual personalities, fostering stronger communication and relationships in professional environments.

By understanding the personality traits of your prospects, users can adapt their communication styles for more effective interactions.

With AI-driven guidance, Crystal Knows empowers users to navigate diverse workplace dynamics with confidence and success."

Go to <https://www.crystalknows.com>

HumanticAI - AI Analysis & Insights into Human Behavior.



Humantic AI

Humantic AI

Solutions ▾

Product ▾

Get Started ▾

Library ▾

Start Free Trial

Selling Is Evolving. Are You?

Humantic AI is a Buyer Intelligence platform for revenue teams.

Top revenue teams use Humantic's Personality AI to identify early adopters, help their BDRs personalize outreach and enable their AEs with vital customer insights for every deal.



Automatically Enrich Data To
Help BDRs Personalize At Scale

Enter your work email

Book A Demo

70% of all Fortune 500 companies use DISC to improve business communication. Join the club!

Used By



SANDLER

Featured In



Humantic.ai provides powerful AI-driven insights into customer behavior and preferences, enabling businesses to make data-driven decisions and optimize their strategies.

Its advanced analytics tools offer comprehensive understanding and segmentation of audience demographics, enhancing marketing effectiveness and customer engagement.

With real-time data processing and actionable insights, Humantic.ai empowers businesses to stay ahead in a competitive market landscape.

FREE to use.

Go to <https://humantic.ai>

EvyAI – AI-Generated Comments & Replies on LinkedIn.



Evy AI offers personalized virtual assistant services tailored to individual needs, simplifying daily tasks and enhancing productivity.

Its advanced AI algorithms enable efficient scheduling, reminders, and information retrieval, streamlining workflow and saving valuable time.

With intuitive interface and customizable features, Evy AI empowers users to delegate tasks, stay organized, and focus on high-priority activities.

A FREE version is available.

Go to <https://evyai.com/?via=derick>

Commenter.ai – Save Time with AI-Generated Comments.



Commenter.ai

HOME PRICING ABOUT US LOGIN

★★★★★ Rated 4.8 on 35 Reviews

Your AI-powered LinkedIn commenting expert

Save 5+ hours of your week with a click - earn more days for your family

- Write your comments in minutes, not hours
- Easily attract people with proven commenting styles
- Stop writer's block, get ideas for valuable comments in seconds

Get Your First 50 Comments FREE

No Credit Card Required LinkedIn Safe

Jason Gill
Marketing Agency Owner ★★★★★

"Love it. Now, I post 3-5x more comments and my impressions are up by 845%. Plus, the bonuses are super helpful."

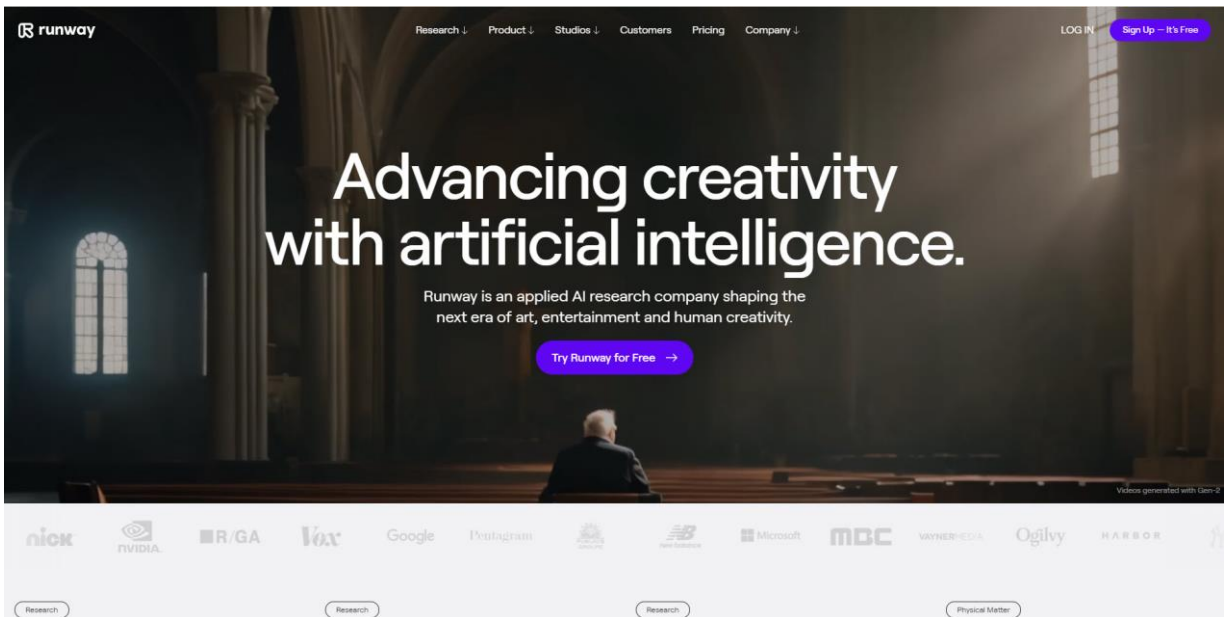
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Commenter.AI helps you to save time while you use AI to write and manually add more meaningful comments. Increase your engagement and profile views with increased interaction with your audience in less time.

