

# 3 Essentials for LinkedIn Results

---

We hit **10 million views** on LinkedIn in 3 months, with zero ads, all organic.  
Professional LinkedIn growth ***doesn't happen*** if you don't get these right:

## 1. Posts = lead nurture. Comments = lead gen.

If a big profile already went through the years of work to build an audience, engage with your ICP there.

Your posts are mostly shown to existing connections,  
so **stop thinking follower growth = posting**.  
Comment and DM daily.

## 2. Great hooks have 3 things in common:

### Topic, Promise and Curiosity

If your hook promises of value to your reader, clearly states the topic of the post and builds curiosity...you win.

## 3. The money is in the DMs.

**Cold messages are, by far, what brings revenue in.** Content, in the form of posts or comments, is there to do lead generation, lead nurture, and create trust. That's it.