if you want to Grow on LINKEDIN

x things you MUST do

You will not Go Viral on your First few Posts

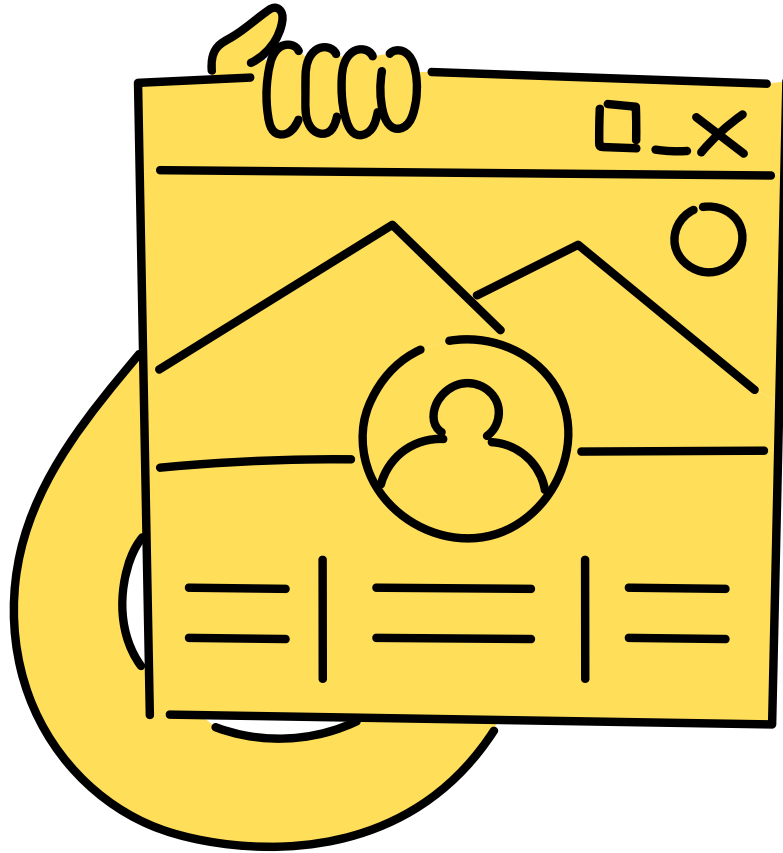## But

on your 50+ posts, things will change.

