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Paa Kwesi Folson

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# HOW TO SET UP A COMPELLING LINKEDIN PROFILE.



**Vol 2.0**

[www.paakwesifolson.com](http://www.paakwesifolson.com)

# INTRODUCTION

Truth is, there are so many opportunities on linkedin, many people just do not know how to tap into these opportunities. Honestly, having a good linkedin profile is not enough to get you all the opportunities you want but it takes you halfway there and it is very important. Today I want to show you how to do **linkedin profile optimization** for free. After optimization the next thing you need to learn is how to **position on linkedin**.

**Also most people treat linkedin way too professional, it is only just another social media app.**

The thing is, if you learn how to position without a good profile it is also counter productive so they work hand in hand.

I released a first version of PROFILE OPTIMIZATION ebook in 2022, however the platform has changed a bit since then and it will be great to give you an updated version of everything when it comes to linkedin.

If you actually find value in this, do not hesitate to share this with someone, feel free to make a post about how helpful this was, so we can impact more people, my aim is to impact and touch a lot of lives in my lifetime.

I do not want to talk too much let us get straight into everything. Thank you.

Remember the name **PAA KWESI FOLSON**.

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# ABOUT **PAA KWESI FOLSON**

**Paa Kwesi Folson** is a dynamic award-winning public speaker, visionary entrepreneur, and sought-after thought leadership strategist shaping the future of business and personal development. Known as the Certified Gem Provider, he's impacted thousands across industries with powerful insights on communication, leadership, branding, and growth.

As founder of Revolead Solutions Limited, he leads transformative work in human capital and marketing. A Certified High Performance Coach and one of the few Certified LinkedIn Marketing Experts globally, he's coached C-suite leaders, trained TEDx speakers, and delivered 100+ keynotes in just 18 months. He's the convener of the New Dawn Conference and co-founder of the Pivotal Experience Summit. **Twice nominated as Pulse Ghana's LinkedIn Influencer**, Paa Kwesi also served as president of Central University's Business School Association.

A proud Ghanaian, he stands at the forefront of Africa's emerging leadership movement, inspiring the next generation through purpose-driven enterprise and strategic influence.



# 2X PULSE GHANA LINKEDIN INFLUENCER NOMINEE

PAA KWESI FOLSON HAS BEEN THE YOUNGEST ON THE LIST OF THE LINKEDIN INFLUENCER LIST BY PULSE GHANA TWICE IN A ROW, 2023 & 2024 RESPECTIVELY

A nomination poster for the 2023 Pulse Influencer Awards. The background is dark red with a gold border. At the top left is the Pulse Influencer Awards logo, and at the top right is 'THE Golden ERA - BOLD & ELEGANT -'. The central text reads 'Vote Your LINKEDIN INFLUENCER OF THE YEAR'. Below this are two rows of five nominee portraits each, with their names listed underneath. The bottom of the poster features a white banner with the text 'Visit pulse.com.gh to vote now' and logos for @yoba, JAMESON IREISH WHISKEY, and Gino.

**2023**

 Anthony Dzamefe	 Anita Erskine	 Kofi Kinaata	 Kofi Anku	 Edward Asare
 Patrick Awuah	 Michael Adzomani	 Dickson Assan	 Ing. Steve Adjei-Laryea	 Paa Kwesi Folson

Visit [pulse.com.gh](https://pulse.com.gh) to vote now

@yoba JAMESON IREISH WHISKEY Gino

A nomination poster for the 2024 Pulse Influencer Awards. The background is dark red with a futuristic, circuit-like pattern. At the top left is the Pulse Influencer Awards logo, and at the top right is 'FUTURISTIC FASHION AI GLAMOUR'. The central text reads 'NOMINEE FOR LINKEDIN INFLUENCER OF THE YEAR'. Below this is a large portrait of Paa Kwesi Folson, a young man wearing a headset and a patterned shirt. At the bottom of the portrait, his name 'PAA KWESI FOLSON' is written. At the bottom of the poster, the website 'WWW.PULSE.COM.GH' is visible.

**2024**

**PAA KWESI FOLSON**

WWW.PULSE.COM.GH

# AWARD-WINNING PUBLIC SPEAKER

*I AM LITERALLY ONE OF THE MOST SOUGHT AFTER SPEAKERS AND TRAINERS IN GHANA, I ORGANIZE A LOT OF SEMINARS WHERE MANAGERS AND PROFESSIONALS ATTEND, FROM YOUNG TO SEASONED PROFESSIONALS*

**HERE ARE ONLY A FEW OF THE MANY SPEAKING ENGAGEMENTS:**



# CHAPTER 1

*Profile picture & Banner*

# NAVIGATION

Executive Coach & Trainer.  
One of Africa's greatest minds transforming the frontiers of personal & business growth like never before...

www.paakwesifolson.com revoleadsolutions@gmail.com

**Paa Kwesi Folson**

Director, Revolead Solutions Ltd // Award-Winning Public Speaker // Marketing & Management Consultant // Thought Leadership & Business Growth Strategist // Communication & Personal Development Coach // Entrepreneur

