



Derick Mildred

5 Steps to  
Results.



RESULTS  
FORMULA

Linked



More Business

# In this chapter you will learn.

1. The 5 Steps to Apply to achieve results on LinkedIn.
2. About the 2 invaluable Support Communities available to you.
3. The steps involved to set up your profile.
4. How to Add Connections the right way.
5. Suggested messages to use.
6. What to Post and where to find content to share.

Step 1

# SUPPORT COMMUNITY





a.) Set Up or Join a



MASTERMIND GROUP



Step 2

# Your Profile

# a.) Set Up Your



Exclusively, to keep all your LinkedIn notifications in the 1 place.



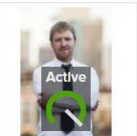





# b.) Your Profile Face Pic

Upload your preferred Profile picture to Photofeeler and let people vote on how competent, likeable and influential you look.

When you're happy with the votes on your preferred photo, then you know which photo to use on your LinkedIn Profile.



photofeeler FAQ Blog Login Get Started

 BUSINESS 8 / 20 VOTES Competent 32% Likable 51% Influential 45%	 BUSINESS 40 VOTES Competent 89% Likable 91% Influential 38%	 SOCIAL 20 VOTES Confident 71% Authentic 91% Fun 33%
 SOCIAL 20 VOTES Confident 60% Authentic 81% Fun 63%	 DATING 20 VOTES Smart 27% Trustworthy 57% Attractive 52%	 DATING 40 VOTES Smart 91% Trustworthy 95% Attractive 89%

## See How Others See You

with the world's #1 photo testing tool

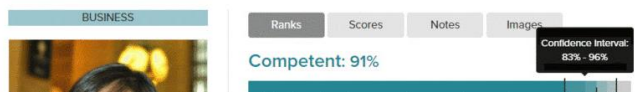
Choose your **business**, **social**, and **dating** photos using hard data about how you're coming across.

Use it free — or pay for faster results.

**GET STARTED**

Already using Photofeeler? [Login](#)

### How it works



### Part People, Part Artificial Intelligence

Get feedback from respectful, unbiased voters. Target them by gender and age.

Go to [www.photofeeler.com](http://www.photofeeler.com)



# Importantly

Your LinkedIn profile should be written from the position of

W, I, L, I, F, T

**What's in it for them**



## c.) Define Your Target Market





## d.) Establish Your Keywords



**KEYWORDS**

The image features a person in a dark pinstriped suit and a patterned tie, holding a silver laptop. The word 'KEYWORDS' is displayed in large, light blue, 3D block letters across the laptop screen. A silver pen is shown launching upwards from the right side of the screen, leaving a bright orange and yellow trail. In the background, a semi-transparent line graph is visible, showing an upward trend with data points labeled with percentages: 4%, 8%, 10%, 15%, 19%, 25%, 32%, 38%, 45%, 52%, 58%, 65%, 72%, 80%, 90%, and 100%.

# Research Your Top 3 Keywords

Find new keywords for your market

🔍 Enter seed keyword

eg, red dress

Search

Need more than a **keyword research tool**? How about a **market research tool**. Take **competitors' keywords**, in-depth **PPC** and **SEO** insights, data from **Google** and our own proprietary search technology... **All you need to do is start searching.**

Go to [Wordtracker.com](https://wordtracker.com)



# Your Header Image should include.

Header Image Size (1584 X 396 Pixels)

Your Brand.

Your Point of Difference.

Your Target Audience.

Your Face Pic.



The Areas Your Specialise in.

CTA – Call to Action

What you offer or provide.