Optimize Your Profile

Improving your LinkedIn profile is crucial for professional networking, job searching, and building your personal brand
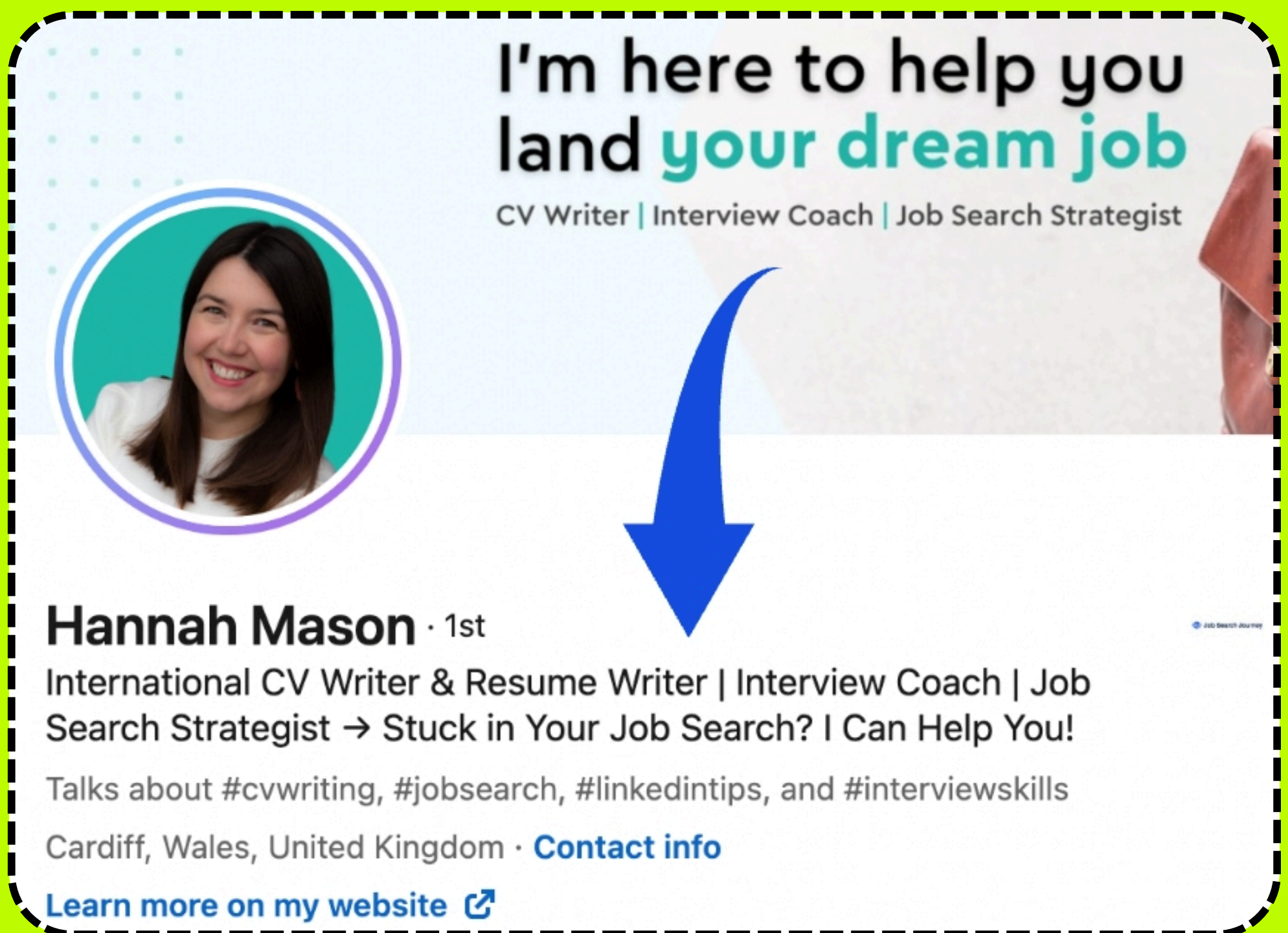
Professional Photo

Optimize Your Profile

01 **Optimize Your Profile Photo**

- **Use a high-quality, recent headshot.**
- **Dress professionally and smile.**
- **Ensure a clean and non-distracting background.**

Writing a compelling headline

Optimize Your Profile

I'm here to help you land **your dream job**

CV Writer | Interview Coach | Job Search Strategist

Hannah Mason · 1st

International CV Writer & Resume Writer | Interview Coach | Job Search Strategist → Stuck in Your Job Search? I Can Help You!

Talks about #cvwriting, #jobsearch, #linkedintips, and #interviewskills

Cardiff, Wales, United Kingdom · **Contact info**

Learn more on my website ↗

Using AI to generate in Linkedin Headline

Prompt:

"Generate 5-10 engaging LinkedIn headlines tailored to a user's industry, expertise, and goals. The headlines should:

1. Be clear, concise (under 220 characters), and attention-grabbing.

2. Highlight expertise, achievements, and unique value.

3. Include relevant industry keywords for visibility.

4. Be formatted in different styles:

   - Professional & straightforward

   - Value-driven (How they help others)

   - Creative & unique

   - Short & impactful

PROMPT CONTINUES

Writing a compelling headline

User details:

- **Industry:** [Marketing, Tech, SaaS, AI, Finance]

- **Role:** [Software Engineer, Growth Marketer, AI Consultant]

- **Expertise:** [SEO, Python, B2B Sales, UI/UX]

- **Biggest Achievement:** [Grew a startup to $1M ARR, Helped 100+ businesses scale]

- **Target Audience:** [Recruiters, Businesses, Entrepreneurs]

- **Tone:** [Professional, Friendly, Bold, Witty]

Example structures:

- 🚀 [Role] | Helping [Target Audience] Achieve [Benefit] | [Key Skill]

- 📈 [Job Title] | Scaling [Businesses/Teams] with [Expertise]

- 🔥 [Role] | [Biggest Achievement] | Passionate About [Industry]

Generate high-quality LinkedIn headlines based on this info."