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Runway – AI Generated Image & Video Creator.



RunwayML empowers creators with accessible AI tools to explore, experiment, and integrate machine learning into their projects seamlessly.

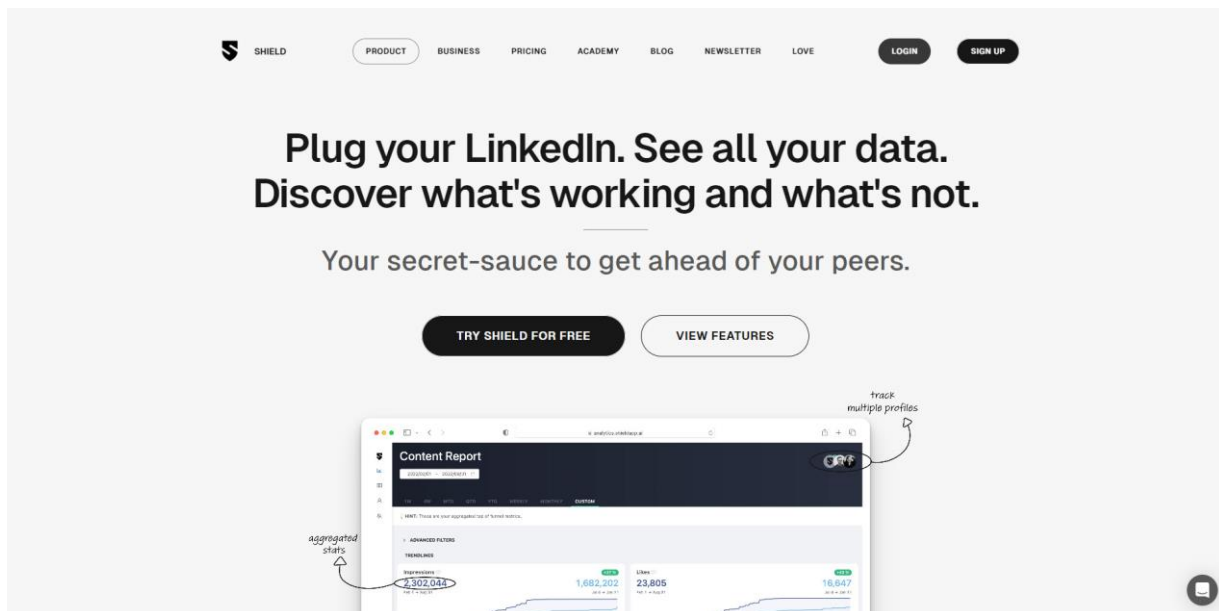
Its user-friendly interface and pre-trained models enable rapid prototyping and creative experimentation across various domains, from art to design to music.

With RunwayML's community-driven platform, users can collaborate, learn, and push the boundaries of what's possible with AI."

FREE to use.

Go to <https://runwayml.com>

Shield Analytics – Use Data to Discover Your Best Content!