RevoLead Solutions Limited · Central University  
Accra, Greater Accra Region, Ghana

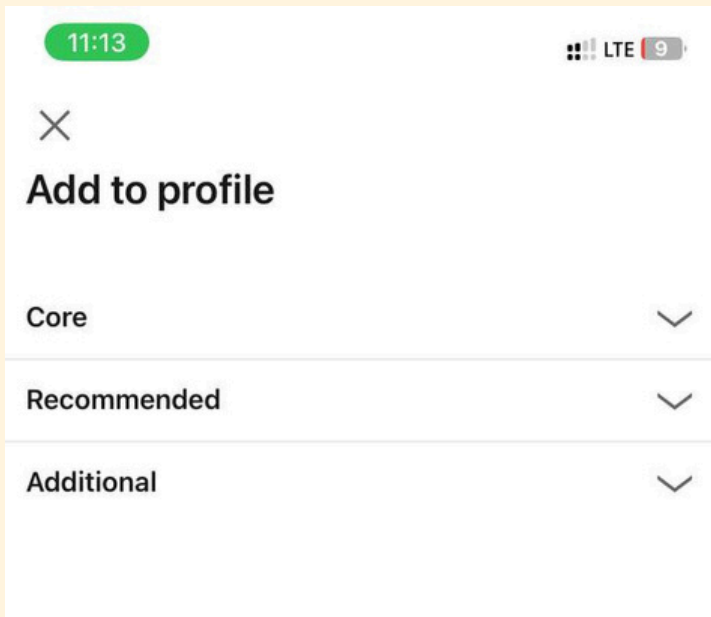
[www.paakwesifolson.com](http://www.paakwesifolson.com)

31,294 followers · 500+ connections

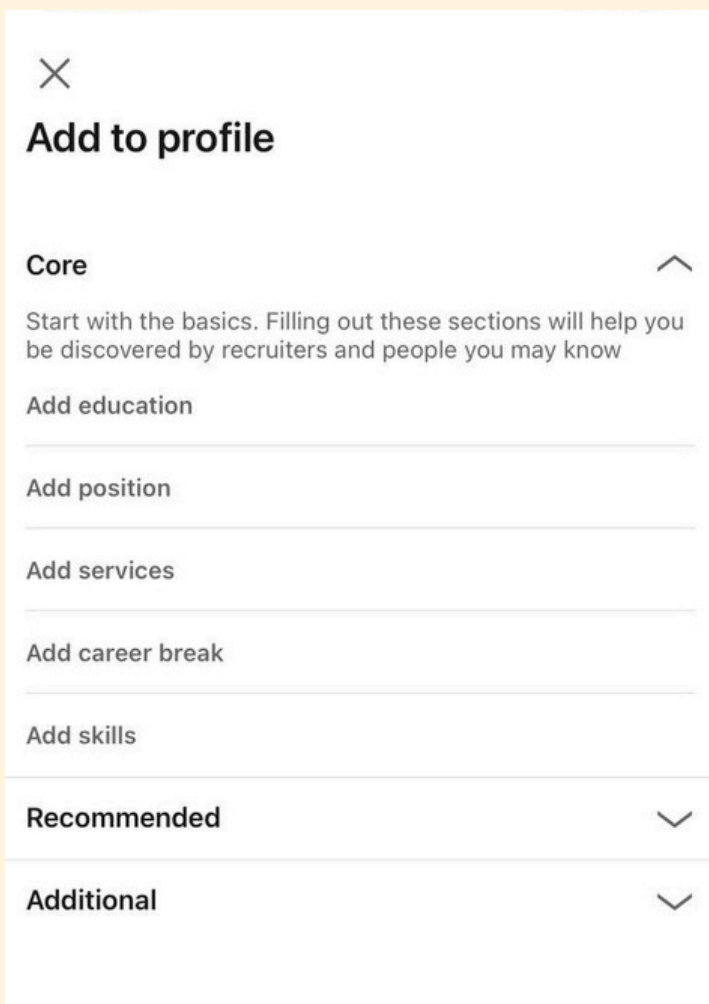
Open to Add section

*Now, before I say anything if you ever want to navigate on LinkedIn, let's say you are looking to add or modify anything on your PERSONAL page, just click this place called "ADD SECTION" it will show you everything you need.*

