

DIGITAL HANDBOOK

But before we start ...

Why did I decide to create this handbook?

Well ...



After experiencing the benefits of LinkedIn first hand,

I knew LinkedIn was where I had to shift my focus to -

But there was just 1 problem ...



I HAD NOTHING
TO OFFER



So ...

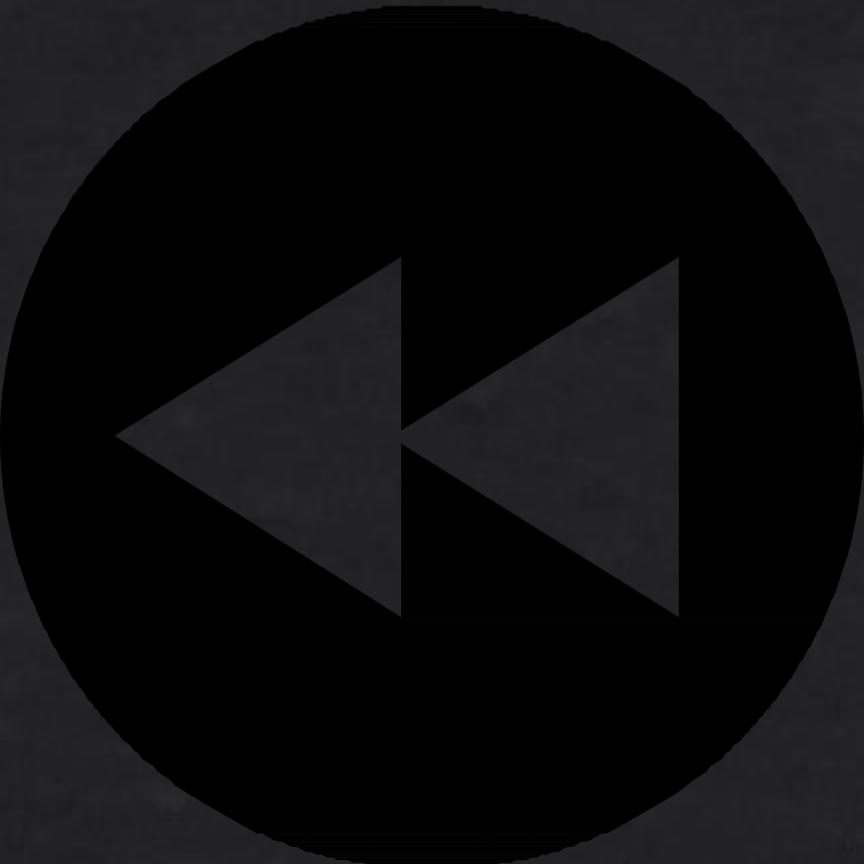
Even though I:

- ✗ Posted 6x a week
- ✗ Thought I was doing everything right

**AFTER SEVERAL
MONTHS...
I GOT NOWHERE.**

Had I known these tips & tricks **500+ posts ago**, when I first started out on LinkedIn ...

I'm certain that progress would've been exponential...



But anyways,

I'm fortunate and glad to share these findings with you today,

After 11 months of posting 6x a week and growing an organic community for both myself and my founder clients ...

“HACKING” LINKEDIN HANDBOOK

(How to win on LinkedIn)

WHAT TO LOOK FORWARD TO:

- 1. PROFILE CHECKLIST**
- 2. POST CHECKLIST**
- 3. POSTING SCHEDULE**
- 4. THE BEST TIME TO POST**
- 5. CRAFTING THE “PERFECT” POST**
- 6. COMMENT STRATEGY**
- 7. CONTENT STRATEGY**
- 8. DM & OUTREACH STRATEGY**
- 9. FINAL THOUGHTS**

#1

PROFILE CHECKLIST

Your profile should clearly answer:



What services do you offer?

Why does it matter?