# To Build Your Header Image.

Header Image Size (1584 X 396 Pixels)

Use either


- 1.) [www.canva.com](https://www.canva.com)
- 2.) [www.snappa.com](https://www.snappa.com)
- 3.) [www.creatopy.com](https://www.creatopy.com)


# f.) Add Your Contact Details


*Your Name here* ✕


---


Contact Info ✎


 **Your Profile**  
*Your Profile URL here*

 **Websites**  
*Website 1 Link here*  
*Website 2 Link here*  
*Website 3 Link here ( May include Social Media)*

 **Phone**  
*Your Preferred Ph No here*

 **Address**  
*Postal Address here*

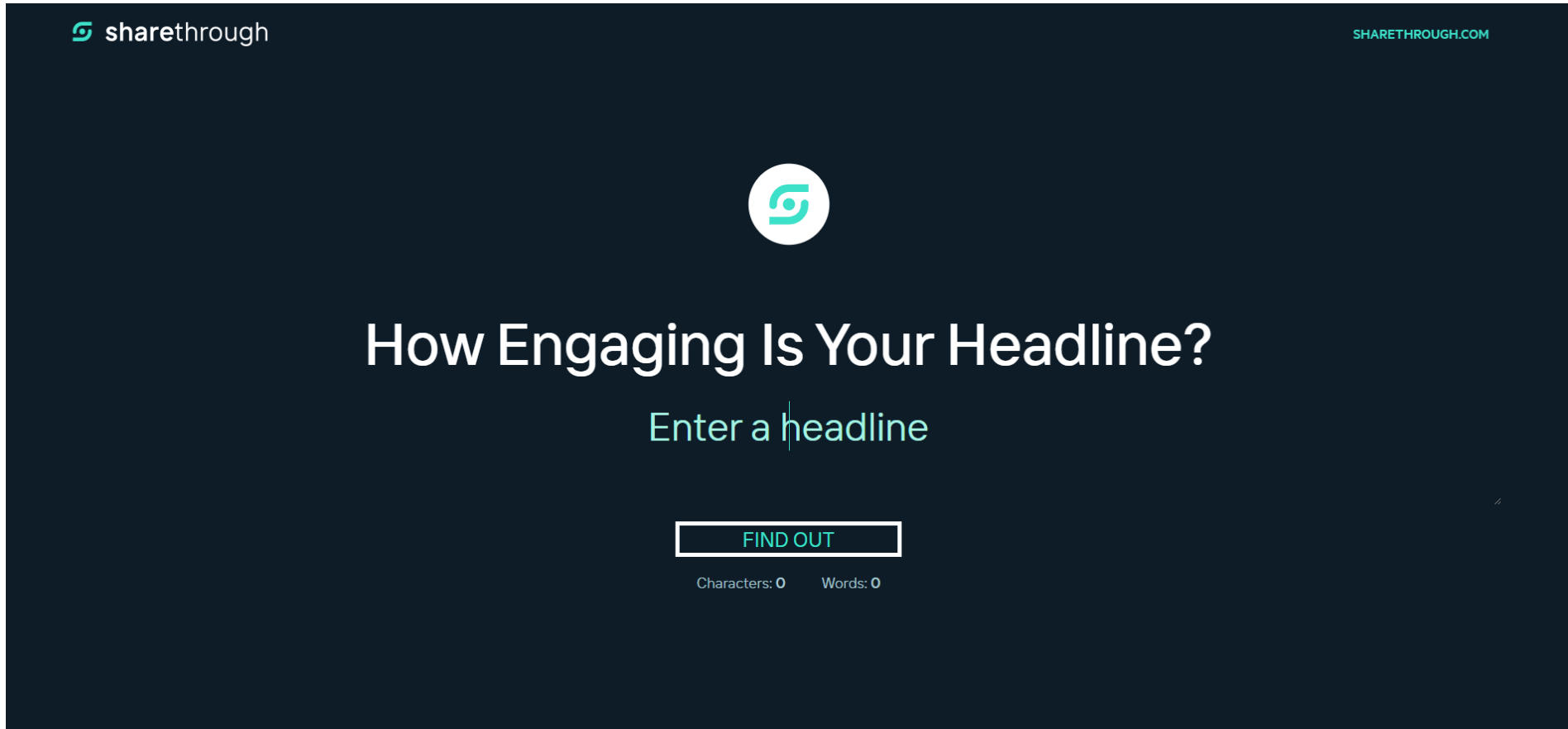
 **Email**  
*Preferred Email here*

 **Birthday**  
*Date of Birth here*



# g.) Your Headline

- 1.) Try to include your top 3 keywords.
- 2.) Plus a 'Key Benefit Statement' aimed towards your target market.