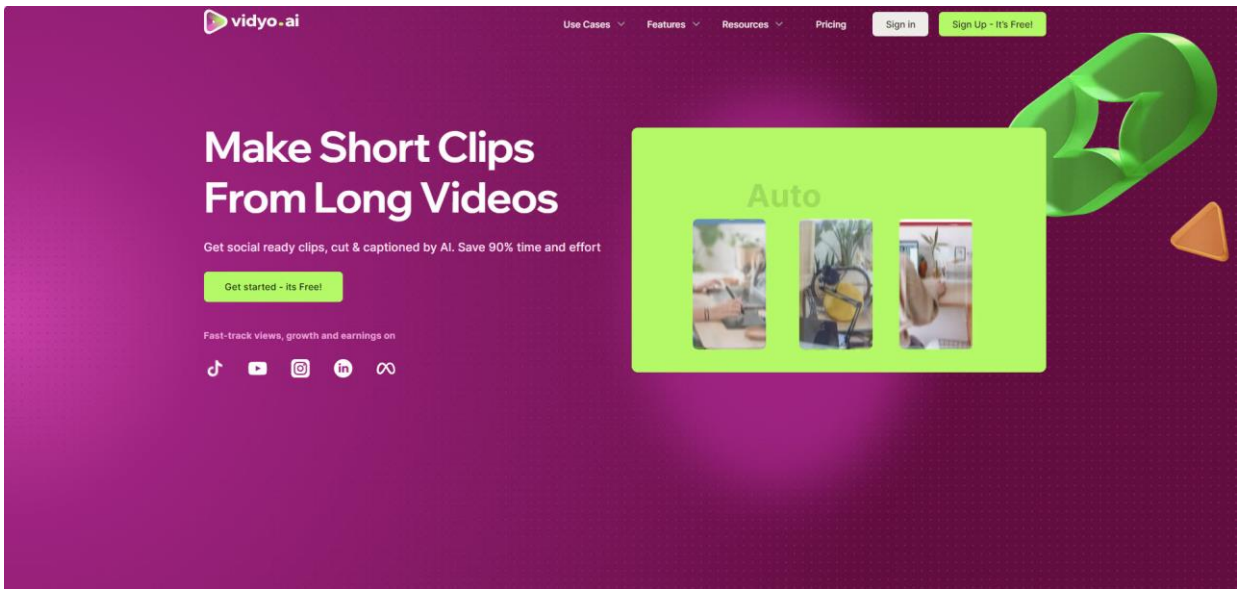
Shield is a LinkedIn analytics tool that allows you to record and research the performance and statistics of your content. It provides a comprehensive dashboard for both individuals and teams to track all their LinkedIn posts and growth metrics.

Discover the content that's working better for you!

A FREE trial version is available.

Go to <https://www.shieldapp.ai>

Vidyo.ai – Video Editing Platform.



vidyo.ai is an AI-powered video editing platform designed to help content creators, including B2B marketers, repurpose long-form videos into shorter, highly engaging clips. The platform's AI capabilities offer a range of features that streamline the video editing process and enhance content repurposing.

A FREE trial version is available.

Go to <https://vidyo.ai>

Dante-ai – Chatbot Builder.



Dante

🏠 Dante

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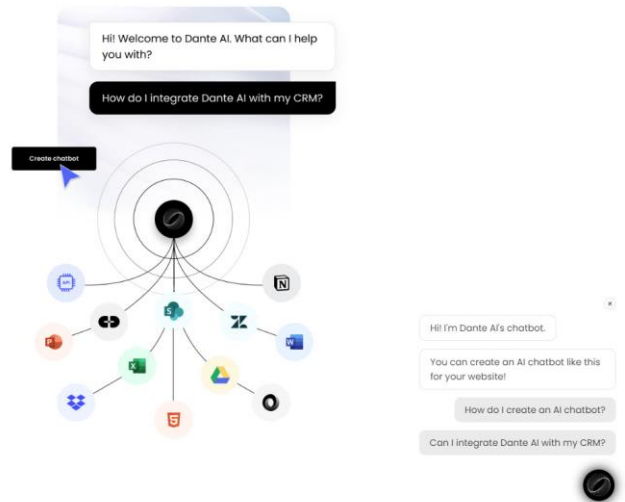
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Dante AI is an AI chatbot builder that creates personalized AI chatbots using and applying your data. Combining simplicity with powerful capabilities. Dante AI offers numerous benefits for users seeking advanced AI capabilities. With its sophisticated algorithms and deep learning models, Dante AI empowers users to streamline complex tasks, and unlock valuable insights from data.

