



CORE VALUES FOR GROWTH ON LINKEDIN

Being Better Series Episode 3



2021 IS JUST STARTING!

And you should be creating content...

Content Creation Can Get You

- Recognition
- Credibility
- Trust
- Recommendations
- Opportunities

And a platform to build your brand

THE 11 SECRETS FOR ONLINE SUCCESS

1. CONSISTENCY

Create Content Regularly

- Regularly doesn't mean daily
- It can be once in two days, once in a week or even once in a month
- Consistent content creates more impressions, and helps build brand

My Stats (Avg)

- 2 times a day on LinkedIn
- Once a week on YouTube
- Biweekly YouTube live (The Lean Talks)
- Weekly Medium Blogs
- And other (unevenly) distributed content on Twitter/Instagram

2. SINCERITY

Put authentic data

Click-bait posts will degrade your overall quality

3. GIVE BACK, GENUINELY!

It might be very difficult in a busy schedule, but still,
when you give your time, you are actually able to
connect better

Try to mentor, and guide genuinely (We rise by lifting
others)

Some Of My Initiatives In 2020

- Web Mentor Program
- DailyJS
- The Lean Talks)
- Web Mentor Webinars
- Being Better

4. SHARE HELPFUL RESOURCES

People love the content where they get helpful resources

Simple, if any resource helped you in your journey, why not share it with others?

5. MAKE HELPFUL CONTENT

Don't limit yourself to external helpful resources

From your experiences, create content that might help
others

6. STAY RELEVANT

Stay to the point in your posts
Don't deviate, don't click-bait

7. ANALYZE

Metrics might differ from person to person, but try to measure your weekly/monthly growth

Numbers might vary everytime, and you shouldn't feel bad for posts that don't perform well

But, analytics can help you understand how can you create better content

8. STORYTELL

**HUMAN MINDS ARE BAD AT
REMEMBERING FACTS, BUT
GOOD AT REMEMBERING
STORIES**

9. BE OPEN MINDED

**LEARN FROM CONSTRUCTIVE
CRITICISM AND GROW!**

Going to publish a video on

How To Use Feedback To Your Advantage And How To Deal With Criticism

Stay tuned to "Being Better" series

10. BE HUMBLE

**HUMILITY AND EMPATHY IS
THE KEY**

11. KEEP VIEWERS IN MIND

**IT'S ABOUT THEM, SHARE
WHAT THEY WILL FIND
USEFUL/HELPFUL**

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ALL THE BEST!