# NAVIGATION

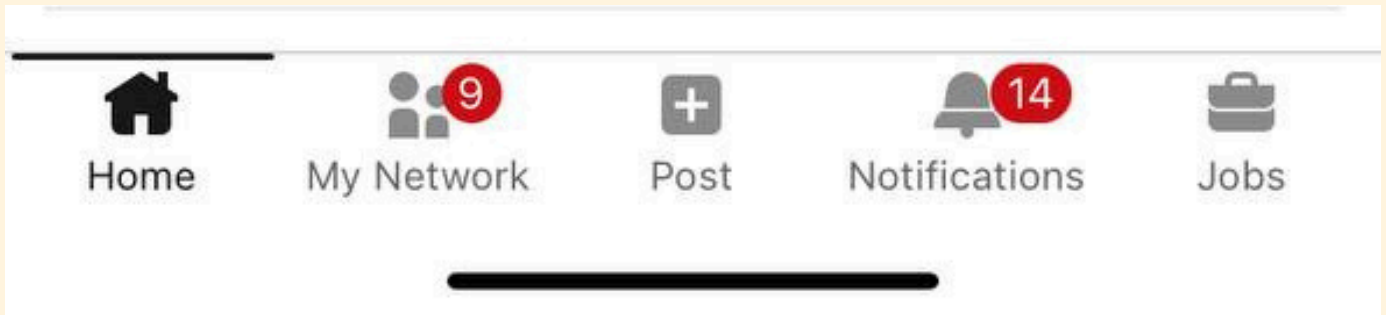


*When you open the “ADD SECTION PLACE, it categorizes everything on your page into 3 (Core, Recommended, Additional)*



*So the CORE shows you the most important parts of your linkedin page to work on, so click on it and just follow*

# NAVIGATION



1) So also, just like any other social media app, these are the navigations, your “home page” is your FYP, it is where you see other people’s content,

2) My network is where you can manage the people who are connecting with you and following you

3) Post - is where you make posts lol

4) Notifications - Where you get notified

5) Job section - Where to get jobs!

# PROFILE PICTURE

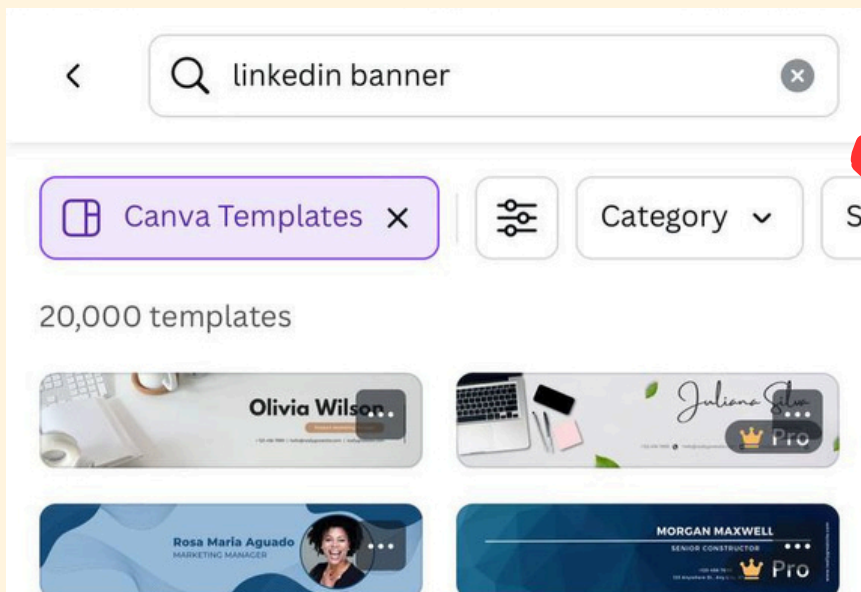


*Always make sure your profile picture is from “**your chest up**” please remember this, “**from your chest up**”, if you don’t time or the resources to get a professional headshot, please get a picture without a noisy background that is “**from your chest up**”, do not put a random picture there or some lazy selfie, look good and professional if you want opportunities*

# BANNER



*You need to get a banner, your banner is your free billboard on linkedin write the things you do, if you are a “data analyst” put that there,*



*You do not need a graphic designer you can make one for free yourself on CANVA.com , open canva and search “linkedin banner” , choose any template, as you can see from this screenshot, 20,000 templates literally, pick the one you like*

# BANNER

## **What to write on the banner?**

*Do either of these:*

1) *Headline statement - e.g., “Helping Tech Teams Lead Better with Clarity and Impact”*

2) *3-word brand identity - e.g., “Speaker. Coach. Strategist.”*

3) *Professional Title/Target Role - e.g., “Aspiring Project Manager | Agile & Scrum Ready”*

4) *Core Skills (3-4 max) - e.g., “Data Analysis • Stakeholder Communication • Risk Management”*

5) *Your personal value statement - “I help companies reduce costs through smarter procurement” - With this you are showing companies what value you bring to them.*

# CHAPTER 2

*Headline and about  
section*

# HEADLINE

Paa Kwesi Folson.

Award-Winning Public Speaker. Entrepreneur.  
Executive Coach & Trainer.

