

LINKEDIN STRATEGY MASTERCLASS



 Repost

**What if all your
burning questions
about  content
strategy were
answered in
one place?**



Welcome to your LinkedIn **Strategy** Masterclass!



**ft. Jessie
van Breugel**

7 questions.
2 answers each.
Let's go!



1

What's your example of the **shortest step-by-step LinkedIn content **strategy**?**



The 1/15/50 method

First, optimize **your profile** and **content pillars** in full. Then...





Start simple. Then, build.

There are a zillion things to write about but... You're best equipped to **solve a problem you overcame yourself first.**



Jessie ●
@jessievbreugel

You are building a personal brand whether you realize it or not.

Stuck on how to start?

Give the advice you needed to hear 6 months ago.

8:05 AM · May 10, 2022

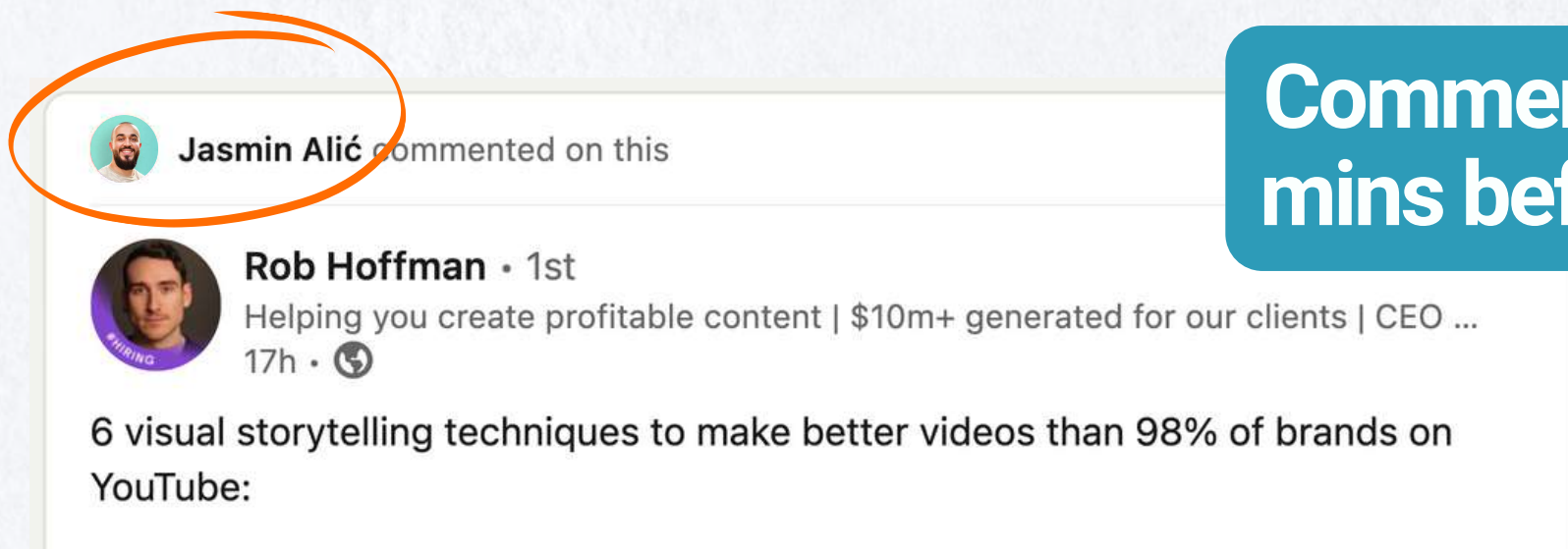


2

**Top 3 ways to increase
engagement on your
LinkedIn posts?**



Prep work. The P.S. And 📌 comments.



Comment for 30-60
mins before posting

(prep the algo)

Add a P.S. to invite
others to engage
in the comments

P.S. Repost if you find this useful 🔄

P.S. How is your LinkedIn strategy different? 📌



Add your own
comment too



Lots of comments, contrast, and curiosity

Engage more

Spend **90% of your time** engaging, 10% creating content.

Contrast catches attention

Don't be afraid to **say something controversial**

Be curious

Don't "just comment". Do it **because you want to learn more.**

3

Top 3 most overlooked things when optimizing your LinkedIn profile?