Swipe for more

- Compelling Headline:Don't just list your job title.

- Use keywords relevant to your industry and skills.
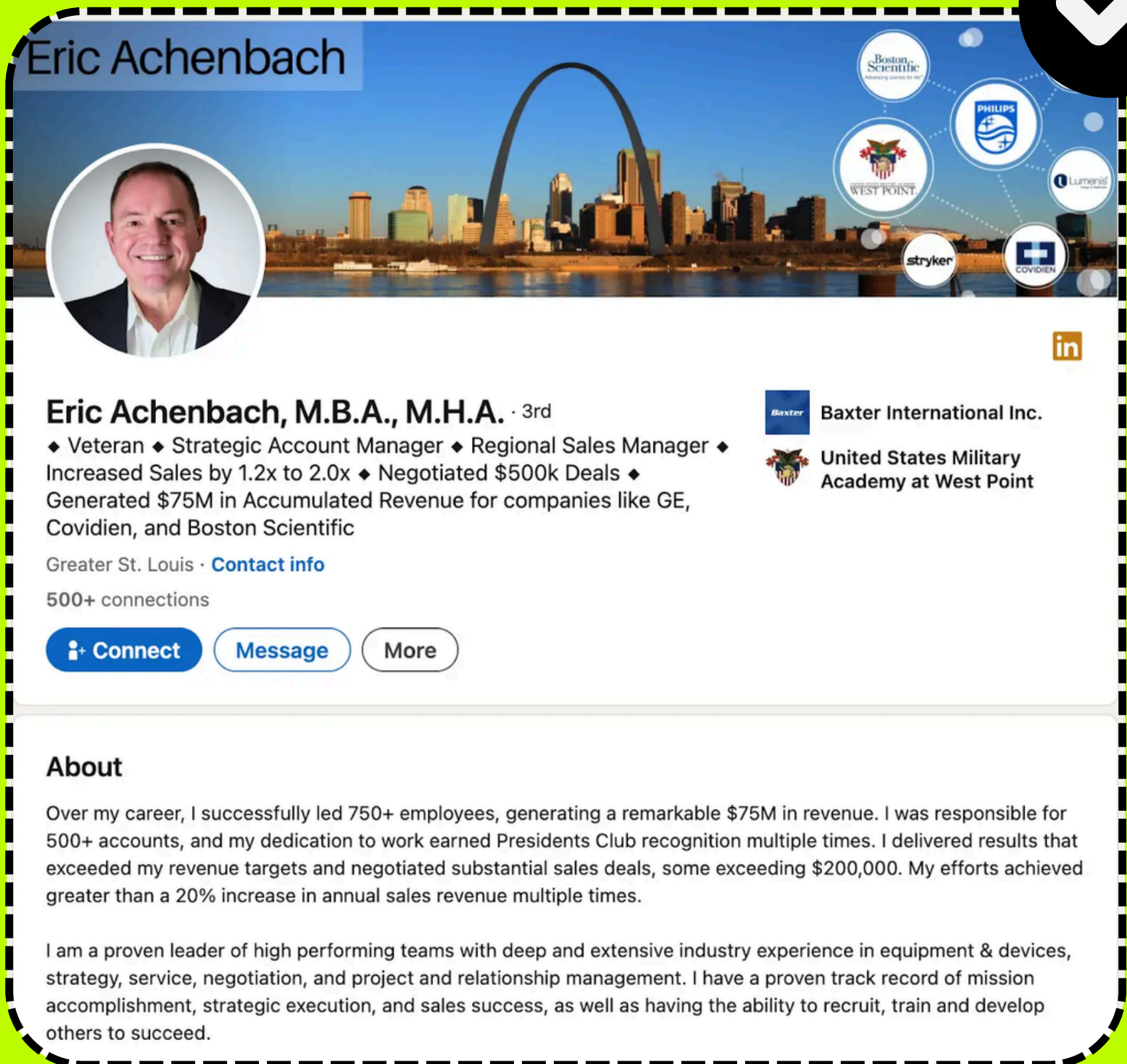
- Highlight your unique value proposition.

