



Quick Start  
To Setting Up Your LinkedIn Profile.

# In this video you will learn about.

1. How to easily Set Up Your LinkedIn Profile from the Start.
2. Step X Step how to build your LinkedIn Profile to the highest level of 'All Star'.
3. Easy to use tools to build your header image and get feedback on which is the best face picture you should use.
4. How to research the best keywords to use in the optimization of your profile.
5. Everything you should include in your LinkedIn Profile so that it creates a strong first impression and really stands out.



# Step 1 - Set Up a Gmail Acc Specifically for LinkedIn.



It's a great way to be organised from the start...



## Derick Mildred - Results Formula

Are You in B2B, Real Estate or the Finance Industry? Discover How Social Media, Facebook & LinkedIn Can Get You Talking to More People Proven Facebook & LinkedIn Strategies Facebook & LinkedIn Coaching & Training  
Greater Melbourne Area · [500+ connections](#) · [Contact info](#)

Open to ▾

Add profile section ▾

More...

### Providing services

Social Media Marketing, Lead Generation, Real Estate Marketing, Marketing Consulting, Brand Marketing, Digital Marketing, Content Strategy, Training, Public Speaking, and Executive Coaching

[See all details](#)

Anyone

## About

Digital Agency - Social Media Services, Coaching, Training & Online Courses.

➤ Specializing in Facebook & LinkedIn for B2B & the Real Estate and Finance Industry ... see more

Results Formula - Get Better Results from LinkedIn.

Melbourne Grammar School

Edit public profile & URL ?

Add profile

Promoted

Support 7 d

Online with

Post graduate Blo

Lea

Learn more

People y



My team and I bring an additional 7-12 High Ticket appointments Per Mont...

Connect



As you build and set up your profile your aim is to achieve a level of 'All Star'.



Tatiana Dumitru

Branding Specialist @PreTee Creative.  
Contributor @Entrepreneur. Brand Bind...

Connect

Click here To Insert your First Name, Last Name, (Name Pronunciation audio) Header Image, Face Pic, Headline, Industry,  
Try to complete as much information as possible.

Remember, include your Contact Details.





*Make a good  
first impression*



# Importantly

Your LinkedIn profile should be written from the position of

W, I, F, T

**What's in it for them**

## Step 2 - Your Banner / Header Image and Face Pic.



Photofeeler is where you can get feedback about your face pic and which is the best face pic to use, upload your pic to Photofeeler and members of the public will vote on it and give you valuable feedback including

How 'Competent' you look,

How 'Likeable' you look,

How 'Influential' you appear.

Just upload your face picture to [www.photofeeler.com](http://www.photofeeler.com)



Canva is an easy to use tool to build custom images of any type and size, good for designing great looking header images for your profile. Upload your favourite image and overlay text to create a Header Image that really gets the message out about what you do, the solutions you offer or the benefits you provide.

Note : Header Image Size (1584 X 396 Pixels)

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



Snappa is very similar to Canva for building your Banner or Header image for your LinkedIn profile as well as images for posts etc. Snappa will also allow you to download a Hi Res image which adds to the quality of your header image.

Go to <https://snappa.com>



RESULTS  
FORMULA



# Step 2A - Your Face Pic.

- 1.) Discover which photo of you will be best for your LinkedIn profile.
- 2.) Upload your preferred Profile picture to Photofeeler and let people vote on how competent, likeable and influential you look.
- 3.) 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	90%

SOCIAL 20 VOTES

Confident	71%
Authentic	91%
Fun	83%

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.

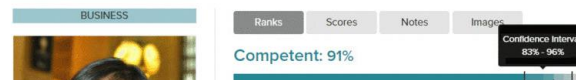
Use It free — or pay for faster results.

**GET STARTED**

Already using Photofeeler? [Login](#)

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

## How it works



## Part People, Part Artificial Intelligence

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





# Your Header Image should include.

Header Image Size (1584 X 396 Pixels)

Your Brand and or Point of Difference

Your Phone Number or Contact Details, or Social

The areas you specialise in.



Linked into **Webinars**  
**Course (Online)**  
**Coaching & Training**  
**More Business LinkedIn Campaigns Done for You**

## FastTrack Your Social

Mortgage Brokers, Real Estate Agents & Realtors  
Target & Reach People Specifically Interested in Finance & Property

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

Your website URL.

Presented to help you stand out from the crowd.

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)

# To Insert Your Header Image.

1.) Click Here

2.) Then Click Here

Derick Mildred - Results Formula

Are You in B2B, Real Estate or the Finance Industry? Discover How Social Media, Facebook & LinkedIn Can Get You Talking to More People. Proven Facebook & LinkedIn Strategies. Facebook & LinkedIn Coaching & Training. Greater Melbourne Area · 500+ connections · Contact info

Open to Add profile section More...