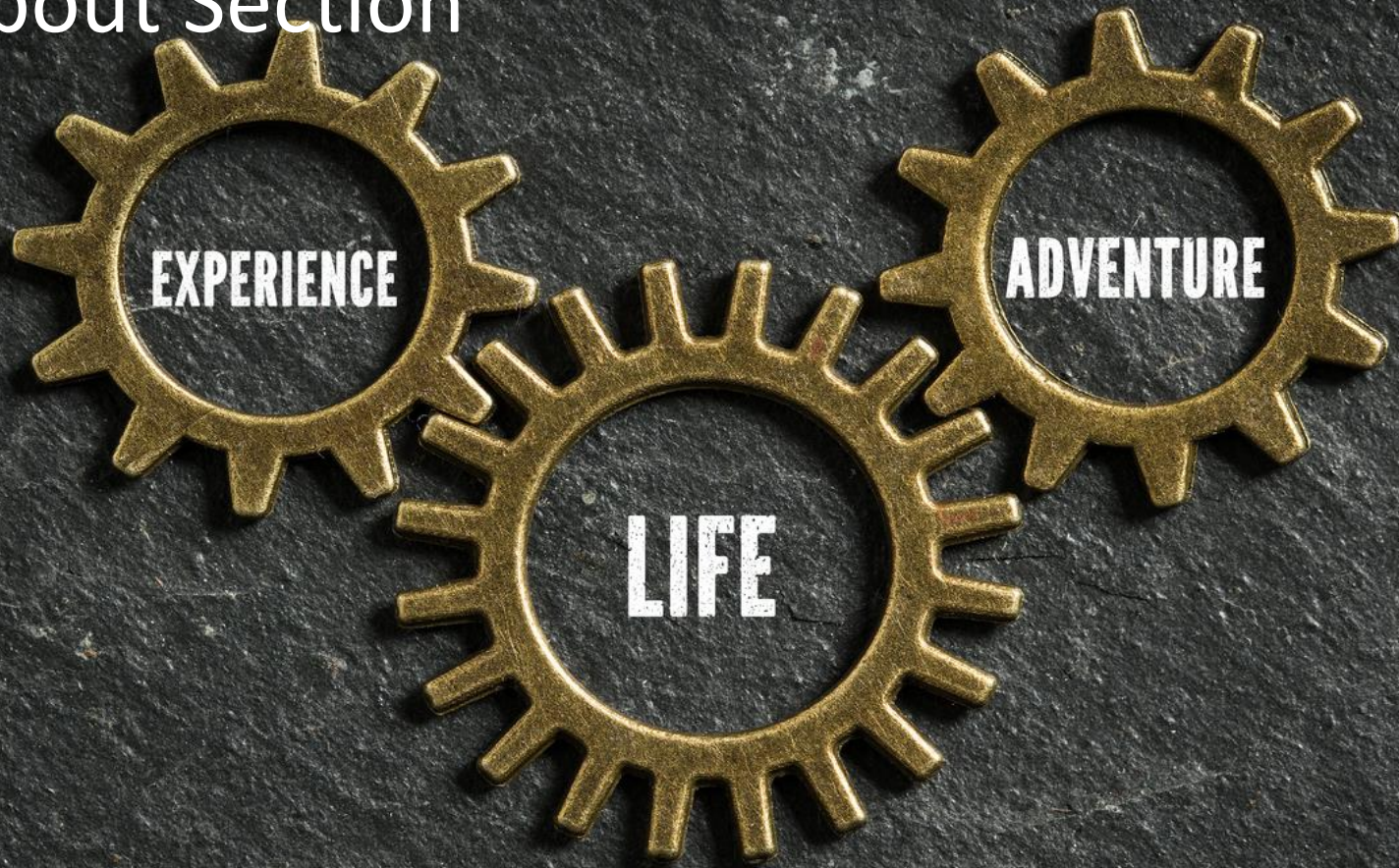


The screenshot shows the Sharethrough website interface. At the top left is the Sharethrough logo and name, and at the top right is the URL SHARETHROUGH.COM. In the center, there is a circular logo with a stylized 'S'. Below the logo, the main heading reads "How Engaging Is Your Headline?". Underneath the heading is a text input field with the placeholder text "Enter a headline". Below the input field is a button labeled "FIND OUT". At the bottom of the input field area, it shows "Characters: 0" and "Words: 0".

