



Derick Mildred

Quick Start to
Set Up and
Optimize Your
LinkedIn Profile.



RESULTS
FORMULA

Linked



More Business

In this chapter 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...



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Sales Nav



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



Profile

English

Public

www.lin

in-f

Want to

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.



Derick to next meeting in

Remember, include your Contact Details.

Derick Mildred (LinkedIn Business Coach)

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

Greater Melbourne Area · Contact info

FREE LinkedIn 4 Business eBook

76,413 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



Results Formula - LinkedIn for Business Specialists



Melbourne Grammar School

People you may know

From your industry



Nizamuddin Syed

Technical Services Manager, Automation at LinkedIn

Connect



Dylan Tushar

Design at LinkedIn



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*Make a good
first impression*

Importantly

Your LinkedIn profile should be written from the position of

W, I, 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



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



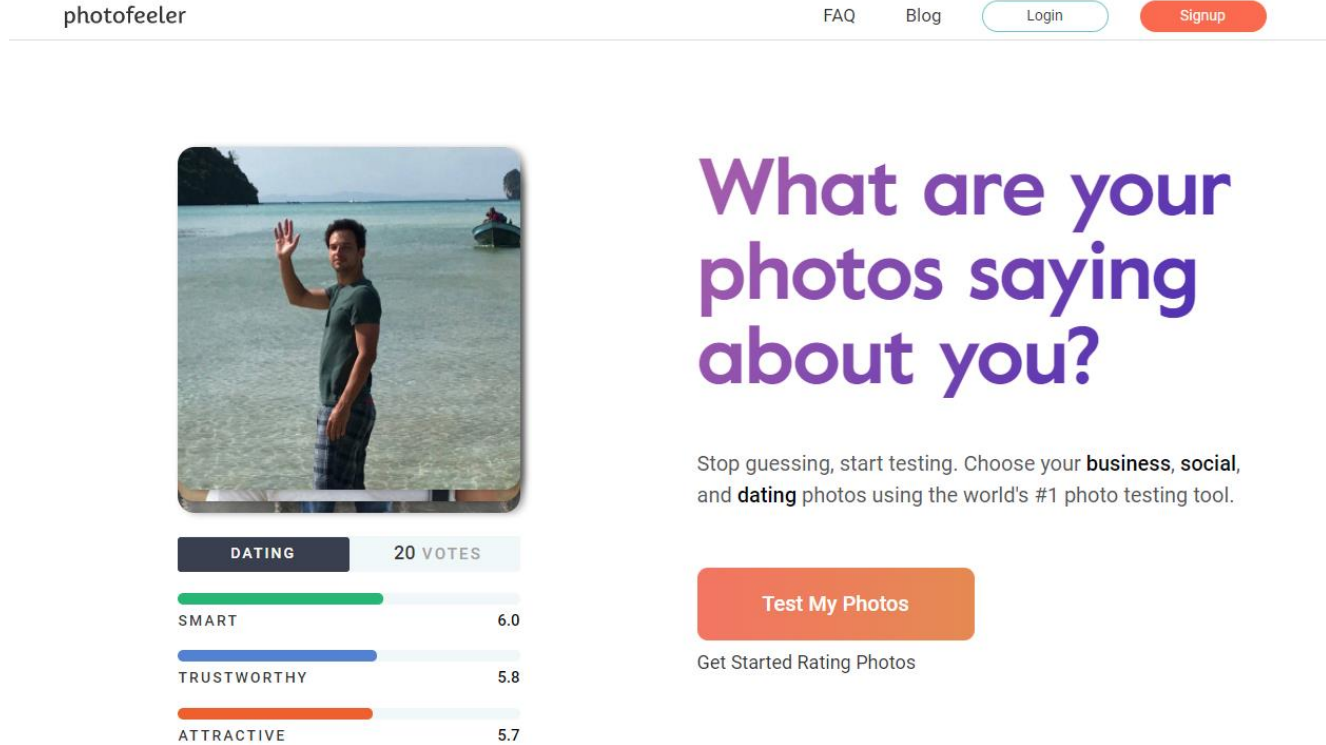
Snappa is very similar to Canva for building your Banner or Header image for your LinkedIn profile as well as images for posts etc. Snappa will also allow you to download a Hi Res image which adds to the quality of your header image.