Providing services  
Social Media Marketing, Lead Generation, Real Estate Marketing, Marketing Consulting, Brand Marketing, Digital Marketing, Content Strategy, Training, Public Speaking, and Executive Coaching  
See all details

Anyone

About  
Digital Agency - Social Media Services, Coaching, Training & Online Courses.  
Specializing in Facebook & LinkedIn for B2B & the Real Estate and Finance Industry ... see more

Edit intro

First Name \* Derick

Last Name \* Mildred - Results Formula

Add former name

Name Pronunciation

Your audio recording

Headline \*  
Are You in B2B, Real Estate or the Finance Industry? Discover How Social Media, Facebook & LinkedIn Can Get You Talking to More People. Proven Facebook & LinkedIn Strategies. Facebook

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

Add new position

Show education in my intro

Education  
Melbourne Grammar School

Save

← Background photo

Drag to reposition photo






Zoom 1 Straighten 0



Crop Filter Adjust

Delete photo Change photo Apply

3.) Click Here and Upload your Header Image, Click Apply & Save.







Linked

LinkedIn Webinars  
LinkedIn Course (Online)  
LinkedIn Coaching & Training  
More Business LinkedIn Campaigns Done for You

**FastTrack Your Social**  
Mortgage Brokers, Real Estate Agents & Realtors  
Target & Reach People Specifically Interested in Finance & Property

First Name \*



Derick

Last Name \*




Mildred - Results Formula

Add former name

Name Pronunciation

 Your audio recording 

Headline \*

Are You in B2B, Real Estate or the Finance Industry?  Discover How Social Media, Facebook & LinkedIn Can Get You Talking to More People  Proven Facebook & LinkedIn Strategies  Facebook

Current Position

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

Add new position

☒ Show education in my intro

Education

Melbourne Grammar School ▼

Add new education

Country/Region \*

Australia

Postal code

3183


Locations within this area

Greater Melbourne Area ▼

Industry \*

Information Services ▼

Contact info

Profile URL, Websites, Phone, Address, Email, Birthday, WeChat ID 

First Name, Last Name.

Insert your Headline, with keywords included here.

Try to include keywords in your Current position.

Insert details of at least 1 level of education.

Insert Country, Region, Zip code, Locations and your Industry.

Insert your Header Image  
Click Here

Upload your Face Picture  
Click Here

Save





A man in a dark blue pinstriped suit and a green patterned tie holds a silver laptop. A rocket launches from the laptop screen, leaving a bright orange and yellow trail. The word "KEYWORDS" is overlaid in large, light blue, 3D block letters. In the background, a faint bar chart is visible with the following data series:

Bar	Percentage
1	4%
2	8%
3	10%
4	15%
5	19%
6	25%
7	32%
8	38%
9	45%
10	52%
11	58%
12	65%
13	72%
14	80%
15	88%
16	95%
17	100%

# KEYWORDS



# Step 3 -

# Your Keywords.

- 1.) Go to [www.wordtracker.com](https://www.wordtracker.com)
- 2.) You are allowed up to 12 FREE keyword searches on Wordtracker,
- 3.) Research just a few keywords related to your type of business,
- 4.) Compare the search results numbers for the last 12 months.

1.) Enter Keywords you want to research here.

 Wordtracker

PRICING

BLOG

ACADEMY

LOG IN

SIGN UP

What are they searching for?

🔍 Enter keyword

eg, trainers

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.**

# Your Keywords.

You should research and select 3 main keywords that are related to your target audience or target market.

The Wordtracker tool will help you choose the right keywords.



# Your Keywords.

2.) Or on this page Enter Keywords you want to research here.

3.) Then check the search results over a 12 month period for your keywords.

The screenshot displays the WordStream keyword research tool interface. At the top, there's a navigation bar with 'SEARCH', 'INSPECT', and 'LISTS' tabs. A status bar indicates '0 free searches remaining. Unlock now...'. The search bar shows 'Google (Planner)' as the source and 'web design' as the keyword. Filters for 'Territory' (United States) and 'State' (Any) are visible. A 'Search' button and an 'Import...' button are on the right. Below the search bar, the results are titled '50 of 539 keywords for 'web design'' with a note '489 more keywords available...'. There are tabs for 'PPC' and 'SEO'. A table of results is shown with columns for keyword, volume, PPC competition, and intent. A list of related keywords is on the left, and a sidebar on the right allows for including or excluding keywords and managing lists.