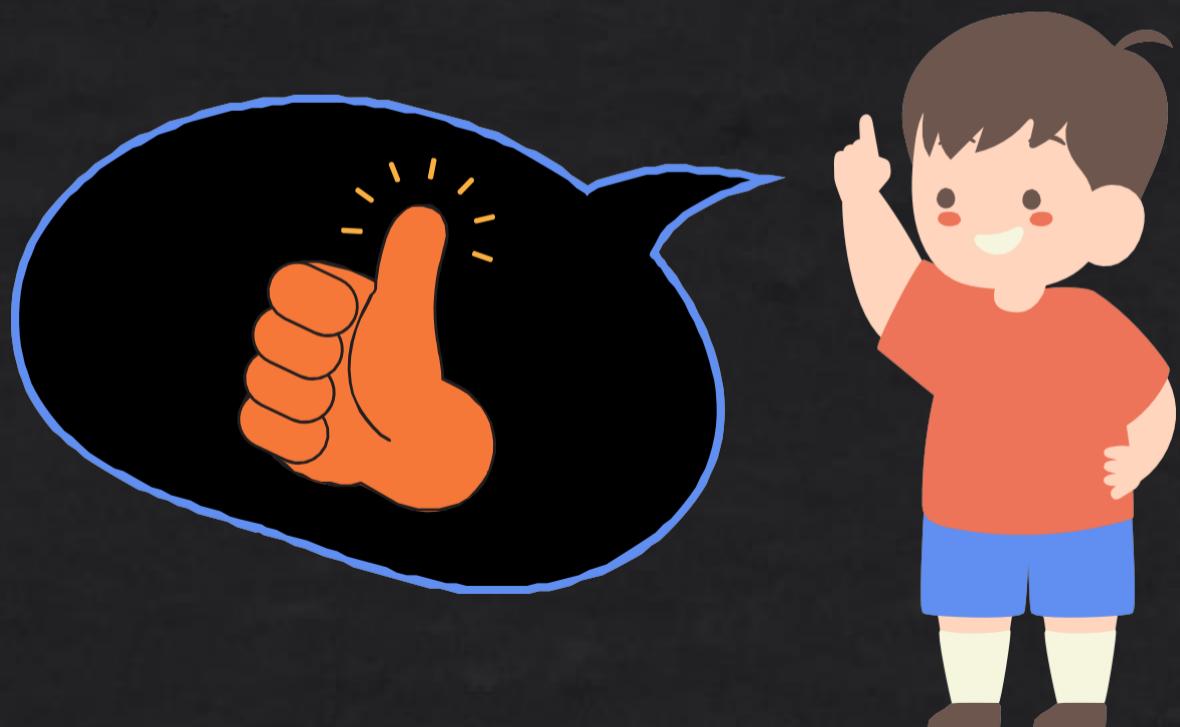
Who is it for?

How do they benefit from it?

The 8-year old analogy

You should be able to show your profile to an 8-year-old,

And have them explain what you do in under 10 seconds!





BAD BANNER



Possibilité

- 1/ Doesn't tell the readers who you are / what you do / how you help them**

- 2/ Is completely unclear**



GOOD BANNER



**1/Gives a clear picture
on who you are**

**2/Tells the reader what
you can do for them**

3/Visually interesting



BAD HEADLINE

Content writer | Blogger |
Copywriter | Ghostwriter |
Web designer

1/Too many positions (this person is a generalist, not a specialist)

2/Doesn't clearly define what their role is



GOOD HEADLINE

I help CEOs get more leads
through email marketing

1/ Clearly shows their
vision in just 1 short line

2/ Shows 1 clear position

3/ Tells the viewer
EXACTLY what they do

GOOD HEADLINE FORMATTING TIP

**“I help CEOs get more leads
through email marketing”**



**(What you do for them in a
few works | Your position)**



BAD ‘ABOUT’ SECTION

About

Results focused, client-oriented professional with extensive experience working in a high volume, deadline-driven environment. Proven ability to work under pressure and remain focused, self-motivated and self-directed.

1/ Not enough detail

2/ Too focused on YOU

***Make the About section
about THEM -**

What YOU can do for THEM



GOOD ‘ABOUT’ SECTION

About

I'm a passionate design strategist turned online business & marketing coach.

I help creatives grow their audience, engage their market, build their brand and convert that into premium clients.

I love working on projects where technology, design, content marketing and engaging UI/UX come together.

My strengths come most alive at the intersection of entrepreneurship, design and education.