Go to <https://snappa.com>



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.



The screenshot shows the Photofeeler website interface. At the top, there is a navigation bar with the brand name 'photofeeler' on the left and links for 'FAQ', 'Blog', 'Login', and 'Signup' on the right. The main content area features a large photo of a man standing on a beach, waving. To the right of the photo is a large purple heading: 'What are your photos saying about you?'. Below this heading is a sub-headline: 'Stop guessing, start testing. Choose your business, social, and dating photos using the world's #1 photo testing tool.' A prominent orange button labeled 'Test My Photos' is positioned below the sub-headline, with the text 'Get Started Rating Photos' underneath it. On the left side, below the photo, there is a results section for 'DATING' with '20 VOTES'. It displays three horizontal bar charts: 'SMART' with a score of 6.0, 'TRUSTWORTHY' with a score of 5.8, and 'ATTRACTIVE' with a score of 5.7.

photofeeler

FAQ Blog Login Signup

What are your photos saying about you?

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

[Go to www.photofeeler.com](#)

DATING 20 VOTES

SMART	6.0
TRUSTWORTHY	5.8
ATTRACTIVE	5.7

[Test My Photos](#)

Get Started Rating Photos



Your Header Image should include.

Header Image Size (1584 X 396 Pixels)

Your Brand.

Your Point of Difference.

Your Target Audience.

Your Face Pic.

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

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
- 2.) www.snappa.com
- 3.) www.creatopy.com



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To Insert Your Header Image.

1.) Click Here

The screenshot shows a LinkedIn profile for Derick Mildred, a LinkedIn Business Coach. The profile features a blue header image with the text "I Show You How to Use LinkedIn to Build, Grow & Scale Your Business!" and "in for Business Growth..". Below the header, there is a bio, a "Follow Me" button, and several service offerings. A blue callout box with the text "1.) Click Here" points to the edit icon on the header image.

The screenshot shows the LinkedIn "Background photo" editor. The header image is displayed, and the "Change photo" button is highlighted. A blue callout box with the text "2.) Click Here and Upload your Header Image, Click Apply & Save." points to the "Change photo" button. The editor also includes options for "Crop", "Filters", and "Adjust", along with "Zoom" and "Straighten" sliders.

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



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Linked into

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

www.results-formula.com
www.resultsformula.social

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

[Save](#)

First Name, Last Name.

Insert your Header Image
Click Here

Insert your Headline, with
keywords included here.