Engaging "About" Section

Optimize Your Profile

Eric Achenbach

Eric Achenbach, M.B.A., M.H.A. · 3rd
◆ Veteran ◆ Strategic Account Manager ◆ Regional Sales Manager ◆
Increased Sales by 1.2x to 2.0x ◆ Negotiated $500k Deals ◆
Generated $75M in Accumulated Revenue for companies like GE,
Covidien, and Boston Scientific

Greater St. Louis · **Contact info**

500+ connections

[**Connect**] (Message) (More)

Baxter International Inc.

United States Military
Academy at West Point

in

About

Over my career, I successfully led 750+ employees, generating a remarkable $75M in revenue. I was responsible for 500+ accounts, and my dedication to work earned Presidents Club recognition multiple times. I delivered results that exceeded my revenue targets and negotiated substantial sales deals, some exceeding $200,000. My efforts achieved greater than a 20% increase in annual sales revenue multiple times.

I am a proven leader of high performing teams with deep and extensive industry experience in equipment & devices, strategy, service, negotiation, and project and relationship management. I have a proven track record of mission accomplishment, strategic execution, and sales success, as well as having the ability to recruit, train and develop others to succeed.

"Generate a compelling, engaging, and professional LinkedIn "About" section based on the following details:

- **Name:** [Optional]

- **Industry:** [Tech, Marketing, AI, Finance, etc.]

- **Role:** [Software Engineer, Growth Marketer, AI Consultant, etc.]

- **Key Skills & Expertise:** [SEO, Python, B2B Sales, UI/UX, etc.]

- **Biggest Achievements:** [Grew a startup to $1M ARR, Scaled 100+ businesses, etc.]

- **Mission/Passion:** [Helping businesses grow, Making AI accessible, etc.]

- **Tone Preference:** [Professional, Friendly, Storytelling, Witty, etc.]

- **Target Audience:** [Recruiters, Clients, Entrepreneurs, Startups, etc.]

Requirements:

1. Start with a **strong hook** (e.g., a question, bold statement, or personal story).

2. Clearly showcase expertise, achievements, and unique value in an engaging way.

3. End with a **CTA (Call to Action)** (e.g., "Let's connect!", "Looking to collaborate? DM me.").

4. Keep it concise yet impactful (around 150-250 words).

Example opening styles:

- **Storytelling:** "I still remember my first project that changed everything..."

- **Bold Statement:** "The future of [Industry] is changing, and I'm here to lead the way."

- **Value-Driven:** "I help [Target Audience] achieve [Benefit] through [Expertise]."

Write a high-quality LinkedIn About section based on this information."
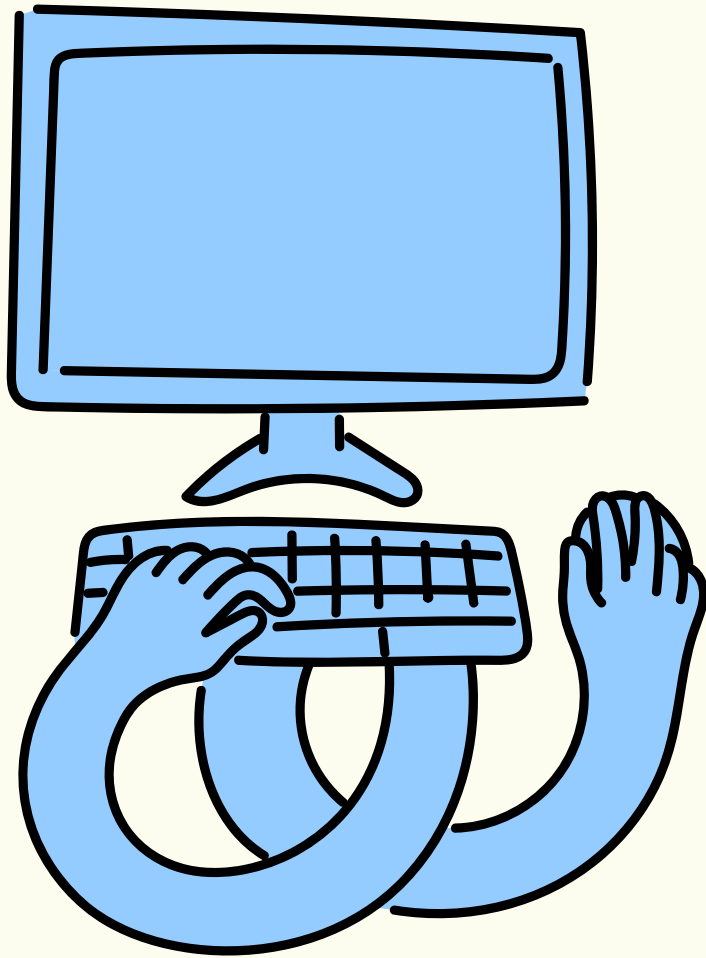
Type and Modify

