



Derick Mildred

FastTrack to  
Success on  
LinkedIn.  
Step X Step.



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# Linked



## More Business

# In this chapter you will learn about.

1. The exact steps that have been regularly used to literally generate \$10,000's worth of business on LinkedIn.
2. The importance of building relationships.
3. Securing national and international clients is easy once you know how.





FastTrack  
Your Success  
on LinkedIn



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# The Steps Involved



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# Your Profile

*Make a good  
first impression*

# Your Profile.

- 1) Make sure your Profile is complete with an All Star rating,
- 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 in your 'About' section or 2,000 characters in your Experiences 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.





# KEYWORDS

# Keyword Optimisation of Your Profile

- 1) Check the popularity of your keywords with the Wordtracker Keyword Research Tool or the other keyword tools suggested.
- 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,
- 3) Include your 3 keywords in your profile headlines as well as the headlines of the different Experience sections,
- 4) Use Skillshare to share Documents, Case Studies, Presentations etc with your audience via your profile, use your 3 keywords to optimise your Skillshare articles and link them to your profile.





# Keyword Selector Tool

To Research Your keywords Go here

<https://www.wordtracker.com>



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# Social Proof



# Social Proof.

- 1) Add media in the form of videos and Slideshare documents and presentations 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,
- 4) Ask for Recommendations from people you have worked with, ask to have your 3 main keywords included in your recommendations.





# Interaction



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# 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

**LEAD  
GENERATION**



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# 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 invitation 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 with your new connections.





# Content

**EXPERIENCE**

**ADVENTURE**

**LIFE**

**TELL US YOUR STORY!**





# Content.

- 1) Write and post content,
- 2) Post consistently and regularly,
- 3) Try to make as much of your content as possible industry specific,
- 4) Use content to position yourself as an 'Industry authority' within your chosen field,
- 5) Highlight the benefits and results of what you do towards your audience,
- 6) Interact with the content of your connections,
- 7) Please don't post anything like pets or dinners etc, it's LinkedIn so let's keep it professional.





Increase Your  
Word of Mouth  
Referrals  
via  
LinkedIn



# 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.





As you give out, so  
shall you receive.

Michelangelo

 quotzfancy



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A hand in a dark suit sleeve holds a glowing blue globe composed of interconnected nodes and lines, representing a network or data. The globe is set against a dark background with various digital and technological elements, including a server rack on the right and a grid pattern. The text "FOLLOW UP" is prominently displayed in white, bold, uppercase letters across the center of the globe.

**FOLLOW UP**



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# 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!



# Follow Up cont.

- 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 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).





Importantly




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# Don't Over Sell



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A man in a dark blue suit and white shirt is pointing directly at the camera with both hands. He has a wide, toothy grin and is looking intensely at the viewer. The background is a blurred parking lot with several cars and a building in the distance.

*Don't be the  
'pushy salesman'  
that everyone hates!*



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# LinkedIn is All About Relationships



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# Interact, Establish, Build & Nurture the Relationship



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# A Quick Re-Cap.

After watching this video you should understand more about

1. The different steps involved to FastTrack Your Success on LinkedIn,
2. When it comes to LinkedIn the most important strategies to remember are,
3. Interact, Establish, Build & Nurture the Relationship.





# Your Objective.

LinkedIn provides you with the opportunity to present yourself, your business and its products or services very professionally, to easily search for and connect with your target market and then to 'Network' extremely effectively, all online at the touch of your keyboard.



Remember:

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



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**Believe in yourself**





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