Keyword	Volume	PPC Comp.	Intent
graphic design	135,000	33.01	Very high
logo design	110,000	86.85	Very high
website builder	74,000	95.23	Very high
web design	49,500	65.43	Very high
website design	49,500	78.14	Very high
web developer	33,100	70.44	Very high
create a website	33,100	89.28	Very high
how to make a website	27,100	72.47	Very high
websites	27,100	63.3	Very high
website maker	18,100	83.76	Very high
website templates	14,800	100	Very high
graphic designing	14,800	41.77	Very high

# Your Keywords.

Choose the Top 3 Keywords related to your type of business and based on the numbers of times they have been searched for over the last 12 months.



## Step 4 -

# Your Headlines.



# Test Your Headline.

It's easy to test the strength and quality of your headline with Sharethrough.



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

# Test Your Headline.



## How Engaging Is Your Headline?



Enter a headline

FIND OUT

Characters: 0 Words: 0

# Test Your Headline.



Are You in B2B, Sales, Real Estate or the Mortgage Industry? \* Specialized Facebook & LinkedIn Strategies, Coaching & Training \* Now Facebook & LinkedIn Can Get You Talking to More People   
240+ Recommendations Below 

ANALYZE AGAIN

Characters: 219 Words: 37

Headline Quality  
Score

91

ABOVE AVERAGE

## STRENGTHS

- ▶ **Optimal headline length**  
More is better. Longer headlines increase engagement and can tell a better story.
- ▶ **Limited use of positive sentiment**
- ▶ **Strong human connection**
- ▶ **Your prose is on point!**
- ▶ **Likely to increase brand lift**

## SUGGESTIONS

- ▶ **Use more Alert Words**
- ▶ **Use Context Words**
- ▶ **Limit the passive language**

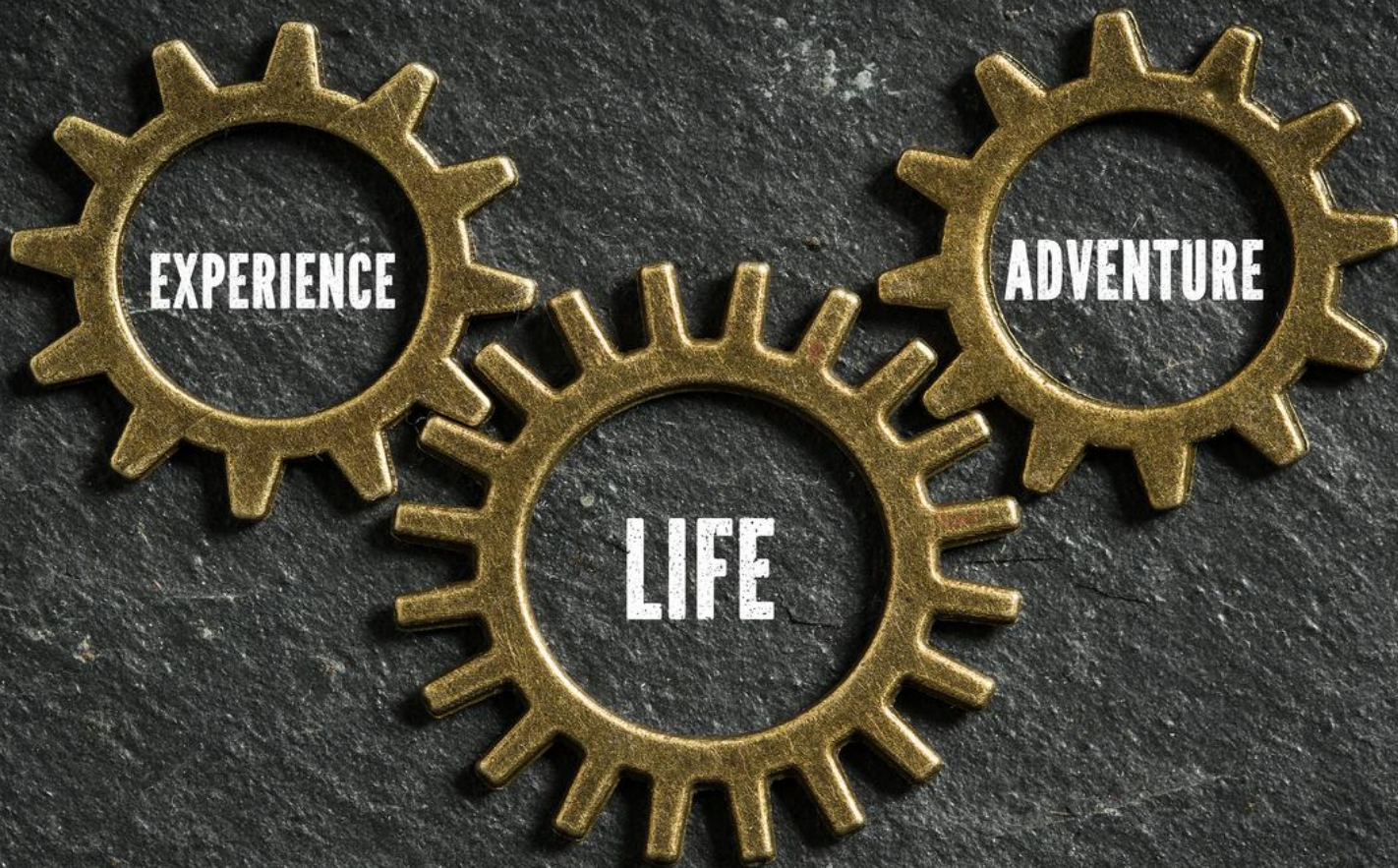
# Your Headline should include.