One of Africa's greatest minds transforming the frontiers of personal & business growth like never before...

www.paakwesifolson.com revoleadsolutions@gmail.com

**Paa Kwesi Folson**

Director, Revolead Solutions Ltd // Award-Winning Public Speaker // Marketing & Management Consultant // Thought Leadership & Business Growth Strategist // Communication & Personal Development Coach // Entrepreneur

***Click this to edit your headline***

***YOUR HEADLINE IS THE FIRST THING PEOPLE SEE ON YOUR PAGE, Also if recruiters whether recruiters for a remote job or any other service, when they type something in the search bar to look for the best candidate or vendor, this headline section helps them to find you easier. Click on the pencil by it to edit***

# HEADLINE

## **What to write on the headline**

### **1) The "Keyword + Value + Personal Brand" Formula**

- 1. Keyword(s) – Roles, skills, or industries people search for*
- 2. Value – What you help companies or people achieve*
- 3. Personal Brand Flair – Something that makes it human or unique*

### **Example Templates (use + adapt):**

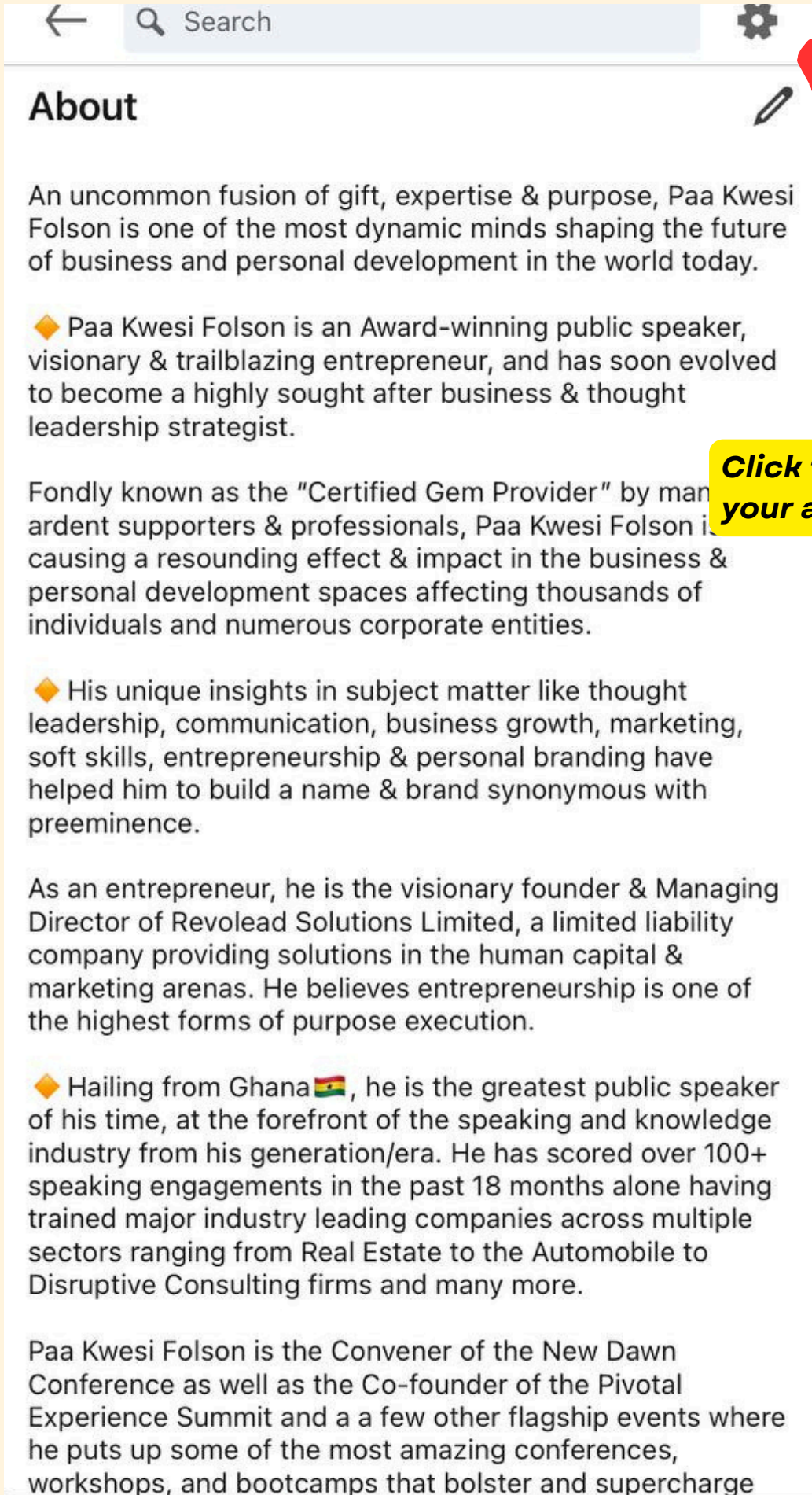
- 1. “Project Manager || Agile & Scrum || Helping teams deliver on time & under budget”*
- 2. “Content Strategist || SEO, Blogs & Brand Copy | Helping brands grow with words”*
- 3. “UX Designer | Figma, Adobe XD | I design smooth, human-centered digital experiences”*
- 4. “Finance Analyst | Excel Power BI Forecasting | I help companies see the numbers that matter”*

# HEADLINE

## ***What to write on the headline***

*If you realize in example 3 & 4 I added tools used as well, if your job role requires tools add them to the headline it will increase your reach, the idea do the headline is that you want to optimize for “**keywords**”*

# ABOUT SECTION



← Search

## About

An uncommon fusion of gift, expertise & purpose, Paa Kwesi Folson is one of the most dynamic minds shaping the future of business and personal development in the world today.