In the past I led:

- 1x startup from \$0 - \$5M in the fintech space
- 1x startup from \$0 - \$1.2M in the metaverse space

Then I burned out. I realized I was working for too many hours for others to benefit.

So, I pushed it all to the side and decided to learn web design, development and SEO. I then mastered the art of writing and business marketing.

I founded [REDACTED], in 2019 as a solopreneur and have since scaled it to \$100K ARR.

We've worked with clients like NIKE, ADIDAS, and more.

My mission is to help 1M people make money doing what they love.

Some say that all heroes look super fine. I've been told that converting your creativity into paying clients - is a power of mine.

Want to write your way to freedom?

Book your 1:1 Clarity Call.

[https://\[REDACTED\]](https://[REDACTED])



GOOD ‘ABOUT’ SECTION

1/ Focused on the reader’s pain points

2/ Talks about what YOU can do for THEM

3/ Has a clear CTA at the end

4/ Skimmable

SKILLS

Put 5-10 things you're **really**
really skilled at -

- ★ Canva
- ★ Writing
- ★ LinkedIn
- ★ Copywriting
- ★ Adobe Photoshop

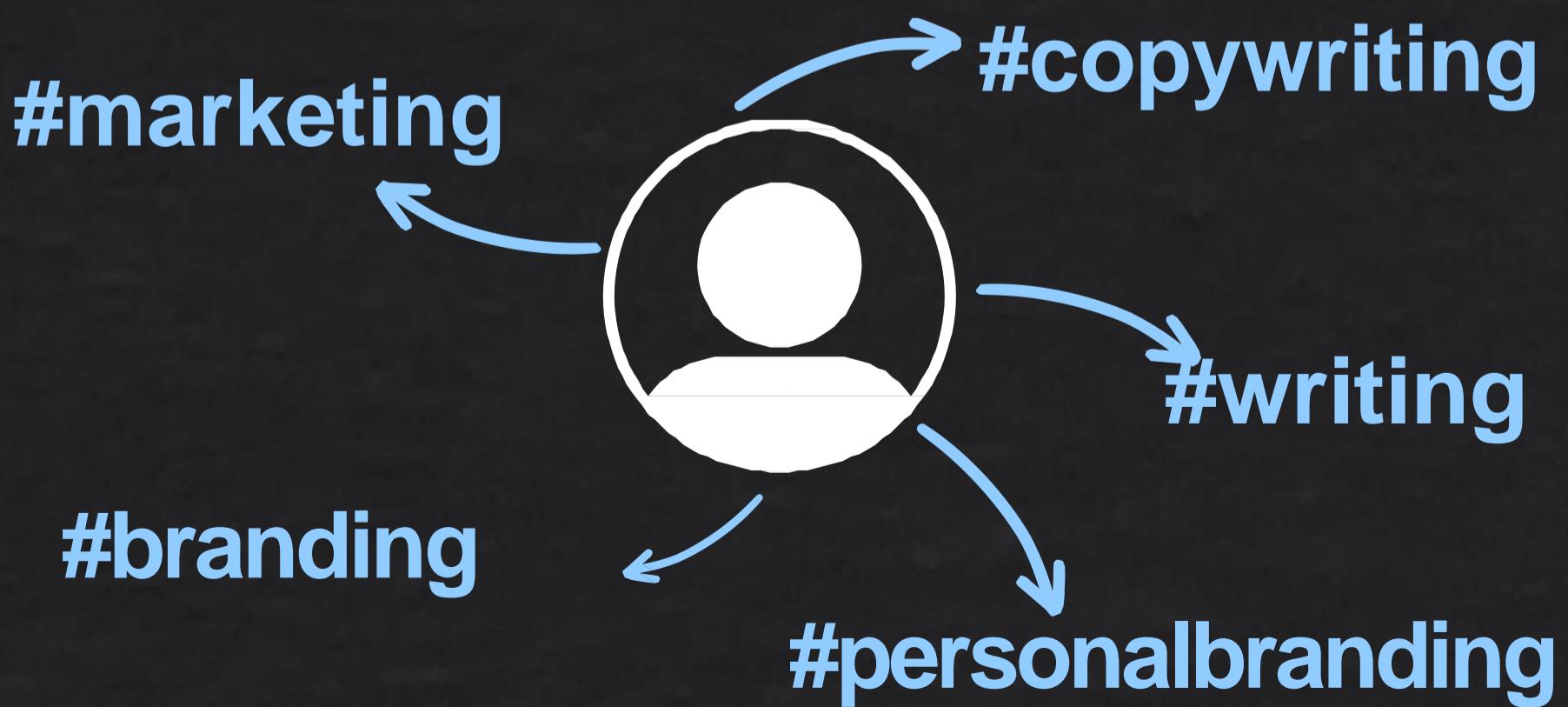
Adding too many skills shows you're a generalist, not an expert.