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MagicPost

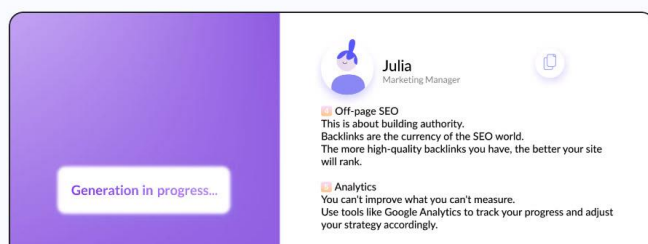
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Try it free



"I wish I had this tool a long time ago."



MagicPost leverages AI to help you save time while it writes authentic and engaging content. It offers a user-friendly interface and a natural writing style to enable you to save time, all while achieving excellent and creative results.

A FREE version is available.

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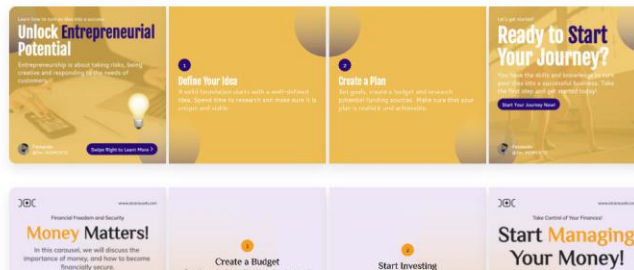
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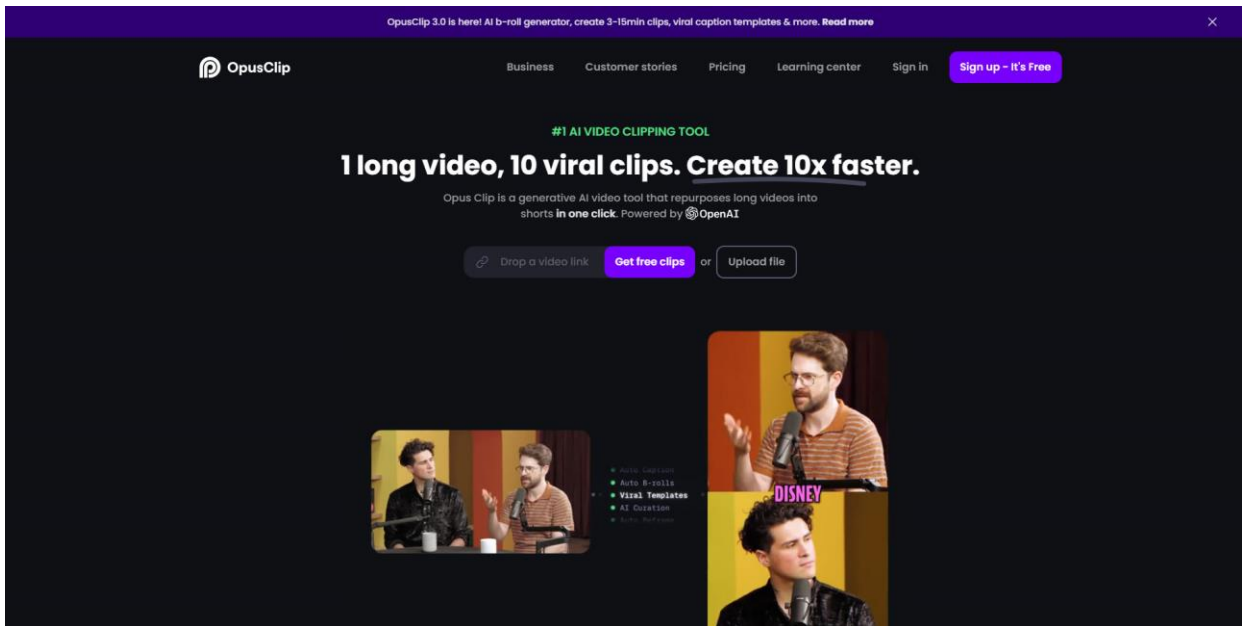