- ◆ Paa Kwesi Folson is an Award-winning public speaker, visionary & trailblazing entrepreneur, and has soon evolved to become a highly sought after business & thought leadership strategist.

Fondly known as the "Certified Gem Provider" by many ardent supporters & professionals, Paa Kwesi Folson is causing a resounding effect & impact in the business & personal development spaces affecting thousands of individuals and numerous corporate entities.

- ◆ His unique insights in subject matter like thought leadership, communication, business growth, marketing, soft skills, entrepreneurship & personal branding have helped him to build a name & brand synonymous with preeminence.

As an entrepreneur, he is the visionary founder & Managing Director of Revolead Solutions Limited, a limited liability company providing solutions in the human capital & marketing arenas. He believes entrepreneurship is one of the highest forms of purpose execution.

- ◆ Hailing from Ghana 🇬🇭, he is the greatest public speaker of his time, at the forefront of the speaking and knowledge industry from his generation/era. He has scored over 100+ speaking engagements in the past 18 months alone having trained major industry leading companies across multiple sectors ranging from Real Estate to the Automobile to Disruptive Consulting firms and many more.

Paa Kwesi Folson is the Convener of the New Dawn Conference as well as the Co-founder of the Pivotal Experience Summit and a few other flagship events where he puts up some of the most amazing conferences, workshops, and bootcamps that bolster and supercharge

**Click this to edit  
your about section**

# ABOUT SECTION



*You see how much I wrote about myself on linkedin, write a lot, it will help you, use the “about section” to build credibility, imagine it was an interview, and you are to speak about yourself so you can get a very big contract or role, how will you talk about yourself and your skills, write a lot, if you do not have anything to say, talk about the relevance of your skill set to the marketplace*

# ABOUT

## What to write on ABOUT

*A simple formula for writing an about section on linkedin:*

### **S – Story (Hook/Intro)**

*Share a quick personal/professional story of who you are, name and what and why you do what you do statement that gives your journey context. This is your “why.”*

### **A – Area of Expertise**

*Clearly describe your skills, strengths, and the problems you solve. Use keywords recruiters/searchers would type.*

### **V – Value Proposition**

*What results do you bring? What makes you different, where have you worked before or where you want to work and the difference you want to bring there, and what difference did you make*

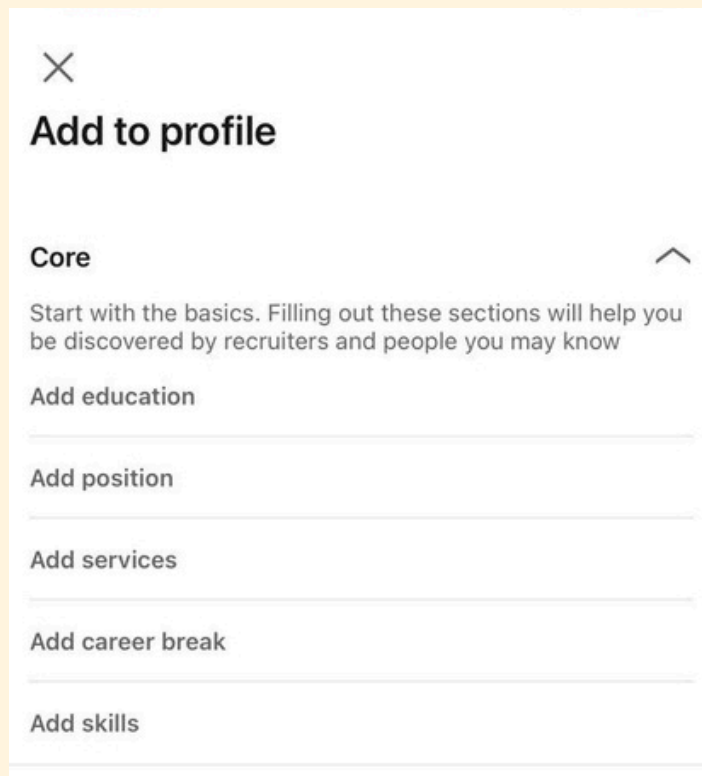
### **E – Engagement CTA**

*Close with an invitation: open to opportunities, collaborations, speaking, hiring, or networking.*