- 1.) You're allowed upto 220 characters for your LinkedIn profile headline.
- 2.) Your top 3 keywords.
- 3.) A 'Key Benefit Statement' aimed towards your target market.
- 4.) Enter your headline into Sharethrough and instantly get your score and suggestions.

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





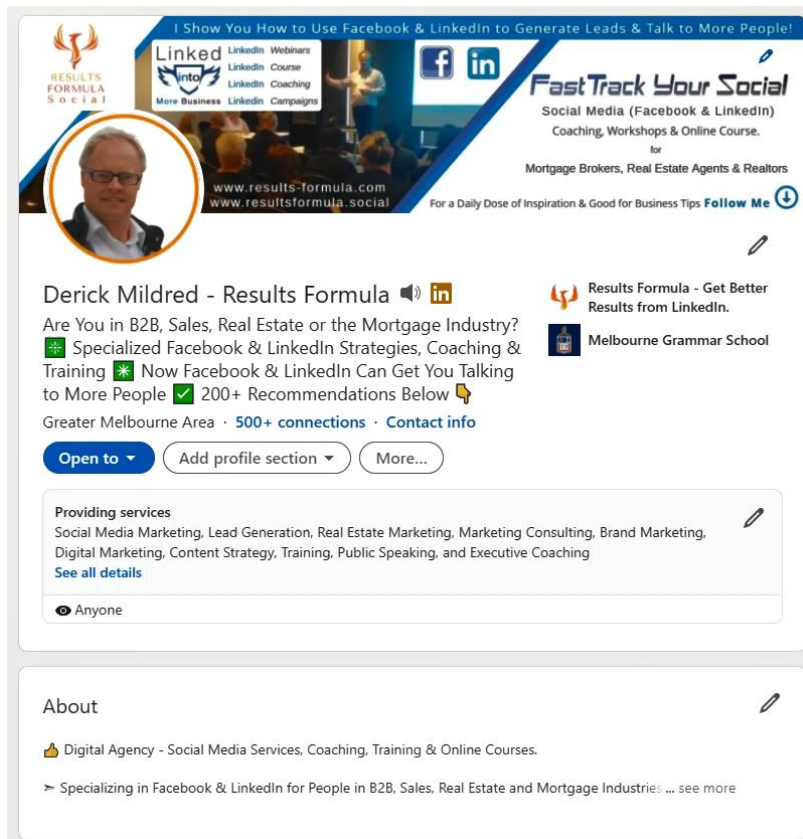




**TELL US YOUR STORY!**



# Step 5 - Your About section.

- 1.) Your About section is about you, your services and the solutions you offer your target audience or target market.
- 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.



**Derick Mildred - Results Formula**  

Are You in B2B, Sales, Real Estate or the Mortgage Industry?  
🌟 Specialized Facebook & LinkedIn Strategies, Coaching & Training 🌟 Now Facebook & LinkedIn Can Get You Talking to More People ✅ 200+ Recommendations Below 📌

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

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

**Providing services**  
Social Media Marketing, Lead Generation, Real Estate Marketing, Marketing Consulting, Brand Marketing, Digital Marketing, Content Strategy, Training, Public Speaking, and Executive Coaching  
[See all details](#)

👁 Anyone

**About**

👍 Digital Agency - Social Media Services, Coaching, Training & Online Courses.

➤ Specializing in Facebook & LinkedIn for People in B2B, Sales, Real Estate and Mortgage Industries ... see more

## Edit about

### Summary

👍 Digital Agency - Social Media Services, Coaching, Training & Online Courses.

➤ Specializing in Facebook & LinkedIn for People in B2B, Sales, Real Estate and Mortgage Industries.