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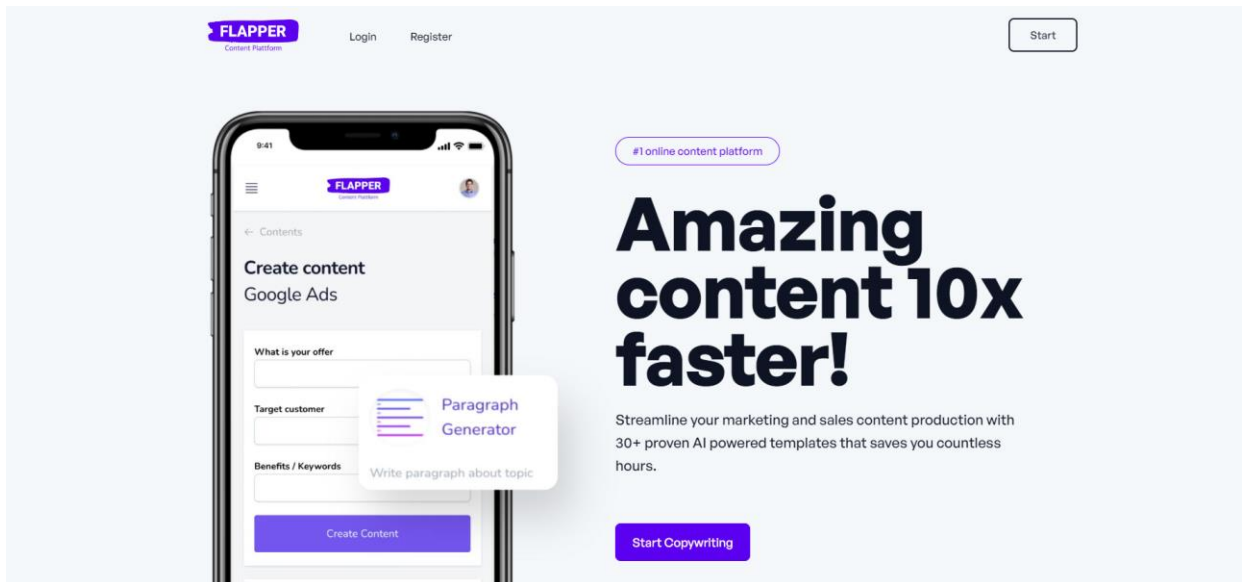


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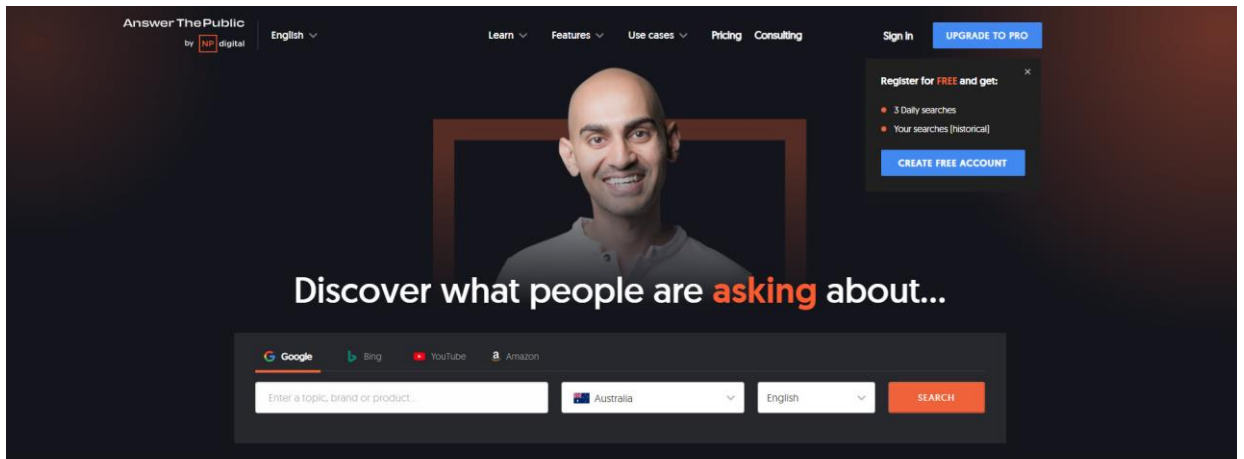
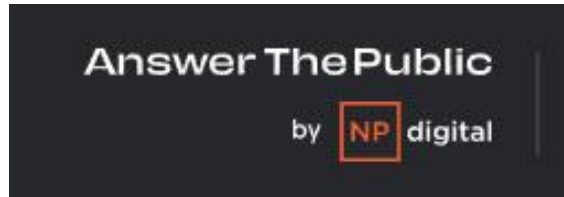