# CHAPTER 3

*Experience & Education*

# EXPERIENCE & EDUCATION



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## Add to profile

**Core** ^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

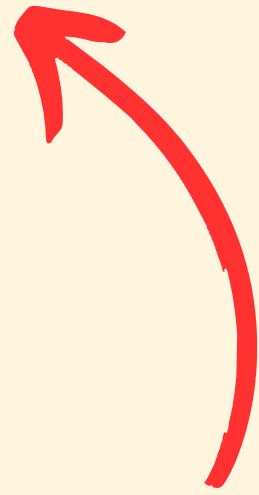
Add education

Add position

Add services

Add career break

Add skills



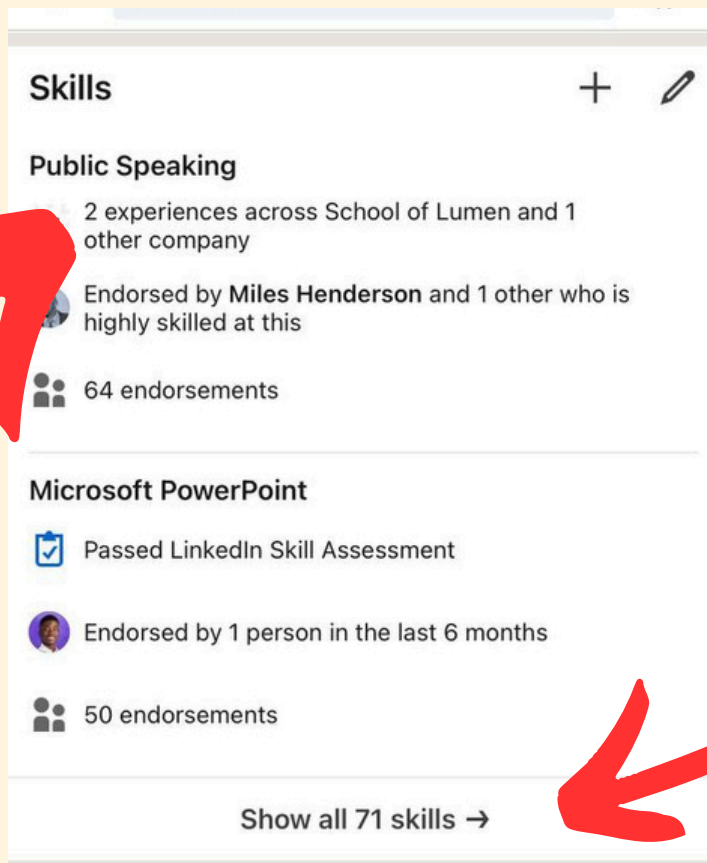
*Click “add section” then come to “core” if you want to add your experience maybe any place that you have volunteered, worked or interned for please add it there, even student political roles , please add it.*