- Engaging "About" Section:Tell your professional story.

- Showcase your skills, experiences, and career goals.

- Use keywords and action verbs.
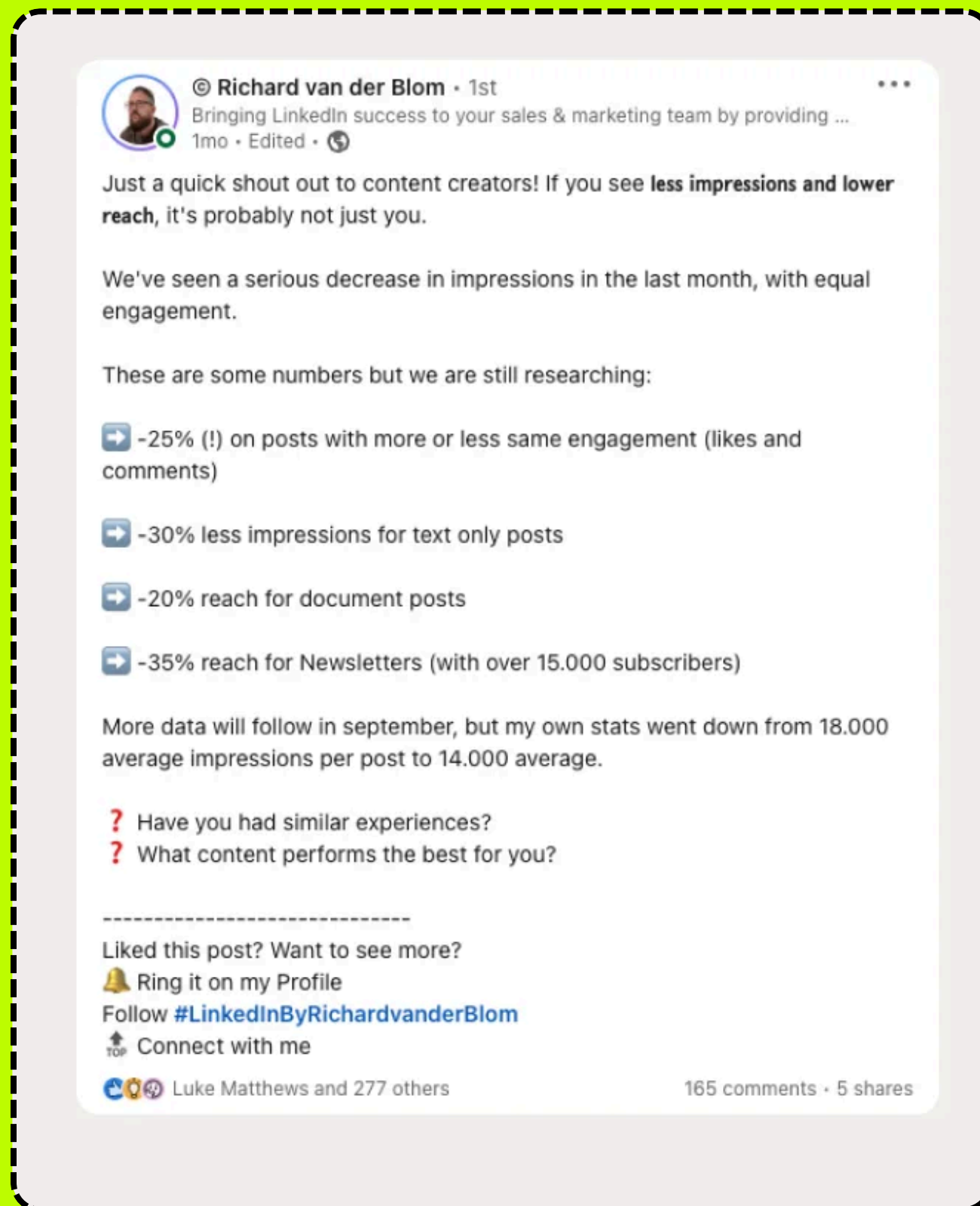- Consider a call to action (e.g., "Connect with me").

