

How to Make a Good LinkedIn Profile and Build Your Brand Online with Derick Mildred

The internet has had a tremendous impact on how we promote our business. In particular, LinkedIn has provided companies and professionals with an avenue to connect with potential clients. This platform allows you to build credibility and engage with others in your field. However, to reap all those benefits, you must have a reputable LinkedIn profile.

In the episode, Derick Mildred shared his top tips for creating a good profile on LinkedIn. We will go through each of them in this workbook to make sure that you are ready to put your best foot forward in the online world. We also touch upon Derick's strategies for posting content and engaging with others on the platform.

QUOTE TO REMEMBER

“The most effective content that you can post is content that literally adds value to your audience without selling... You [then] position yourself as an authority within your industry, and you start to establish, build and nurture the relationship with your audience.”

Activity: Building a Great LinkedIn Profile

Setting Up Your Profile

First impressions matter, especially in business. So, it is crucial to present yourself well online to gain a following. You must have a good banner image, profile photo, and headline.

You need a banner image that contains a benefit statement for your target audience. Draft a few statements in the space below, then return to this activity guide to refine your ideas later on.

1. _____
2. _____
3. _____
4. _____
5. _____

Your headline must convey what you do, how you can help your audience, and what is in it for them. Think of a headline for your profile that answers those three questions:

My LinkedIn Headline

Derick also recommends putting media at the base of your experience section. What content can you include in this section?

Lastly, he strongly emphasises the need for social proof. To build a good LinkedIn profile, you must get used to asking people for their recommendations. List down a few people whom you can reach out to for this purpose.

My References



What Content to Post

Derick talked about providing value to your audience. To do that, you must find out what content they seek. What types of content do you think your target market wants to see?

From there, draft a list of content ideas you can create as your next LinkedIn posts. Get creative! You can use videos, just like Derick did, or you can even invite people to collaborate with you.

My Content Idea Bank

Engaging Online

Why should you shy away from doing sales pitches when you're starting conversations on LinkedIn? How can you approach others better to make connections?

Think back to Derick's tips on the episode. What should you remember to do if you want your posts on LinkedIn to reach a wider audience?

Nurturing a relationship with your audience is crucial to generating business in the future. How can you build more meaningful and genuine connections online?

What You Will Learn from the Activity

In the podcast, Derick Mildred shares the importance of having a good LinkedIn profile. He explains that by doing so, you will garner attention and generate business. This workbook aims to help you set up a reputable LinkedIn profile or improve on your current account.

There are three things that most people react to when they open your LinkedIn profile. These are your banner image, profile picture, and headline. Though they are equally important, the one you must work on the most is your headline. It will either make an individual exit your page or follow you. A good headline will catch a reader's attention and will make them look at your content.

Once you capture their interest with your headline, the next they will look into is your profile's content. This time, the challenge is convincing your reader that you are someone to be trusted. For this, you need social proof. To compel your target market to follow you, you must provide good content. In this workbook, you will go through exercises to prepare you for creating quality posts.

Lastly, creating and nurturing genuine relationships on LinkedIn is crucial to building a presence online. This workbook will prompt you to remember and apply some of Derick's best tips to achieve this goal. Hopefully, after finishing this activity, you feel more confident to engage and share value with your target market on LinkedIn.



Your Host: aka The Podcasting Queen | AnnemarieCross.com
Annemarie Cross, Personal Brand, Business & Podcast Strategist

Listen to more episodes:
AmbitiousEntrepreneurShow.com