*Education add where you have schooled or any major diploma you have.*

# CHAPTER 4

*Skills & recommendation*

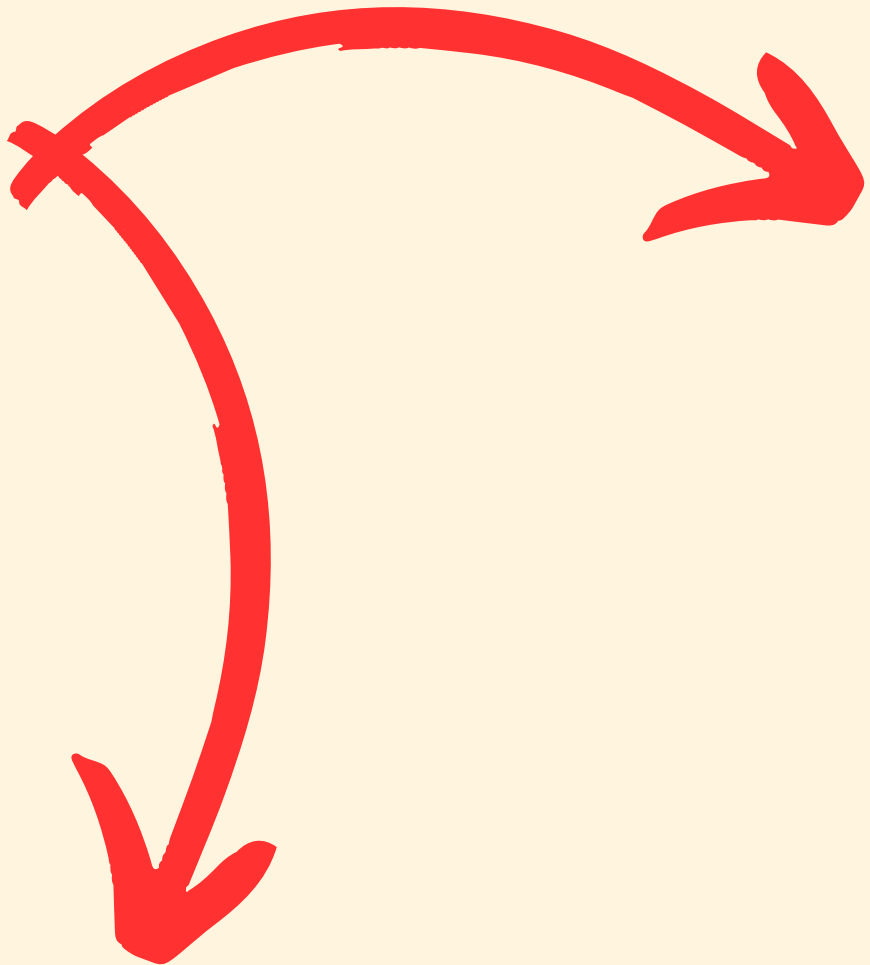
# SKILLS



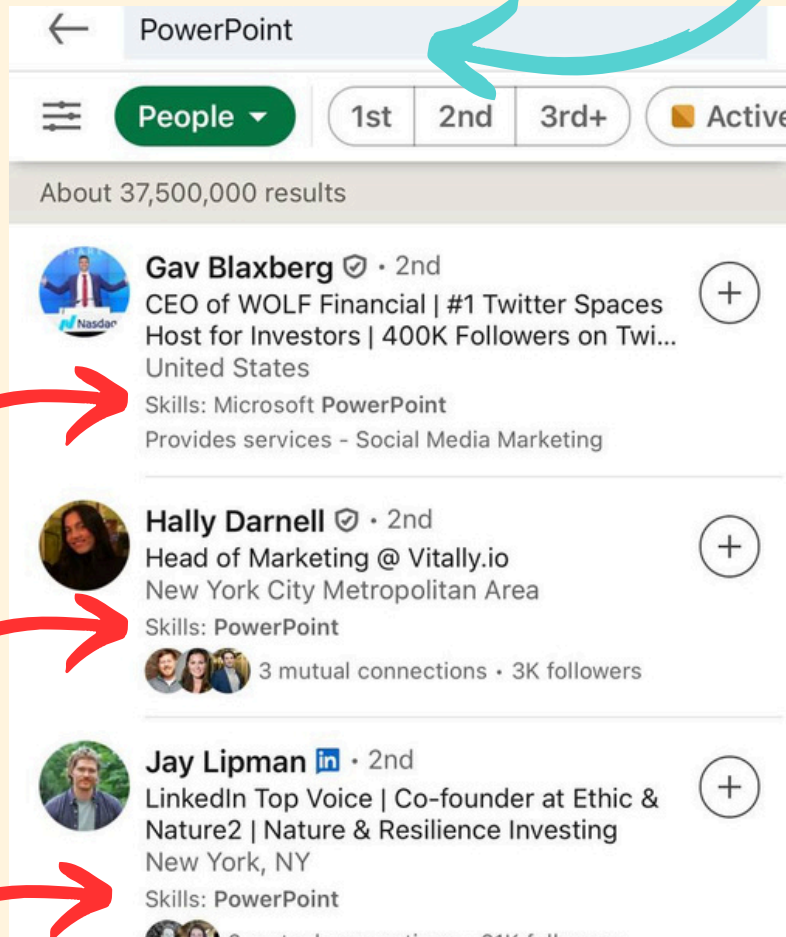
*First things add nothing less than 20 skills on your page, as you see I have 71 skills here, skills includes tools you know how to use, like canva, excel, word or actual skills like content creation, social media management, executive assistantship, you want to add as many skill as possible because it serves as bio data to help you rank higher on linkedin for opportunities, so have a lot of skills so you can be seen from many angles, even general skills like organizatonal skills add it!!!!*

# SKILLS

*Let me show you proof that skills work magic in getting you seen for opportunities, so you take it seriously, when I say add more skills , it will give you more visibility.*