Creating viral Posts

Optimizing your LinkedIn profile is key, but viral posts drive real growth. Share valuable insights, spark conversations, and stay consistent to boost visibility and build your brand.

Knowing what to Post

Creating Viral Posts

© **Richard van der Blom** · 1st
Bringing LinkedIn success to your sales & marketing team by providing ...
1mo · Edited · 🌐

Just a quick shout out to content creators! If you see **less impressions and lower reach**, it's probably not just you.

We've seen a serious decrease in impressions in the last month, with equal engagement.

These are some numbers but we are still researching:

➡️ -25% (!) on posts with more or less same engagement (likes and comments)

➡️ -30% less impressions for text only posts

➡️ -20% reach for document posts

➡️ -35% reach for Newsletters (with over 15.000 subscribers)

More data will follow in september, but my own stats went down from 18.000 average impressions per post to 14.000 average.

❓ Have you had similar experiences?
❓ What content performs the best for you?

Liked this post? Want to see more?
🔔 Ring it on my Profile
Follow #LinkedInByRichardvanderBlom
🔝 Connect with me

👍💡🎉 Luke Matthews and 277 others   165 comments · 5 shares

Swipe for more ⟫

1 **Finding Viral and Evergreen topics**

Viral

Best

EverGreen

Finding Viral and Evergreen topics

Viral

- Short-lived, intense popularity driven by trends/news.
- Rapid, high-volume traffic that quickly fades.
- Focus: immediate engagement, social sharing.

Evergreen

- Lasting, consistent relevance and value.
- Steady, long-term traffic and authority building.
- Focus: foundational knowledge, timeless solutions.

Swipe for more

3 **Use Metag AI to Get Good Topics**

Get Viral Topics 🤩   ✕

Work Life   ⌄

Leadership

Generate Topics

The Hidden Psychology of Difficult People at Work (and How to Deal With Them)   **85%**

Work-Life Balance is a Myth: The Surprisingly Better Approach   **90%**

Unconventional Leadership: 5 Counterintuitive Principles That Actually Work   **75%**

Swipe for more

Creating Viral Posts

Seeing is Believing

1 Use AI to generate Post

Create Viral Post

| Topic | Youtube | URL |

Topic

AI Myths vs. Reality

Don't have ideas? 😫   → Get Ideas

Tone

👌 Best Suited

CTA

💬 Speak up! What's your opinion? 💬 👇
❤️ Hit like if this made sense to you! 👍
⭐ A quick share could make someone's day! 🤩

Generate Viral Post

in

Creating Post using Metag

- ## Enter Topic

- ## Select Tone (Best Suited) is the Best

- ## Click On the Generate Button

2 Use AI to generate Post

Metag AI   Editor ✏️ 🗗

Made with Love ❤️

2 hours ago • 🌐

Stop managing your time

It's not what you think

The reality? Time management often adds stress, not real results.