Upload your Face Picture
Click Here

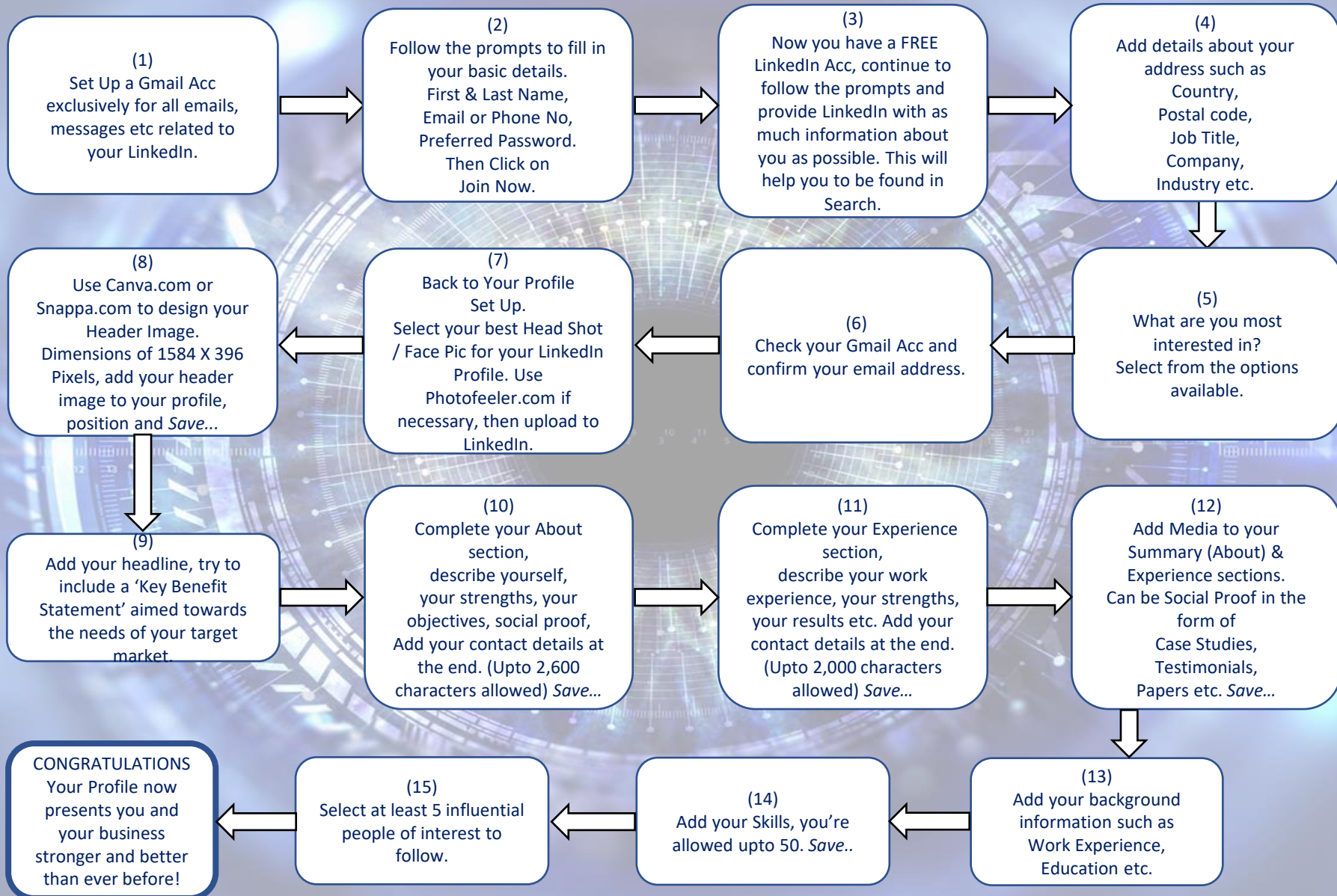
Try to include keywords in
your Current position.

Insert details of at least 1
level of education.

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



Mind Map 1 – Setting Up Your LinkedIn Acc & LinkedIn Profile.



KEYWORDS

Step 3 -

Your Keywords.

- 1.) Go to 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.

WordStream SEARCH INSPECT LISTS LOG IN UNLOCK WITH FREE TRIAL

0 free searches remaining. [Unlock now...](#)

Search with: Google (Planner) Enter keyword: web design Territory: United States State: Any Search Import... Settings

50 of 539 keywords for 'web design'
489 more keywords available...

PPC SEO SAVE EXPORT REMOVE...

+ Volume... + PPC Competition... + Questions...

	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

INCLUDE KEYWORDS: Enter term... Add

EXCLUDE KEYWORDS: Enter term... Add

MY LISTS: Upgrade to save
Untitled list
Saved keywords: Click a result to add it to this list...