anva, Writing, LinkedIn
writing, Adobe Photoshop
Microsoft Word, Microsoft
erpoint, Web design,
ng, Social media marketing
marketing, Branding, Grammarly
n, Figma, Video editing
g, Web writing, Word

HASHTAGS

Add **5 hashtags** on what you talk about.

Use these hashtags to tell your viewers what to expect from your posts and page



#2

POST
CHECKLIST

DOES YOUR POST:



**Understand your ICP and
your audience's needs?**



**Clearly target your ideal
reader?**



**Make it easy to skim
through it?**



**Start and end with a
BANG?**

DOES YOUR POST:



Properly strengthen your readers' beliefs and desires?



Educate, entertain, or validate your readers?



Focus on 1 person instead of a whole crowd?

BUT

WHY

IS THIS ALL
IMPORTANT?

The point is to make sure you're following the essence of a “proper” LinkedIn post!

The goal?

Captivating, engaging and resonating with your target audience/ client.

#3

POSTING SCHEDULE

I often get asked:

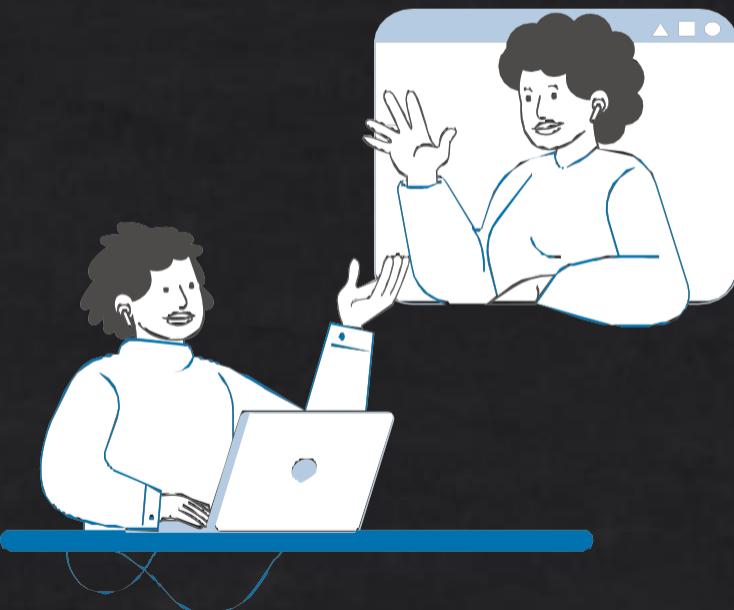
“Josh, how many times per week should I be posting?”



The simple answer:

Well, what's your goal from posting?

It's to become a familiar face on your ICP's feed, right?

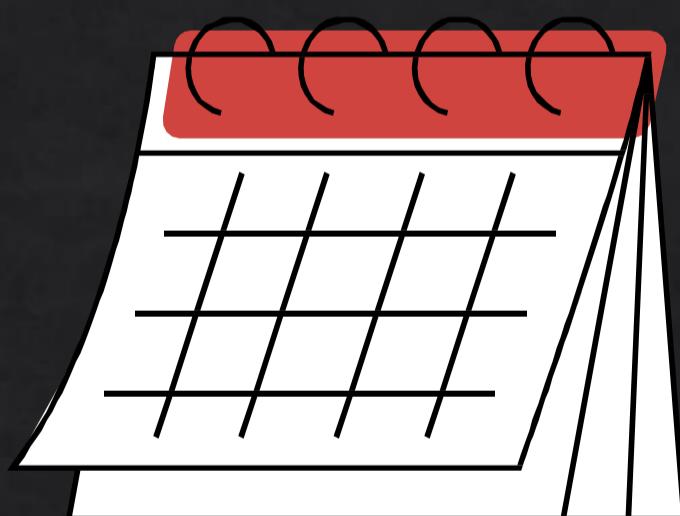


If so, I suggest posting at least 3x a week.