📌 Have you ever wondered, how do you get 'online', especially Facebook & LinkedIn to work better for you, to achieve the real results you're looking for? 📌

➤ May I ask you?

How many inquiries, leads or sales has your current strategy generated in the last 7 days?

If your answer is 'Not Enough', maybe you should read on and consider talking to us further  
Contact details 📌

👍 TESTIMONIAL

Save



# About section layout and structure

Remember: Your Profile Headline, About & Experience sections should all be written along the lines of W.I.I.F.T. Or 'What's In It For Them', so think about what's in it for the reader of your profile, it's not all about you, it's all about the benefits or results your clients/customers gain from your services.

1.) 1st Line – Attn grabbing headline based on a 'key benefit statement' aimed towards your target audience / target market. Or tell the audience exactly what you do!

2.) Ask a 'pain point' related question of your audience about the current experiences.

3.) Social Proof - Can be either a Guarantee, Case Study or a Recommendation / Testimonial.

4.) The Services you offer.

**Keywords:** (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are  
LinkedIn,  
LinkedIn Coaching,  
LinkedIn Training.

## About

👍 Digital Agency - Social Media Services, Coaching, Training & Online Courses.

➤ Specializing in Facebook & LinkedIn for People in B2B, Sales, Real Estate and Mortgage Industries.

👉 Have you ever wondered, how do you get 'online', especially Facebook & LinkedIn to work better for you, to achieve the real results you're looking for? 🙋

► May I ask you?

How many inquiries, leads or sales has your current strategy generated in the last 7 days?

If your answer is 'Not Enough', maybe you should read on and consider talking to us further  
Contact details 🙋🙋

### 👍 TESTIMONIAL

"I have followed his work for some years. He understands Social media and how to leverage LinkedIn in a very accurate and effective way. His Results Formula has a very simple structure with amazing tools to position yourself as an Authority while strengthening your Business and Personal Brand."

✅✅ Over 240+ Recommendations below.

### ✅ SERVICES Incl

➤ LinkedIn Profile Layout & Optimization.

➤ In House LinkedIn Training for Your Team,

➤ Done for You LinkedIn Outreach Campaigns (Increase Your Connections & Generate Qualified Leads),

➤ LinkedIn DIY Online Course - Linked Into More Business.

➤ Facebook Page Design, Set Up & Optimization.

➤ Facebook Coaching & Training for You & Your Team.

➤ Facebook DIY Online Course - FastTrack Your Social.

➤ Facebook Ad Campaigns.

# About section layout and structure cont

5.) What you do – Start with a benefit description aimed at the needs of your audience.

The details of some of the products or services you offer.

6.) Your Specialties.

The areas of your industry that you specialise or excel in providing.

**Keywords:** (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are  
LinkedIn,  
LinkedIn Coaching,  
LinkedIn Training.

🧐 What I do

I'll show you how to get 'Online' incl social media to work better for you!

Incl

- Analysis of your online branding & positioning on Facebook & LinkedIn,
- Assess your current lead generation strategy,
- Identify new target markets,
- Assess your Website & SEO.

## ✅ LinkedIn S P E C I A L T I E S

- ✅ LinkedIn Profile MakeOver,
- ✅ LinkedIn Profile Optimization,
- ✅ LinkedIn Lead Generation,
- ✅ LinkedIn Coaching,
- ✅ LinkedIn Consulting,
- ✅ LinkedIn Workshops.

## ✅ Facebook S P E C I A L T I E S

- ✅ Facebook Page MakeOver,
- ✅ Facebook Lead Generation,
- ✅ Facebook Page & Campaign Management,
- ✅ Facebook Coaching,
- ✅ Facebook Consulting,
- ✅ Facebook Workshops.



RESULTS  
FORMULA

# About section layout and structure cont

7.) Special Offerings, incentives and benefits.

8.) Build on your brand positioning and build trust by offering to be able to answer their questions, then add a benefit.

9.) (CTA) - Call to Action & Your Contact Details

Invite People to Contact You. Make it as easy as possible for people to reach out and contact you, especially after they have just read about your products or services and how you can help them.

Some ideas

To Find Out More,  
Also Include a FREE Offer,  
A Strategy Session,  
A Competition Comparison,  
FREE Trial etc.

Emoji's Icons & Symbols.

You can really make your profile stand out by creatively using Icons, Emojis and Symbols.

You will find a section full of them on my profile. Go to

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

✅ Incl Tips on How to

- Get More LinkedIn Connections / Enquiries,
- Increase Your Facebook Page Likes,
- Engage with Your Audience & Target Market,
- Post Content Suitable to Your Target Audience,

👉 Like to talk to someone who can answer your questions?