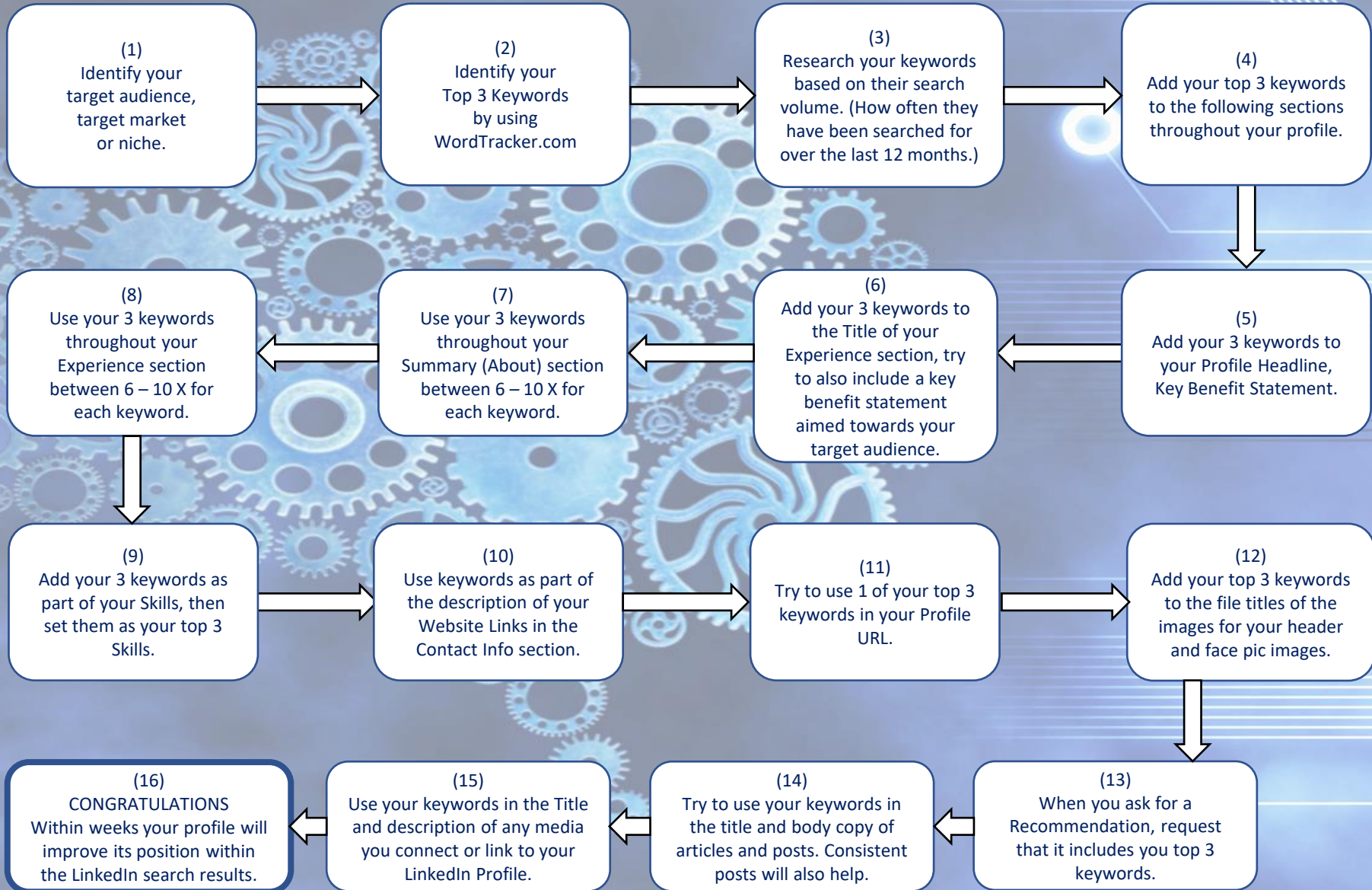


Your Keywords.

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.



Mind Map 2 – Optimizing Your LinkedIn Profile.



Your Headline.

Should be based on

“I help (Add your target audience) achieve (Add their most desired result) with (Describe your product, service or process) (Add details of your social proof or a CTA)”



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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**