The last thing you want is to dive in head first and burn out.

Start with 3x a week then ramp it up whenever you nailed that first step.

I suggest a schedule
as such:





#4

THE BEST
TIME TO POST

Truth be told, there is no best time to post.

I've seen posts uploaded at 1 AM and 2 AM do well.

Posting time is only a small part of what makes a good LinkedIn post -

2 Things to keep in mind:

1. Focus on value. Value **ALWAYS** gets pushed.



2. Keep your posting times and days **consistent**.



I used to post at 9 AM, then 5 PM the next day.

I'd always wonder:

Why aren't people coming back from one day to the next?



How can I expect people to come back when I don't show up at the same time?

People are expecting you.
Show up for them.



LOGICAL APPROACH:

Post during times when you can expect your ICP to be on LinkedIn

They won't see your post if they're asleep or at work when you post it!



#5

CRAFTING THE ‘PERFECT’ POST

Perfect =

Captivating, engaging and aimed towards your target audience.

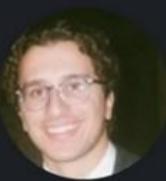
Here's my checklist to make the 'perfect' LinkedIn post:



1. The Hook

Think to yourself:

After reading these 3 lines

 **Joshua Cons** • 1st
Founder @ Notice Me(dia)  Ghostwriting for founders + executives...
5d • 

Client:

"Josh, what if I simply don't have stories to tell?"

Me *knowing that I'm about to blow this person's mind:

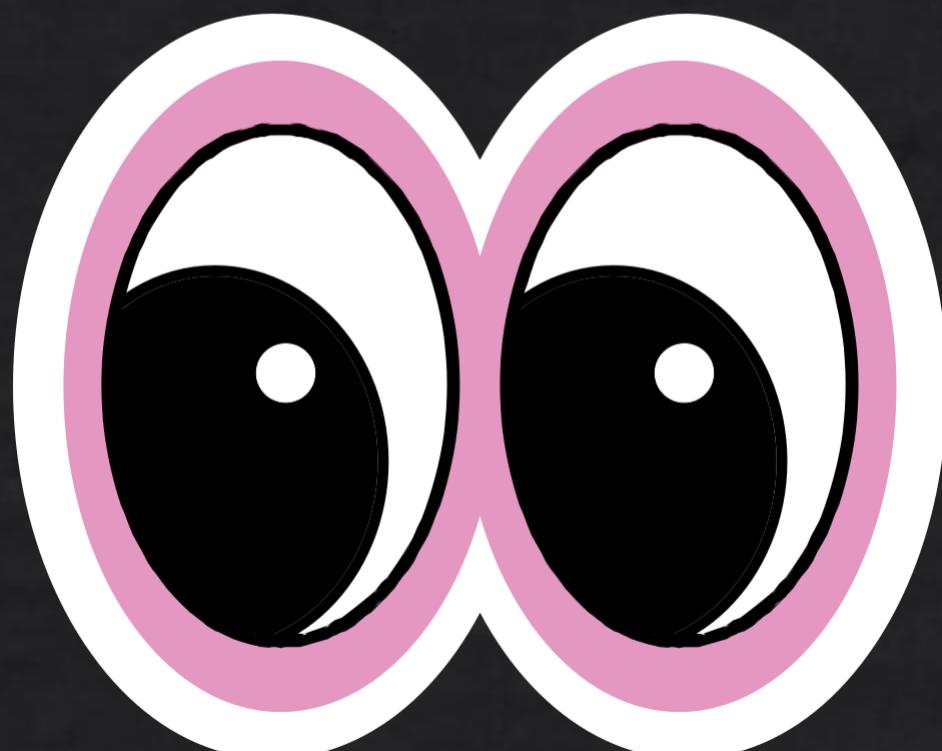
 You and 59 others ...see more 78 comments • 1 min post

Would you click this?