👉 Would You Like To Know Just How to Use LinkedIn or Facebook to Get You Talking to More People?

👉 Book A FREE Q & A Session

📞 CALL ME Or Message Me (I'm fun to talk to)

Let's Chat

Derick

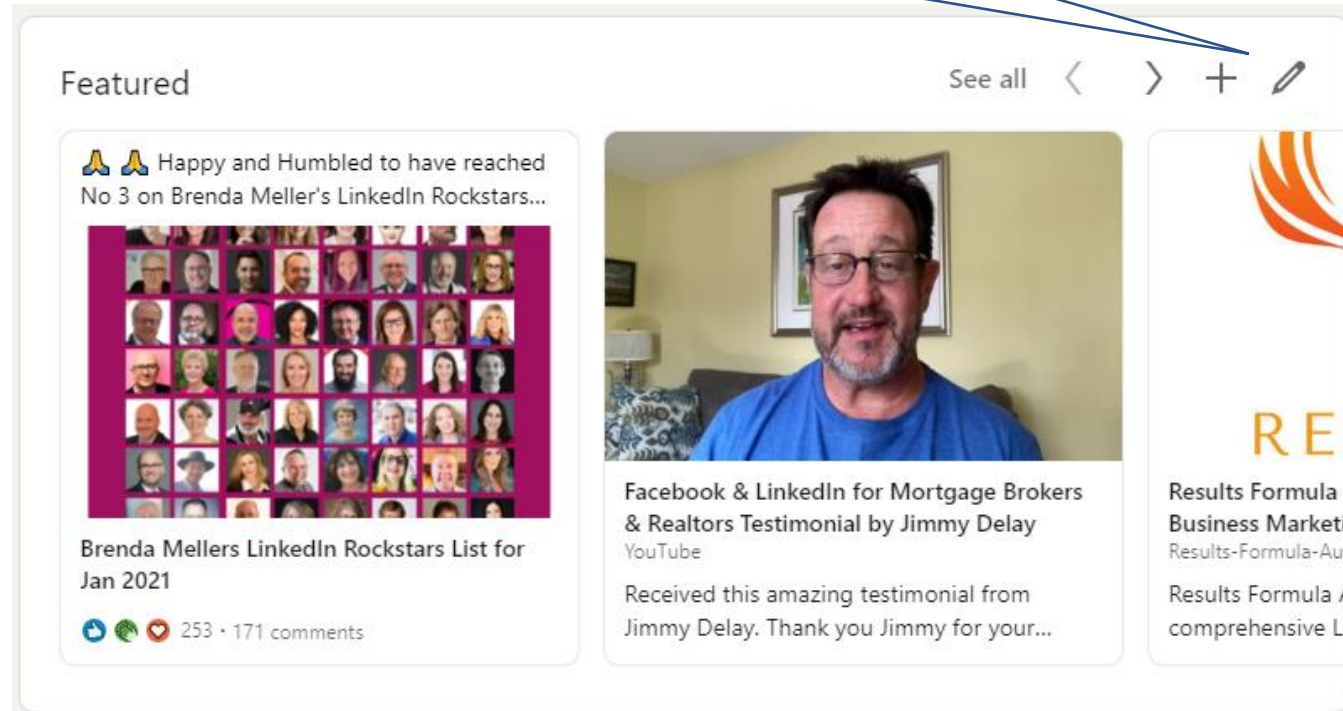
📞 Call: 0450 291-606

✉ Email: [derick@results-formula.com](mailto:derick@results-formula.com)

# Add a Featured section

10.) Media – Below your About section, it's a good idea to add an optional Featured section which can include

- a.) A Guarantee as a PDF or image.
- b.) Case Studies as a PDF or as a Video on YouTube.
- c.) Testimonials in video format from your YouTube channel.
- d.) Industry Specific Papers, articles, reports etc as PDF's.
- e.) Your best performing content or posts that generated the most interest.





# Step 6 – Your Experience Section.

- 1.) Your Experience section is about your business, the services and solutions it provides to its target audience/target market.
- 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.

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.



## 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 \*

July

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

RESULTS FORMULA

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. ★ ★

May I ask you?

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

# Experience section layout and structure.

Remember: Your Experience section should be written from the position of your company or business and what it offers its target audience or target market.

1.) 1st Line – Attn grabbing headline based on a 'Key Benefit Statement' towards your target audience / target market.

2.) A question about their existing experience and if they want better results they should read on and consider talking to you.

3.) What you actually do: The products or services you provide.

4.) Benefits of what you provide to your target market.

**Keywords:** (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are  
LinkedIn,  
LinkedIn Coaching,  
LinkedIn Training.

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.



# Experience section layout and structure cont

5.) List of the areas you specialise in.