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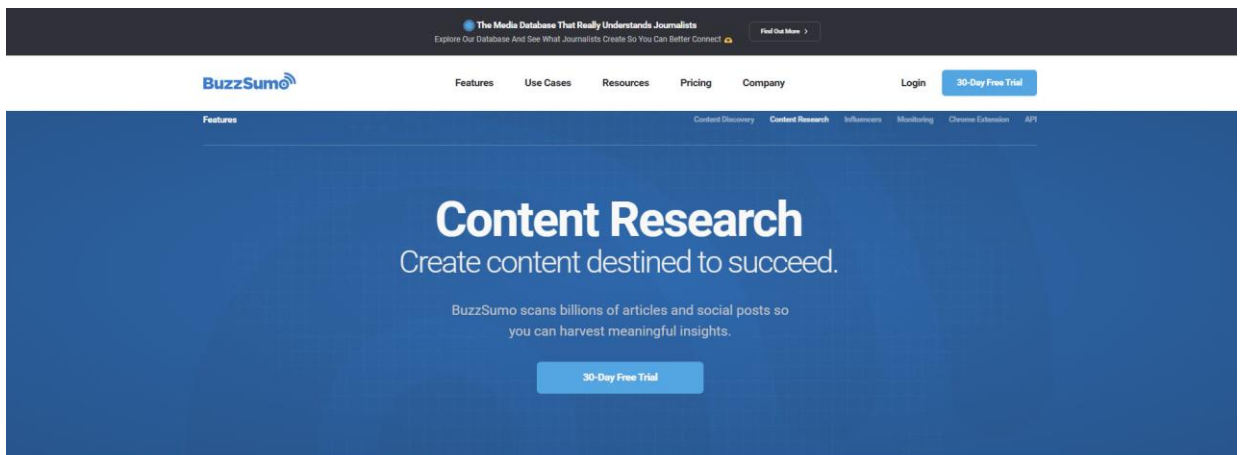
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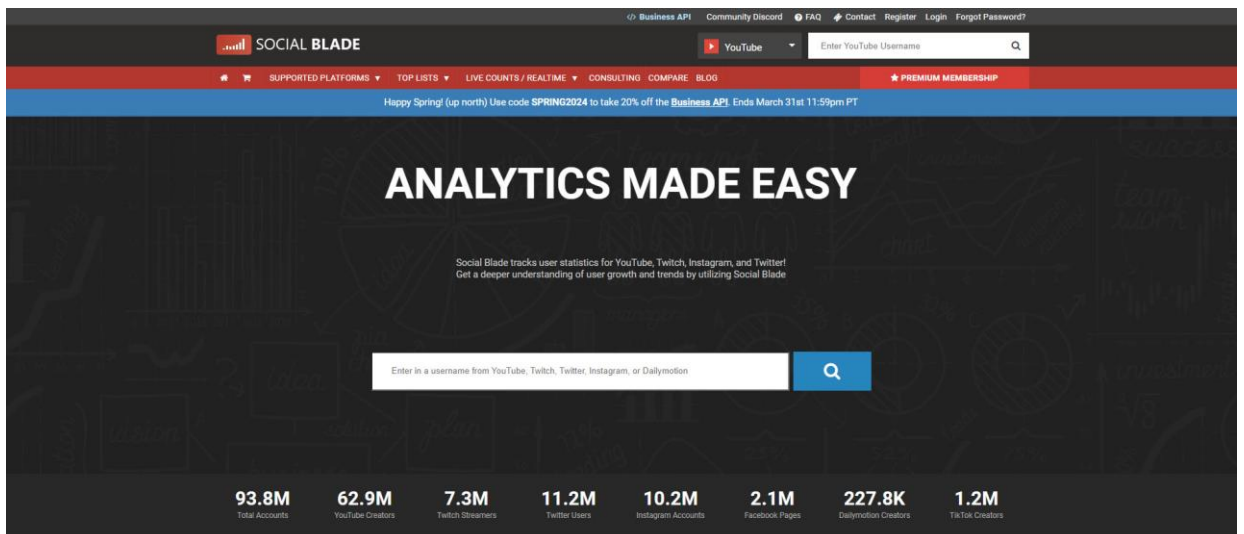


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