You have a maximum of 3 lines to grab your reader's attention

Make it count!

Grab their interest and get them excited to see more!



2. The Body

After the reader clicks see more, reward them!

With what?

Value

Value

Value

Be sure to make it skimmable and easy on the eyes.

Nobody likes bulky, big paragraphs.

This is a paragraph to tell you not to post bulky, big p tell you not to paragraphs not to post paragraph to paragraphs.This not to post bulky, big paragraphs.This is a



Use open loops -

For example:

- Adding lots of these (...)
- And some of these (-)

They guide your readers
from one line ...

To the next -

Getting their finger hovering over
the 'like' button before they can
even realize.

3. The CTA / Footer

If the reader's made it this far..

You've got their mind in a choke hold!

Use the CTA to demand something from them or make them take action!



**HERE'S AN
EXAMPLE**

(USING ONE OF MY POSTS)

"Josh, what if I simply don't have stories to tell?"

Me *knowing that I'm about to blow this person's mind:

"Think back, in the past 3 months, I'm sure there is 1 specific date which stands o-"

Client:

"August 21st, at 3:22pm, we got this message from one of our clients - telling us about their recent win..."

...

If you're having trouble finding your story, start with that question.

* Looking back, the past 3 months, which day stood out, and why?

Use that as your storyline starting point.

And remember, a 'story' doesn't have to be a fairy tail with a perfect ending.

It can be:

- Wins
- Mistakes
- Fears
- Habits
- Realizations

You can even make some of it up ...

Just make it interesting and goal-oriented.

Client:

"Josh, what if I simply don't have stories to tell?"

Introduction to grab attention

50

Me *knowing that I'm about to blow this person's mind:

Build suspense

"Think back, in the past 3 months, I'm sure there is 1 specific date which stands o-"

Client:

"August 21st, at 3:22pm, we got this message from one of our clients - telling us about their recent win..."

Give value

Hint at the reader's problem

If you're having trouble finding your story, start with that question.

* Looking back, the past 3 months, which day stood out, and why?

Use that as your storyline starting point.

And remember, a 'story' doesn't have to be a fairy tail with a perfect ending.

It can be:

- Wins
- Mistakes
- Fears
- Habits
- Realizations

Present your solution for their problem

You can even make some of it up ...

Just make it interesting and goal-oriented.

#6

COMMENT STRATEGY

Comments are an important part of LinkedIn -

The best comments are the ones that can be used as a posts

Ones that:

- ★ Add value to the post**
- ★ Thought-provoking**
- ★ Are full of YOUR personality**

Good comment:

Absolutely, **Dina!** Another important thing is to cut out phrases like:

- In my opinion..
- If you ask me..
- If I'm being honest..
- Maybe you should..
- I think you need to..

And other phrases that make you seem less confident in yourself.

You're the expert! People come to you because you're supposed to know what you're talking about.

Even if you're not 100% sure, don't let it show in your wording.

Bad comments:

Hahah

Great share

#7

CONTENT STRATEGY

What's the best thing to do **before**, **during**, and **after** you post?

Before: Comment on other people's posts to 'warm up' the algorithm

During: Reply to comments on your post soon after they're commented. Keep in mind our commenting tactic

After: Keep that commenting cycle going.

Community Building Hack

Find any 2nd or 3rd connections who engaged with your post

Then send them a message like this:



Hey, [first name]! 🙌

Just wanted to shoot you a connect and message thanking you for showing support on my recent post.

Means a lot.

Hoping to continuously support each other!