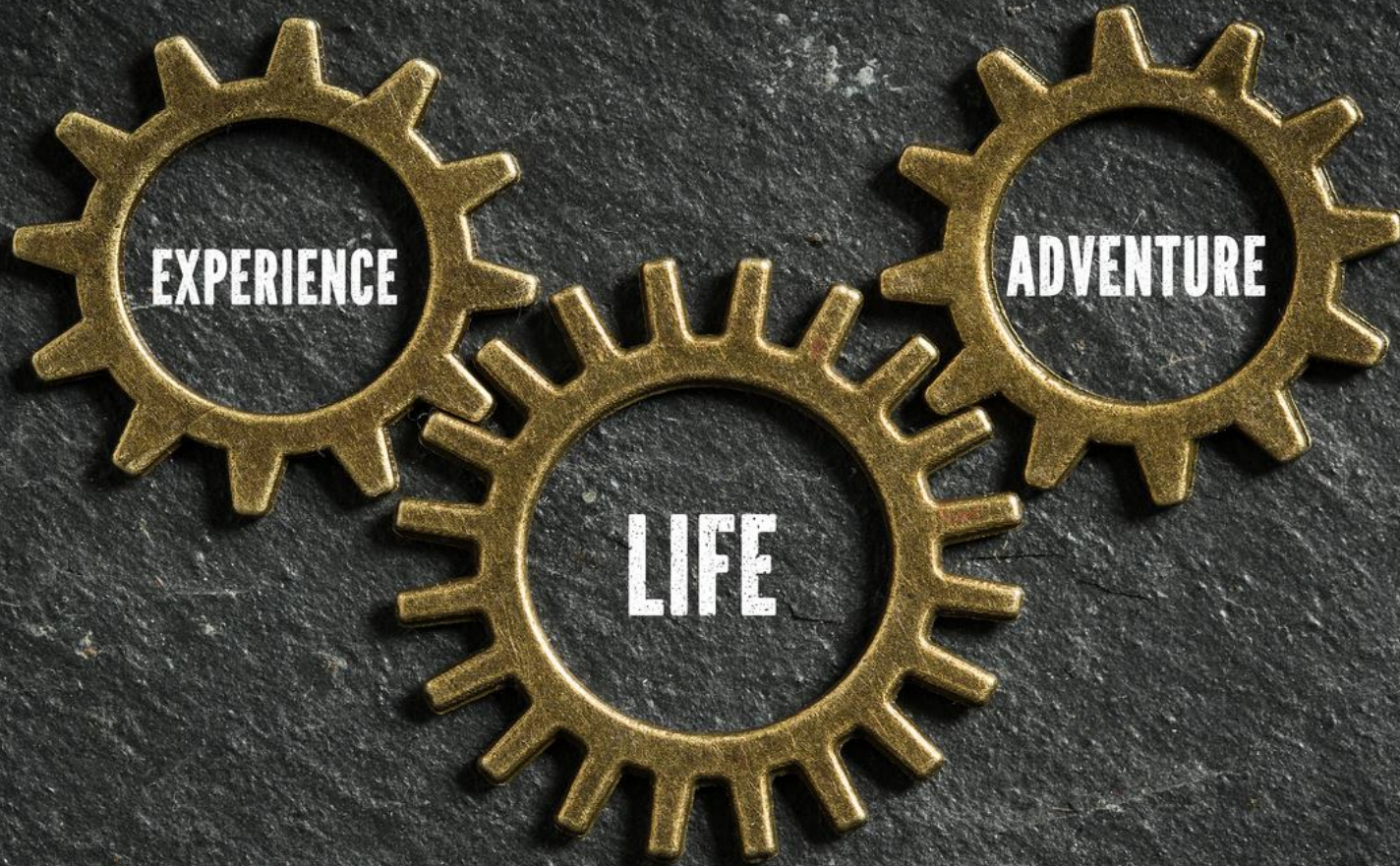
SUGGESTIONS

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

Your Headline should include.

- 1.) Upto 220 characters for your LinkedIn profile headline.
- 2.) Your top 3 keywords.
- 3.) A 'Key Benefit Statement' aimed towards your target market.
- 4.) Use Sharethrough to polish and refine your headline, 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.

Edit about ✕

* Indicates required

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

👍 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 to get 'online', especially Facebook & LinkedIn to generate real leads for you, to achieve the actual 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?

2,600/2,600

[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.



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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