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



## h.) Your About Section



**TELL US YOUR STORY!**



# h.) Your About Section cont

- 1.) Your About section is about you, your services and the solutions you offer your target market or target audience.
- 2.) You're allowed upto 2,600 Characters so you should use as many as possible to get your message across.
- 3.) Your About section should appeal to the reader and be all about 'What's In It For Them'.
- 4.) Think about your objective, to entice the reader to want to know more about what you do and how you can help them.

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

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TOP 50 MOST IMPACTFUL PEOPLE OF 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) Get verified

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

Talks about #linkedin, #realestate, #b2bmarketing, #linkedincoaching, and #linkedinforbusiness

Greater Melbourne Area · Contact info

FREE LinkedIn 4 Business eBook

76,395 followers · 500+ connections

Open to Add profile section Add custom button More

Results Formula - LinkedIn for Business Specialists

Melbourne Grammar School

About

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 B2B, sales, real estate, and mortgage industries to harness the power of Lin ... see more

Top skills

LinkedIn · Social Media · LinkedIn Coaching · LinkedIn Training · LinkedIn for Business





# i.) Your Experience Section

- 1.) Your Experience section is about your business, the services and solutions it provides to its target market, target audience.
- 2.) You're allowed upto 2,000 Characters so you should use as many as possible to get your message across.
- 3.) Your Experience section should also appeal to the reader and be all about 'What's In It For Them'.
- 4.) Again consider your objective, to entice the reader to want to know more about what you do and how you can help them.
- 5.) Be sure to see the templates provided.

Derick Mildred LinkedIn Strategist Australia - LinkedIn Trainer for Your Team - LinkedIn Workshops

Full-time  
Oct 2015 – Present · 5 yrs 7 mos  
Melbourne, Australia

👉 Discover how to get 'Social Media' to really work better for you! 📧

★★ As a Social Media Strategist, Coach & Trainer, Specialising in Facebook and LinkedIn, I'll Show You How to Increase Your Connections and Build Relationships that Convert into Leads. ★★

May I ask you?

Are you currently getting the results from your on Social Media that you're hoping for?

If your answer is 'No or Not Enough', maybe you should consider watching one of our FREE webinars.

📺 Webinars incl

- B2B = Linked Into More Business Webinar.
- B2C (Mortgage Brokers, Realtors, Real Estate Agents) = FastTrack Your Social Webinar.

Our Webinars are packed full of useful tips you can easily apply to improve your results from both Facebook or LinkedIn.

+

how to use Social Media the right way to establish, build and nurture relationships with your connections and followers that convert!

Including tips on

- How to Get More LinkedIn Connections or Followers.
- How to Increase Your Facebook Page Likes.
- How to Better Engage with Your Audience.
- How to Post Content that Adds Value & Increases interest.

LinkedIn SPECIALTIES

### Edit experience

Title \*

Derick Mildred Facebook & LinkedIn for Loan Officers, Mortgage Brokers, Realtors, Real Estate Agents

Employment type

Full-time

Country-specific employment types

[Learn more](#)

Company \*

Results Formula - Get Better Results from LinkedIn.

Location

Melbourne, Victoria, Australia

I am currently working in this role

Start Date \* 2017 End Date \* Present

You have 5+ other current positions. Here are the recent. Would you like to end any of them?

End this position

Derick Mildred LinkedIn Coach Australia - LinkedIn Webinars - LinkedIn for Business Online Course at Results Formula - Get Better Results from LinkedIn

Share with network

Off If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)

Delete Save

### Edit experience

Update my industry

Update my headline

Description

👉 Discover how to get 'Social Media' to really work better for you! 📧

★★ As a Social Media Strategist, Coach & Trainer, Specialising in Facebook and LinkedIn, I'll Show You How to Increase Your Connections and Build Relationships that Convert into Leads. ★★

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload Link

Supported formats

Effective Use of LinkedIn Search

Easily Applied Steps to Be More Authentic &...

