

Derick Mildred

Your Mastermind Group LinkedIn Checklist.





LINKEDIN CHECKLIST





Your Mastermind Group LinkedIn Checklist.

Checklist 1 - Setting Up Your LinkedIn Profile.

- 1. Have you set up your Gmail Acc for everything related to your LinkedIn Only?
- 2. Do you have a USP including a Point of Difference?
- 3. Is your target audience or target market clearly defined?
- 4. Have you identified your 3 main keywords using the Google Keyword Checker Tool?
- 5. Do you have 'Social Proof' in the form of
 - a.) Testimonials,
 - b.) Case Studies,
 - c.) a Guarantee, (optional)

That you can use in your LinkedIn Profile?



Your Mastermind Group LinkedIn Checklist.

Checklist 1 - Setting Up Your LinkedIn Profile cont.

- 6. Have you uploaded your preferred profile picture to Photofeeler to have it voted on?
- 7. Have you designed and built your 'Header' image using canva, wordcloud or similar?
- 8. Does the file name of both your header image and your profile face pic include your 3 main keywords?
- 9. Have you written your 'Summary' section including 6 10 X use of your main keywords?
- 10. Have you written your 'Experience' section including 6 10 X use of your main keywords?
- 11. Did you check how well the 1st line of your Summary displays on a Mobile or Cell device?
- 12. Did you include your contact details at the end of both your 'Summary' and 'Experience' sections?
- 13. Have you added your preferred Skills to your Skills section?
- 14. Do your top 3 Skills should match your top 3 keywords?



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Checklist 1 - Setting Up Your LinkedIn Profile cont.

- 15. Does your LinkedIn Profile URL include your top keyword?
- 16. Does your Profile & Experience section headline include your top 3 keywords?
- 17. Does your headline include a 'Key Benefit Statement' towards your target market?
- 18. Have you written and analyzed your headlines on sharethrough?
- 19. Have you added 'Media' including testimonials and case studies to your profile?
- 20. Have you added any 'Slideshare' articles, papers, presentations, case studies etc to your profile?
 - 21. Have you asked recent clients/customers for a written Recommendation that includes your top 3 keywords if possible?
- 22. Have you been endorsed for your Skills?
- 23. Is your profile complete with a rating of 'All Star'?



Your Objective.

Is to establish and build your Mastermind Group with suitable and likeminded people, once established with regular 'group' meetings, your group will support you and keep you on track towards achieving your goals.

Soon you will realise that your mastermind group has become one of your most invaluable and essential assets to build and grow your business.

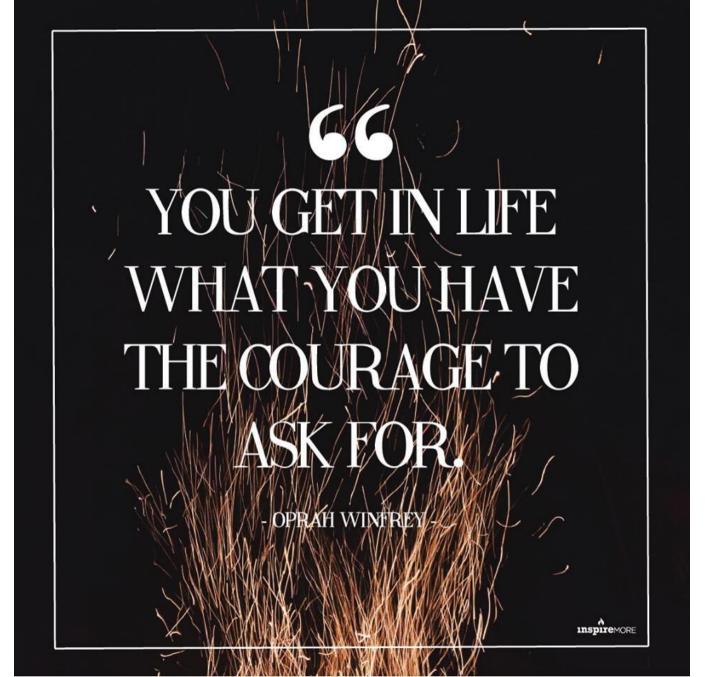


Remember:

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



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