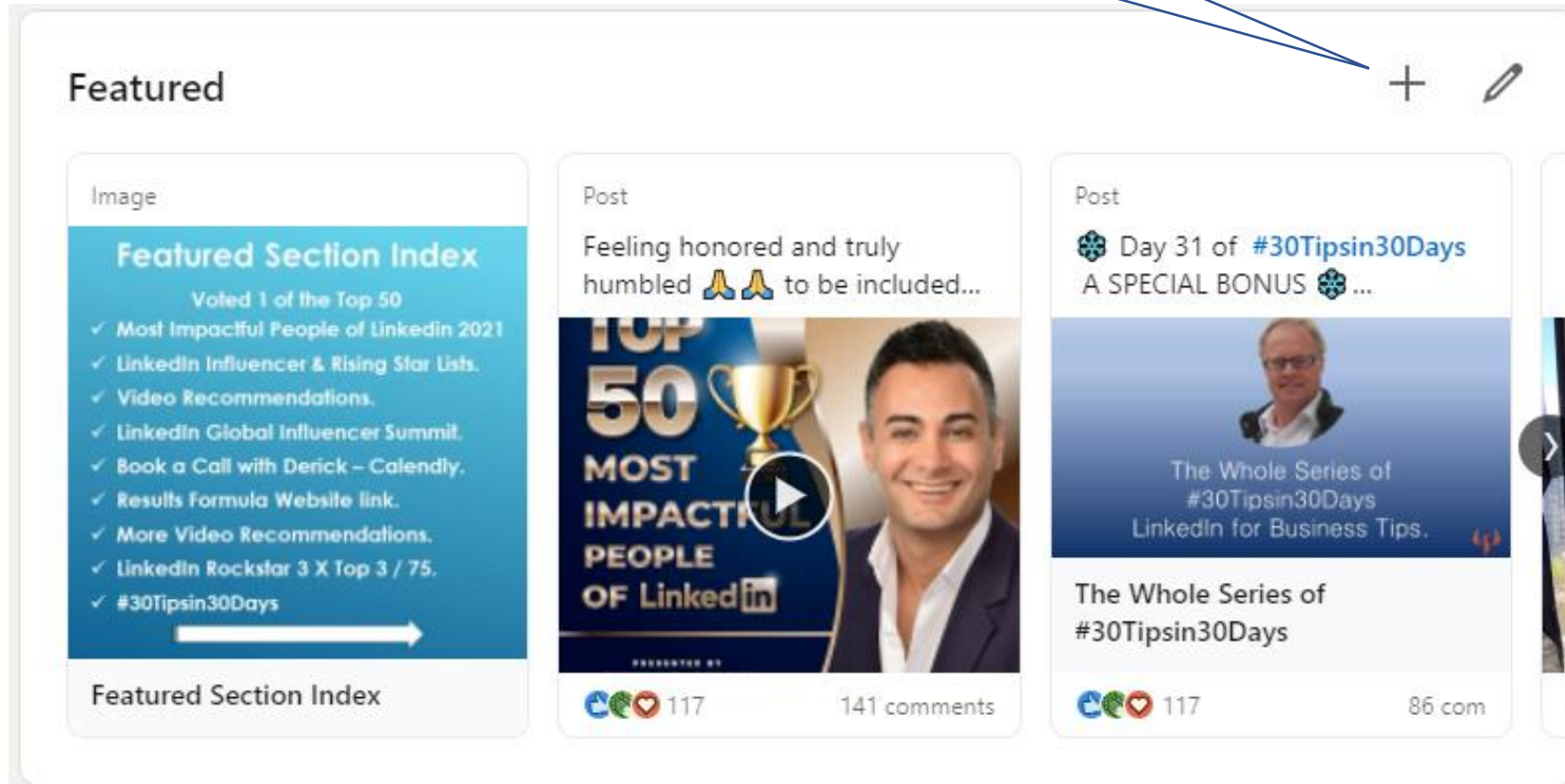


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Add a Featured section

10.) 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 your 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

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

* Indicates required

Title*

Employment type

Learn more about [employment types](#).

Company name*

Location

I am currently working in this role

Start date*

End date*
Month Year

Delete experience

Edit experience

Industry*

LinkedIn uses industry information to provide more relevant recommendations


Description


1,789/2,000


Profile headline

Appears below your name at the top of the profile

Media
Add or link to external documents, photos, sites, videos, and presentations. Learn more about [media file types supported](#)

 Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinfoforbusiness
🌐 Day 29 of #30Tipsin30Days 🌐 ...see more

 Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinfoforbusiness
🌐 Day 28 of #30Tipsin30Days 🌐 ...see more

 Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinfoforbusiness
🌐 Day 27 of #30Tipsin30Days 🌐 ...see more

Load 10 media

Delete experience

Experience section layout and structure.

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

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May I ask you?

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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.



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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.



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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:

✉ Email: derick@results-formula.com

see less

*** Disclaimer: 'Linked Into More Business' is not associated with or endorsed by LinkedIn, Microsoft or any associated companies or entities. We have no official affiliation and are completely independent from the LinkedIn Corporation. ***



Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness

🌸 Day 29 of #30Tipsin30Days 🌸

...



Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness

🌸 Day 27 of #30Tipsin30Days 🌸

...