The approach that actually works? 🔽

1. Manage Your Energy, Not Time
Work when you're most focused and feeling sharp.
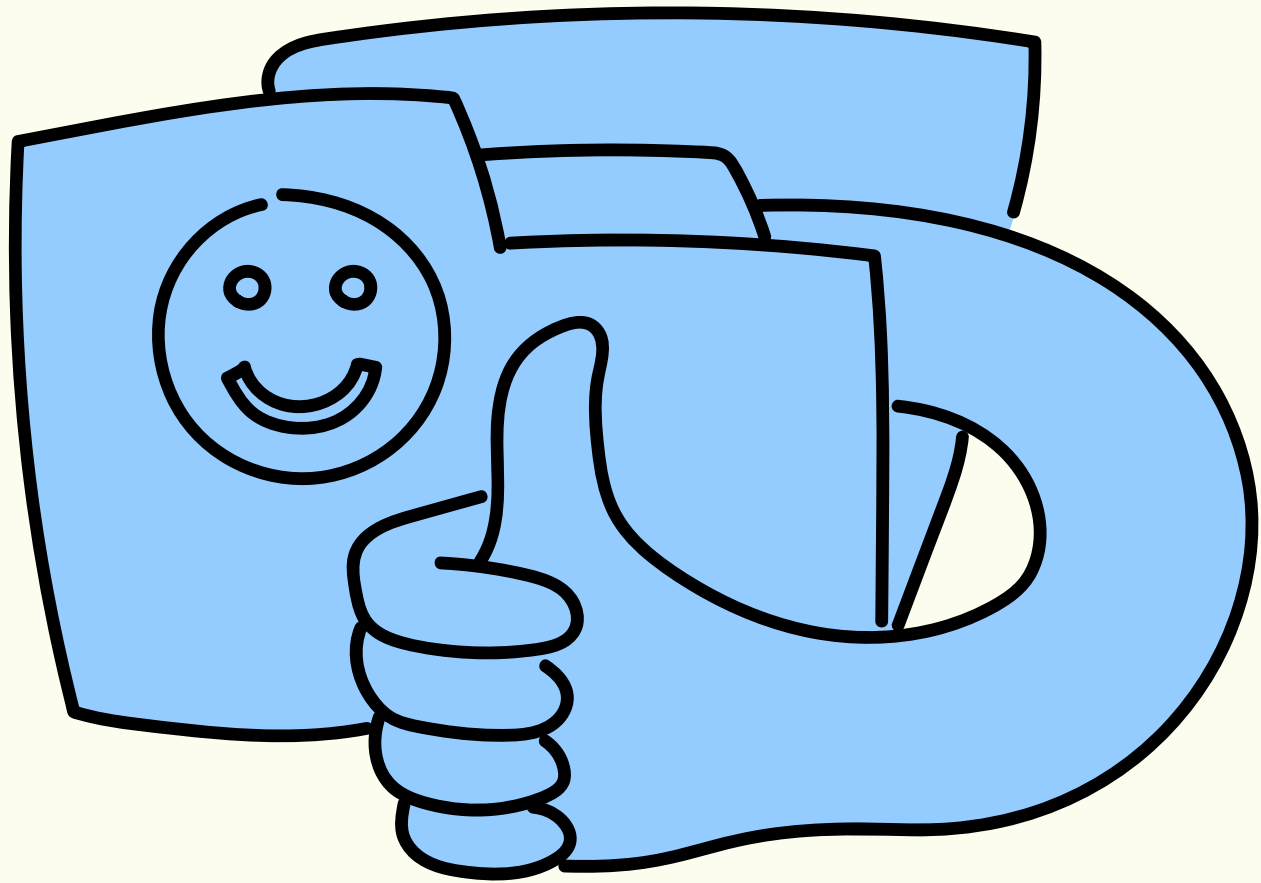Take short breaks to recharge, don't just push through till burnout.

2. Prioritize Ruthlessly always
Focus on the vital few tasks, not the trivial many things on your list.
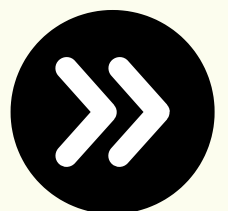Say 'no' to tasks that don't actually move the needle for you.

Swipe for more

What to Do and Avoid

Do's and Don'ts

What to do and Avoid

Don'ts ❌

1	**Excessive Posting (Bot Activity)**
2	**Scheduling with External Tools**
3	**Not Replying to comments**
4	**Chasing Quick Hacks**

1 Do's and Don'ts

Do's ✓

1	Post No more Than 5 Times
2	Get More Hands On
3	Always Reply to Comments
4	Learn and Grow on Linkedin

Adrian Blake

If you found this helpful, like and share it with your network