Share with network

Off If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)

Delete Save



# j.) Your Skills Section

**KNOWLEDGE**



**TRAINING**



**SKILLS**

**EXPERIENCE**




**LEARNING**



# i.) Your Skills Section cont.


- 1.) Add skills to your profile
- 2.) You are allowed up to 50 Skills.
- 3.) As part of the Optimization of your Profile, your 3 Keywords should be your top 3 skills.
- 4.) It's easy to adjust the order of your skills, just drag and drop.

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 Egbuonu  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 

Add Skills ×

Skill (ex: Data Analysis)

You've reached the limit of 50 skills

Suggested skills based off your profile:

[Communication +](#) [Leadership +](#) [Customer Service +](#) [Relationship Building +](#)

[Soft Skills +](#) [Team Leadership +](#) [Recruiting +](#) [B2C Marketing +](#)

[Paid Social Media Advertising +](#) [Small Business Management +](#)

[Add](#)





Endorse your Connections  
to Get Your Skills Endorsed  
in Return.



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# MEDIA

k.) Add Media incl Social Proof



# I.) Your Social Proof





# m.) Add Media – Social Proof

To your Featured and Experience sections

Including

Awards,

Testimonials, Reviews, Recommendations,

Case Studies,

Papers, Reports, Pdf's,

Presentations, 'How to style' etc,

Guarantees etc,

Successful articles, posts etc.

Added directly or hosted via

Youtube.

Slideshare.

Your Website.

Landing Pages etc.



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Step 3

# ADD CONNECTIONS



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





# Search for People in Your Preferred Target Market..

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

Enter your preferred target market into LinkedIn Search

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



# The Correct Way To Add Connections.

1.) Open up their profile



Connect

Message

More...

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

Manager MORTGAGE BROKER

Wright Mortgages & Finance

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



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# The Correct Way To Add Connections.

2.) Click here to Request to Connect

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

4.) Click here on Add a Note

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

Your invitation is almost on its way

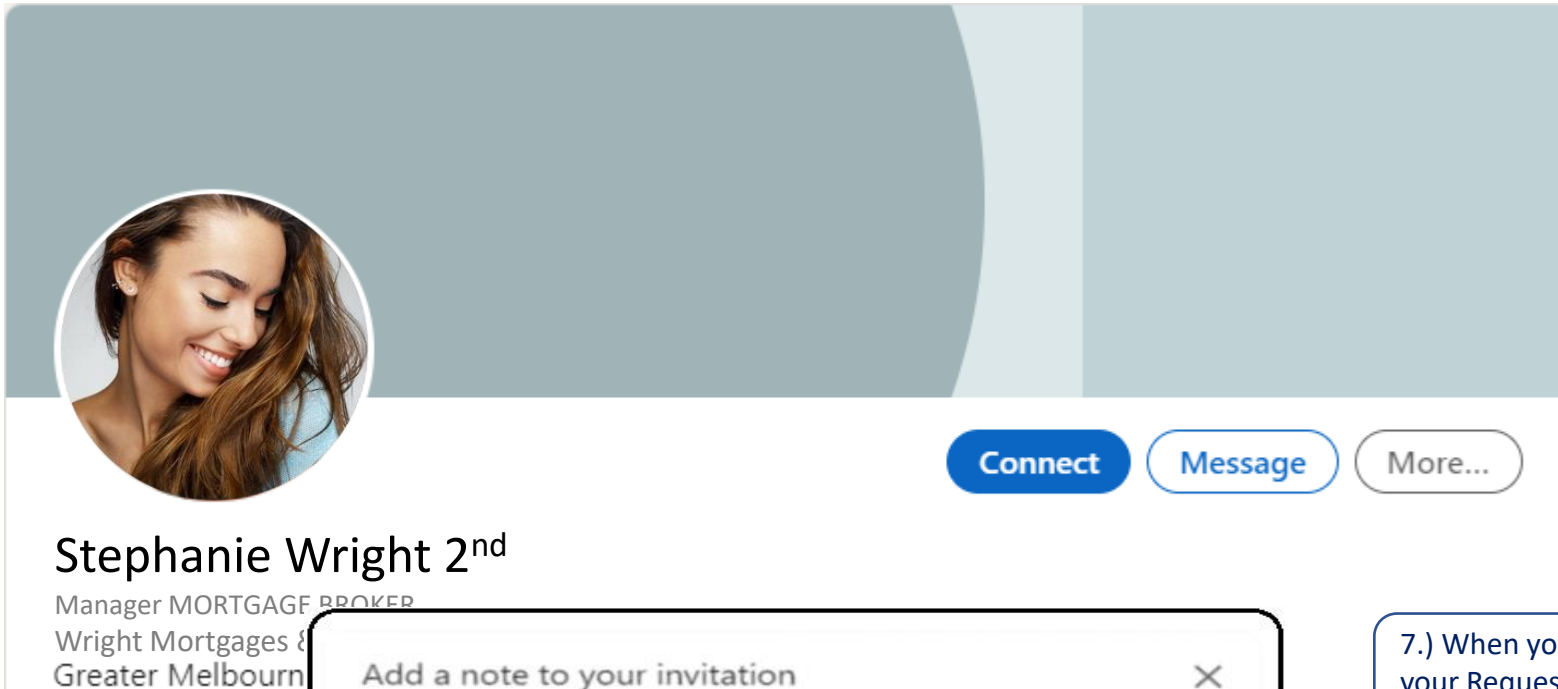
✓ You can add a note to personalize your invitation to Stephanie Wright.