## ✓ LinkedIn SPECIALTIES

- ✓ LinkedIn Profile MakeOver,
- ✓ LinkedIn Profile Optimization,
- ✓ LinkedIn Lead Generation,
- ✓ LinkedIn Coaching,
- ✓ LinkedIn Consulting,
- ✓ LinkedIn Workshops.

6.) Social Proof – May include

A Guarantee,  
Testimonials,  
Case Studies.

## ✓ Facebook SPECIALTIES

- ✓ Facebook Page MakeOver,
- ✓ Facebook Lead Generation,
- ✓ Facebook Page & Campaign Management,
- ✓ Facebook Coaching,
- ✓ Facebook Consulting,
- ✓ Facebook Workshops.

7.) Additional Social Proof – Your Recommendations below.

## ✓ TESTIMONIAL

"Derick is designate "Brand Ambassador" of LinkedIn. If any of you are looking at optimizing your LinkedIn Profile, just connect to Derick Mildred. His knowledge about LinkedIn is top class."

**Keywords:** (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are  
LinkedIn,  
LinkedIn Coaching,  
LinkedIn Training.

✓ ✓ Over 240+ further Recommendations below.



# Experience section layout and structure cont

8.) Build on your brand positioning and build trust by offering to be able to answer their questions.

9.) Call To Action - Invite People to Contact You.  
Make it as easy as possible for people to get in touch.

You can use the title

To Find Out More,

10.) Your Contact Details. (As many options as possible)

11.) Add Media to the lower part of your Experience section to help make your profile more interesting to the viewer.

Media that 'Adds Value without Selling' works well, such as

- a.) 'How to' style videos
- b.) A Guarantee as a PDF or image.
- c.) Case Studies as a PDF / Video from your YouTube channel.
- d.) Testimonials in video format from your YouTube channel.
- e.) Industry Specific Papers, articles, reports etc as PDF's.

Emoji's Icons & Symbols.

You can really make your profile stand out by creatively using Icons, Emojis and Symbols.

You will find a section full of them on my profile. Go to

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

👉 Like to talk to professionals who can answer your questions?

😊 To Find Out More

☎️ CALL ME (I'm easy to talk to)

Or Message Me

Let's Chat

Derick

☎️ Call: (0450) 291-606

💻 Email: [derick@results-formula.com](mailto:derick@results-formula.com)

see less





**KNOWLEDGE**



**TRAINING**



**SKILLS**

**EXPERIENCE**




**LEARNING**



# Step 7 - Your Skills.

- 1.) You are allowed up to 50 Skills.
- 2.) As part of the Optimization of your Profile, your 3 Keywords should be your top 3 skills.
- 3.) 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






RESULTS  
FORMULA

# Your Skills.







Reorder skills & endorsements (50)

Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

**Top Skills**

-  LinkedIn
-  LinkedIn Coaching
-  LinkedIn Training

**Industry Knowledge**

-  Social Media
-  Facebook Marketing
-  SEO
-  Search Engine Optimization (SEO)
-  Web Design
-  website designer

Adjust endorsement settings

Save

Your top 3 Skills should match your top 3 Keywords


Only 3 Skills can be 'pinned' to the top section.

Clicking on the 'Pin' will pin that skill to the top 3 section.

You can rearrange the order of the rest of your Skills by 'Drag & Drop', just hover your Icon over the section here and move up or down.

Trash Can is for deleting Skills.

Remember to 'Save' your changes.



# A Quick Re-Cap.

After watching this video you should understand more about

1. How to easily get started with LinkedIn and set up your profile.
2. How to create a good first impression.
3. How to quickly research the best 'Keywords' to suit your niche, target audience or target market.
4. How to set up your LinkedIn Profile to achieve an 'All Star' rating.





