

# 3 Essentials for LinkedIn Results

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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 went through the years of work to build an audience, use it to your advantage and 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 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.



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Crafted delivers software and mentoring so you can get clients and talent from LinkedIn.

**Start growing on LinkedIn by DM'ing João Ferrão dos Santos on LinkedIn.**