Add a note Send





# The Correct Way To Add Connections.



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

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

Add a note to your invitation

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

Ex: We know each other from...

300 / 300

Cancel Send

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

# Examples of 'Request to Connect' Messages.

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

You can customize this invitation ✕

---

Include a personal message (optional):

Hi Bob  
I noticed on your profile that you're a *(Business type here)*  
I'm interested in increasing my network of *(Business type here)* and I am wondering are you open to connecting here on LinkedIn? If not then No problem!  
Kind Regards from  
*(Your Name here)*

---

Step 4

# YOUR MESSAGES



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# a.) Your 'P.S.'

Research has shown that even when people skim through a message, most will read the 'P.S'.

Your 'P.S.' can be

- a.) A key benefit statement aimed towards your target market.
- b.) A question about a common problem experienced by your target audience.
- c.) An offer of a Free resource that can be downloaded from your landing page in exchange for their email.
- d.) An invitation to join your exclusive LinkedIn or Facebook group where you can build the relationship further.



# e.) Request to Connect message.

*(Included in your workbook for download use)*

Hi (Recipients Firstname)

I noticed on your profile that you're a *(Business type here)*

I'm interested in increasing my network of *(Business type here)* and I am wondering are you open to connecting here on LinkedIn? If not then No problem!

Kind Regards from

(Your Name here)



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# e.) Thank You for Inviting Me to Connect message.

*(Included in your workbook for download use)*

Hi *(Insert their first name here)*

Thank you for your invitation to connect which I am pleased to accept.

It's great to be part of each other's growing network here on LinkedIn.

I hope you don't mind, as a token of my appreciation I've endorsed several of your skills.

In the meantime, I look forward to seeing some of your posts and hope you have an amazing day.

Kind Regards from

Derick Mildred



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# e.) Thank You for Connecting message.

*(Included in your workbook for download use)*

Hi *(Insert their first name here)*

Thank you for connecting on LinkedIn recently.

I'm interested to hear about what you do as a *(Insert their occupation here)*

It's great to be part of each other's growing network here on LinkedIn.

I hope you don't mind, as a token of my appreciation I've endorsed several of your skills.

In the meantime, I look forward to seeing some of your posts and hope you have an amazing day.

Kind Regards from

Derick Mildred



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# f.) Happy Birthday message.

*(Included in your workbook for download use)*

Hi *(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 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 *(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 have an amazing day, surrounded by family, good friends and loved ones.

Kind Regards from

Derick Mildred

P.S. Would You Like to Know How to Get a Website that Ranks on Page 1 on Google Guaranteed?  
Just Ask Me How!