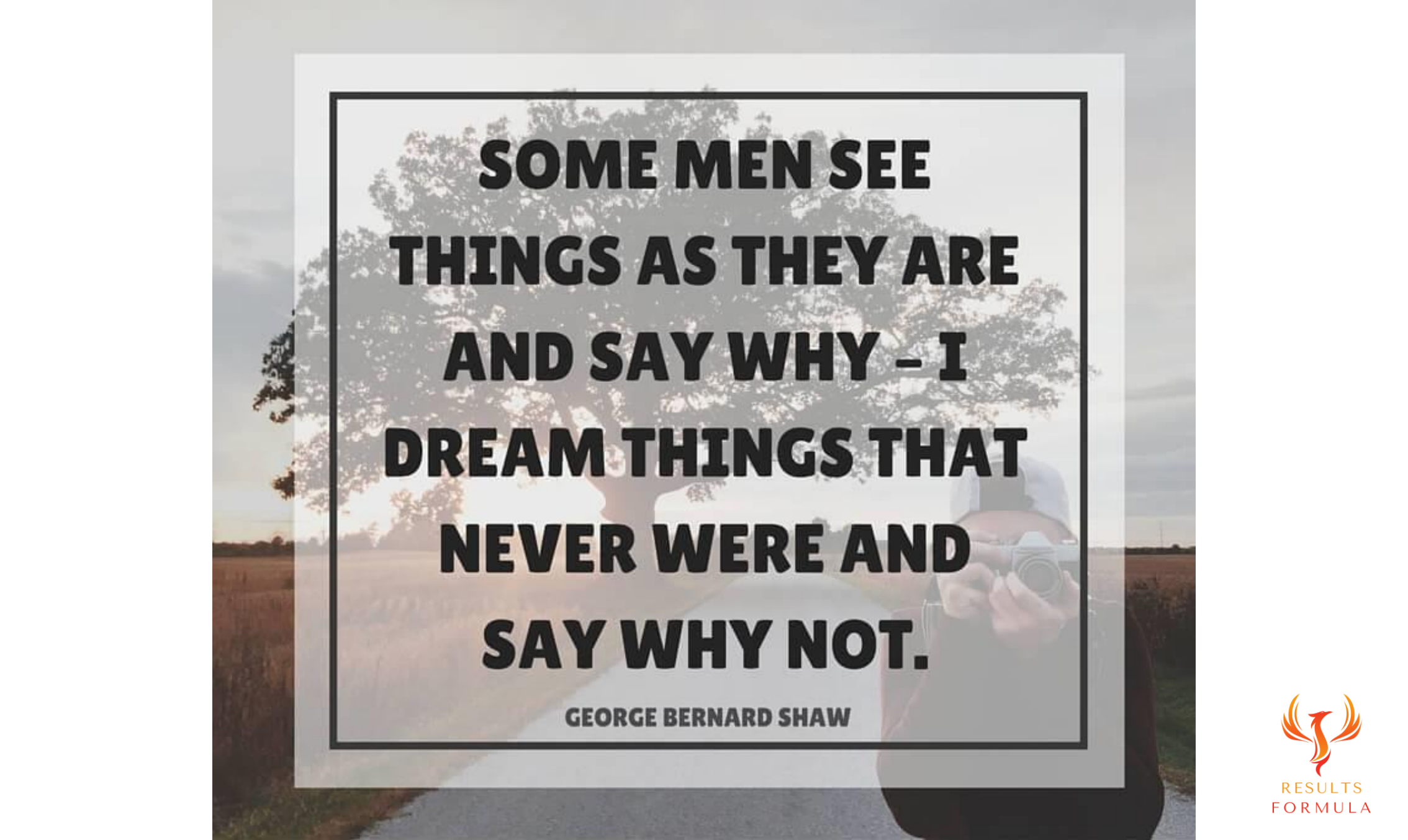
# Your Objective.

Is to follow these steps and the prompts provided by LinkedIn to correctly and completely set up your profile so it creates a strong first impression about you, your business and what you offer.

Remember:

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





**SOME MEN SEE  
THINGS AS THEY ARE  
AND SAY WHY – I  
DREAM THINGS THAT  
NEVER WERE AND  
SAY WHY NOT.**

**GEORGE BERNARD SHAW**



**RESULTS  
FORMULA**

# Copyright Notices

Copyright © 2021 by Derick Mildred & Results Formula. All rights reserved.

This publication is copyright, no part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968 and with the express permission of Derick Mildred and Results Formula.

No part of any of the information contained within this workbook and publication may be reproduced or transmitted in any form by any means, mechanical or electronic, including printing, photocopying and or recording, or by any information storage and retrieval system, without the express permission in writing of either Derick Mildred and or Results Formula.

Published by Results Formula.

6/18 Westbury St

East St Kilda

Victoria. 3183

Australia

Email: [contact@results-formula.com](mailto:contact@results-formula.com)

## Legal Notices

While all attempts have been made to verify information provided in this module/workbook or publication, neither the author nor the publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This workbook and publication and its contents is not intended for use other than that which it is intended. The publisher wishes to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's business.

The purchaser or reader of this module/workbook or publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal, state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction, is the sole responsibility of the purchaser, reader and or user.

The author and publisher assume no responsibility or liability whatsoever on the behalf of any purchaser, reader or user of the information contained within the publication.





The unauthorized reproduction or distribution of a copyrighted work is illegal. Criminal copyright infringement, including infringement without monetary gain, is investigated by the FBI and is punishable by fines and federal imprisonment.