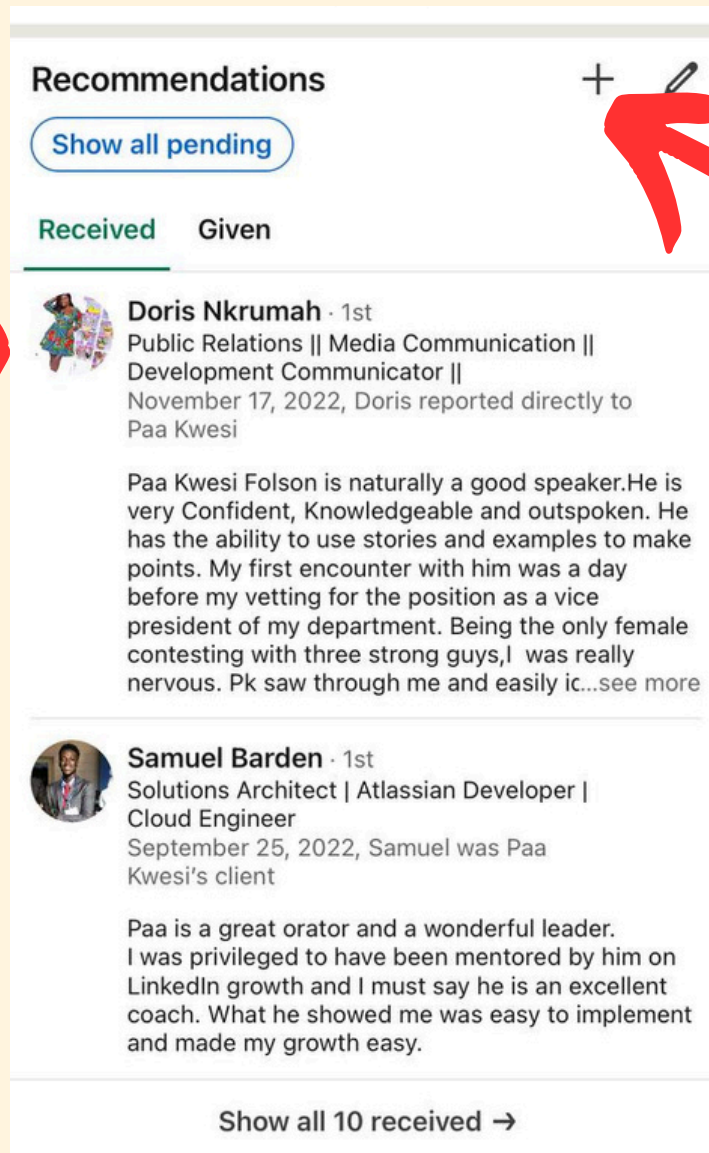
# SKILLS



Firstly I searched a random skill decided to choose powerpoint, the reason you see people in the US only is because the account I am using is based in THE US, it works for every country when they make a search so recruiters search for their candidates based on skills so you need the skills!!!

*As you can see it showing their skill in powerpoint, the more skills you have when recruiters search for it you will pop up like these guys making it easier to be seen and hired.*

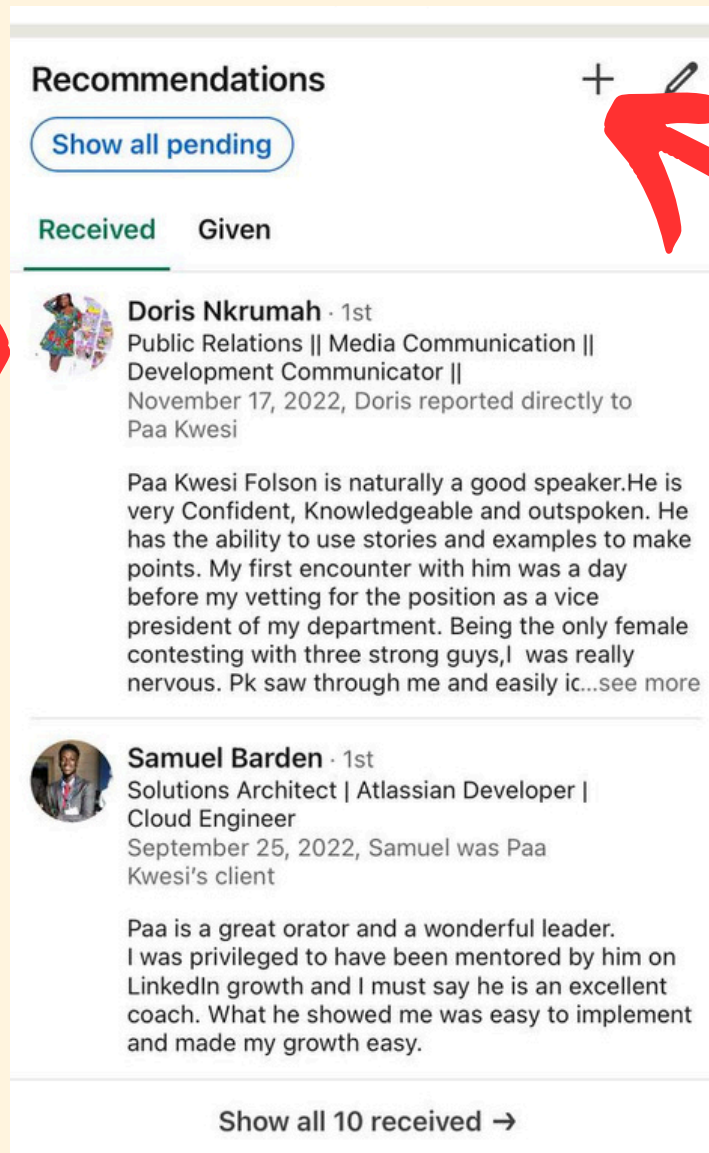
# RECOMMENDATIONS



*Click this to send a recommendation request to those that can speak well of you, even if its a friend*

*Also get recommendations from colleagues former bosses or superiors, people you have worked in any group or project with. The ting is people want to see what other people are syaing about you as well, most of the time on your linkedin page you are talking about yourself so when people see that other people are talking about you it changes the equation*

# RECOMMENDATIONS



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# CONCLUSION

*Final thoughts*

# FINAL THOUGHTS

*Finally, there are so many more things to be done with your linkedin page, but these are the major things to do, however, please also take note of these and research:*

*1) Service Page*

*2) Featured Section*

*3) Posting Valuable Content on linkedin ( you can do it without being cringe)*

*If you found this valuable to do connect with us via, tiktok, instagram or linkedin.*

*Paa Kwesi Folson or PKFOLSON*

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