[www.1stPageWebsites.com.au](http://www.1stPageWebsites.com.au)



# g.) Congratulations on a New Position message.

*(Included in your workbook for download use)*

Hi *(First Name here)*

I hope you don't mind just a quick note, LinkedIn has informed me that you're starting a new position, so I thought I would wish you well and send you a brief message.

Especially now that you're starting a new position as ***(New role Copied and pasted in here)***

🌟 🎵 CONGRATULATIONS 🎵 🌟

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

Kind Regards from,

Derick Mildred

P.S. Would You Like to Know How to Get a Website that Ranks on Page 1 on Google Guaranteed? Just Ask Me How!

[www.1stpagewebsites.com.au](http://www.1stpagewebsites.com.au)



# h.) Congratulations on a Work Anniversary message.

*(Included in your workbook for download use)*

Hi *(First Name here)*

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

Especially now that you're celebrating *(Work Anniversary Copied and pasted in here)*

🌟 🎵 CONGRATULATIONS 🎵 🌟

I hope you enjoy an amazing day and maybe even celebrate with the close family, good friends and great people to have around you!

Kind Regards from

Derick Mildred

P.S. Would You Like to Know How to Get a Website that Ranks on Page 1 on Google Guaranteed? Just Ask Me How!

[www.1stpagewebsites.com.au](http://www.1stpagewebsites.com.au)



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Step 5

CONTENT



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# a.) What to Post.

When it comes to 'Content'

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

Be Genuine and Authentic!

Add Value **without** Selling!



# a.) What to Post.

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





## b.) Where to source content you can share.

When you need some ideas on what to post have a look at some of these sites for your daily dose of inspiration.

- 1.) [Online articles, blogs etc,](#)
- 2.) [Industry specific online magazines,](#)
- 3.) [YouTube,](#)
- 4.) [Facebook,](#)
- 5.) [Twitter,](#)
- 6.) [Flipboard.com](#)
- 7.) [News websites,](#)
- 8.) [Buzzsumo.com](#)
- 9.) [medium.com](#)
- 10.) [buzzfeed.com](#)
- 11.) [blogengage.com](#)
- 12.) [quicksprout.com](#)
- 13.) [quora.com](#)
- 14.) [dosplash.com](#)

## b.) When You Don't Know What To Post.

- 1.) Refer to your own previous content,
- 2.) Inspiring Blog Posts or Articles,
- 3.) Beautiful photos,
- 4.) Quotes of the day,
- 5.) News & updates,
- 6.) Sport updates,
- 7.) Special Interest updates,
- 8.) Contest updates,
- 9.) Latest updates about the product or services you offer,
- 10.) Requests for feedback,
- 11.) Joke of the day,
- 12.) Funny pics.

# c.) Writing Content.

Some points to help you to write good content.

- a.) Start with a Strong Attention Grabbing Headline,
- b.) Be original,
- c.) Try to appeal to your audience by writing in 'you type' conversation,
- d.) Describe a problem and offer a solution,
- e.) Research your information to make sure it is accurate,
- f.) Short and concise paragraphs, upto 6 sentences,
- g.) Don't make your sentences too long,
- h.) Don't be repetitive,
- i.) Don't use passive tense,
- j.) Describe thoughts, feelings, emotions, reactions etc,
- k.) Avoid 'jargon' that people wouldn't understand,
- l.) Add images, video etc,
- m.) Include your Contact details in your Signature at the end,
- n.) Target your audience more effectively with #Tags.

# A Quick Re-Cap.

After watching this video you should understand more about

1. The 5 Steps To Achieve Results on LinkedIn.
2. How to Add 'Targeted' connections.
3. How to establish, strengthen and build your reputation online and on LinkedIn.





# Your Objective.

Is to establish and build your online profile, enhance your reputation with social proof, build your credibility, add 'targeted' connections and establish yourself as a person of experience and authority within your particular industry, then provide your connections with quality content that can be of benefit to them.



Remember:

The Fastest Way to Achieving  
Results is to Apply.  
Just Get Started and Implement.



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EVEN IF YOU'RE ON  
THE RIGHT TRACK,  
YOU'LL GET RUN  
OVER IF YOU JUST  
SIT THERE.

Will Rogers



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FORMULA

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