It's simple but it's extremely effective for community building (recognizing their efforts)

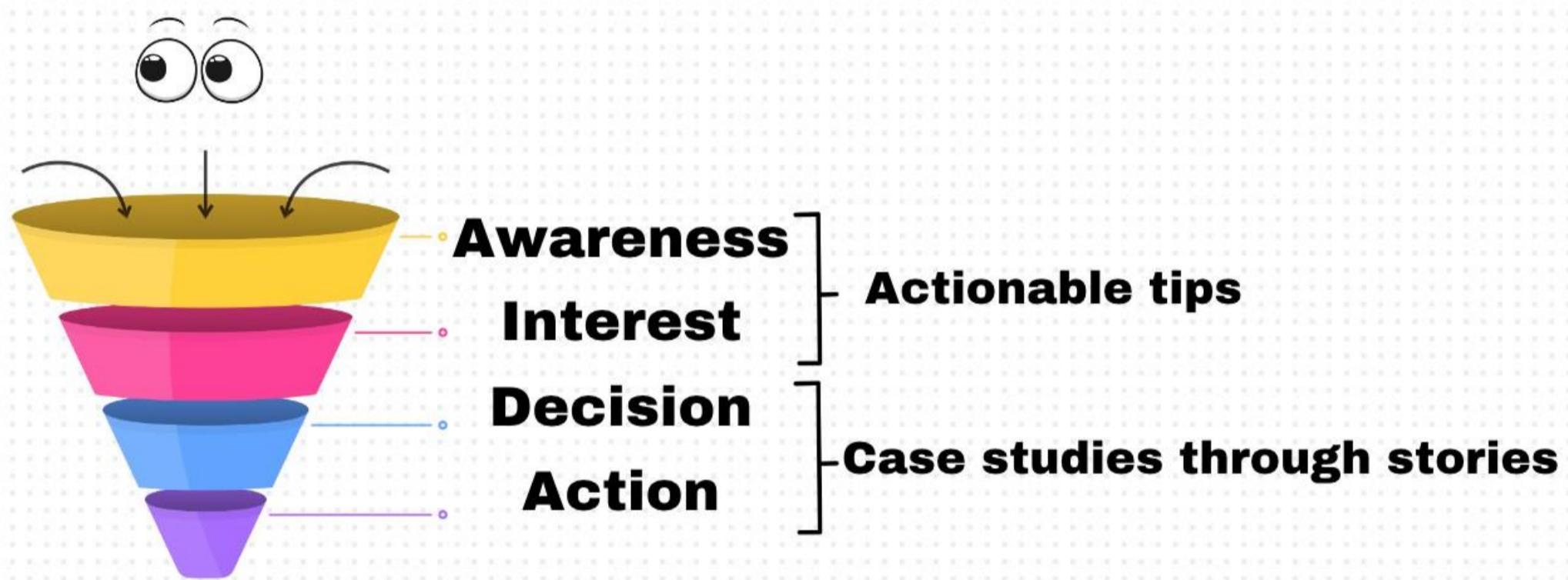


The important thing is to get
yourself seen.

The more people see or
hear about you..

The easier it is for you to
get recognized!

Use this funnel to guide your content:



Top of funnel = actionable tips
Bottom of funnel = grabbing the low hanging fruit through case studies + stories

#8

DM & OUTREACH

People get flooded with spam messages al day .

You want to stand out?

1. Make your message unique, focused and direct
2. Stay away from pitching / selling of any sorts

Remember, this is your **first** impression!

You don't ask your partner
to marry you the minute
you meet them .

(I hope)



Offer some **value** first!

- Free tips and tricks
- Support
- Humour



Here's an example of an outreach DM you could use:

[First name]! 

Really impressed by what you and the team are building @ [Company name].

Also noticed your frequent LinkedIn activity

– That's literally what my day is all about!

Was curious as to what your goals are here?

Why does this work?

-  **Not salesy**
-  **Gets my foot in the door**
-  **Started with their first name and a wave emoji, informal**
-  **Gives me an entry point to showcase my expertise**

#9

FINAL THOUGHTS

IS IT EASY?

NO

IS IT SIMPLE?

WELL ... KIND OF ...

**THINK OF IT THIS
WAY:**

IF IT WAS SO **EASY,
WOULD IT REALLY
BE WORTH IT?**

**... PROBABLY NOT,
RIGHT?**



**FOLLOW THESE FINDINGS AND
FEEL FREE TO SHOOT ME A DM
[@arqamhussain](#) ON LINKEDIN!**

**TO DISCOVER MORE ABOUT HOW
WE CAN [GROW YOUR LINKEDIN
PRESENCE TOGETHER](#)**