Derick Mildred on LinkedIn: #30Tipsin30Days #linkedintips #linkedinforbusiness

🌸 Day 28 of #30Tipsin30Days 🌸

...

Show all 14 media →



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KNOWLEDGE



TRAINING



SKILLS

EXPERIENCE



LEARNING




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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](#)

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.

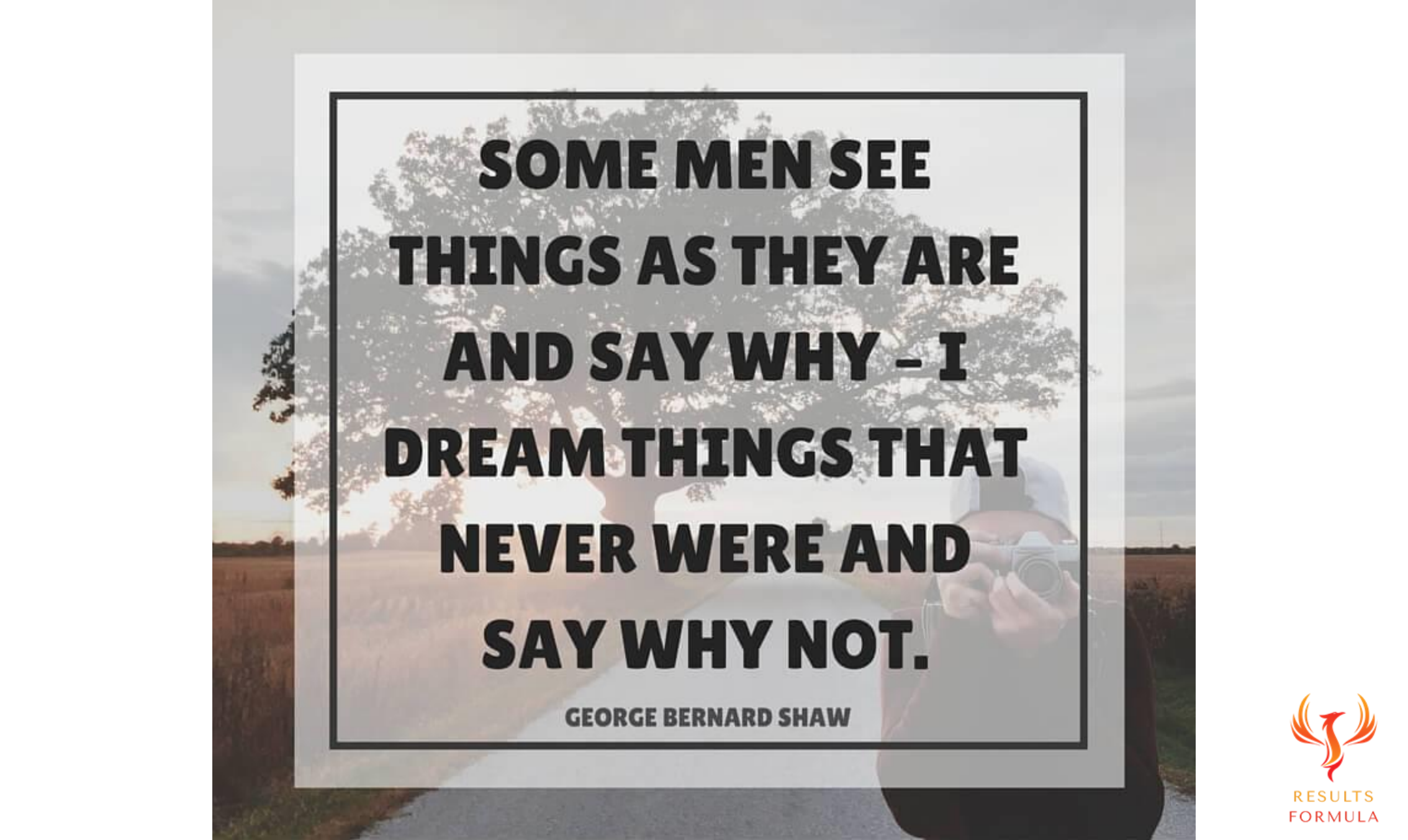


Remember:

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



RESULTS
FORMULA



**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**

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