Featured section that doesn't make you money



Put your booking, digital product, or newsletter links in the 1st place

Featured section with too many links (too many choices)



Max. 3 Featured links with your main offer + supplementary offers

No recommendations



References and social proof



Headline with no prop

Most people forget to state their value prop in the **headline** and end up talking only about themselves

About with no customer focus

Either an empty **About section** or one that rambles about themselves.

Missed Creator More opportunities

Most people use the **Featured section** to promote their "best-performing" content...

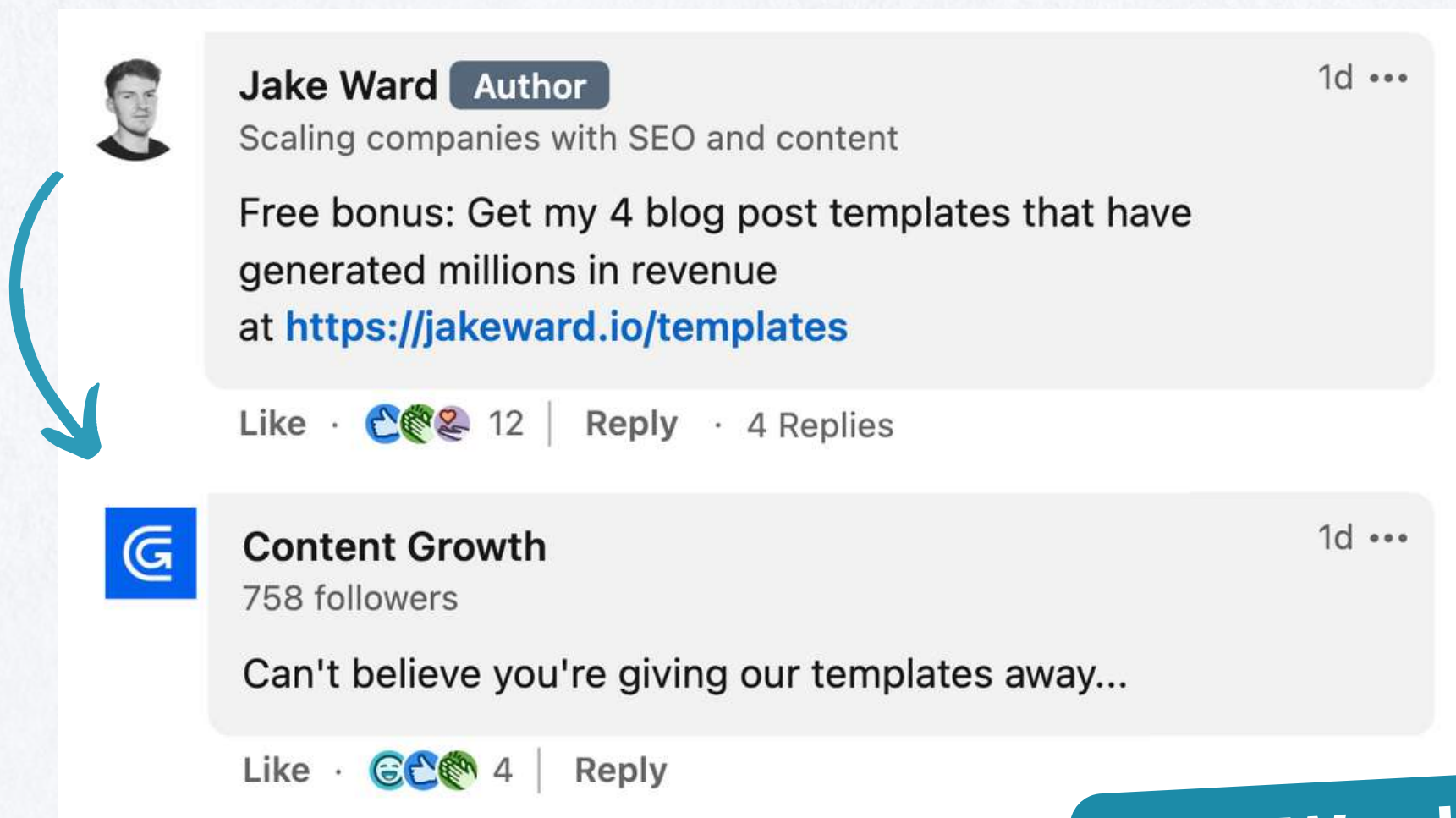
4

How can **Company Pages
drive more engagement?
Also, what to avoid?**



Comment on other Creators' content

Write comments as if you were a Content Creator, not a Company Page

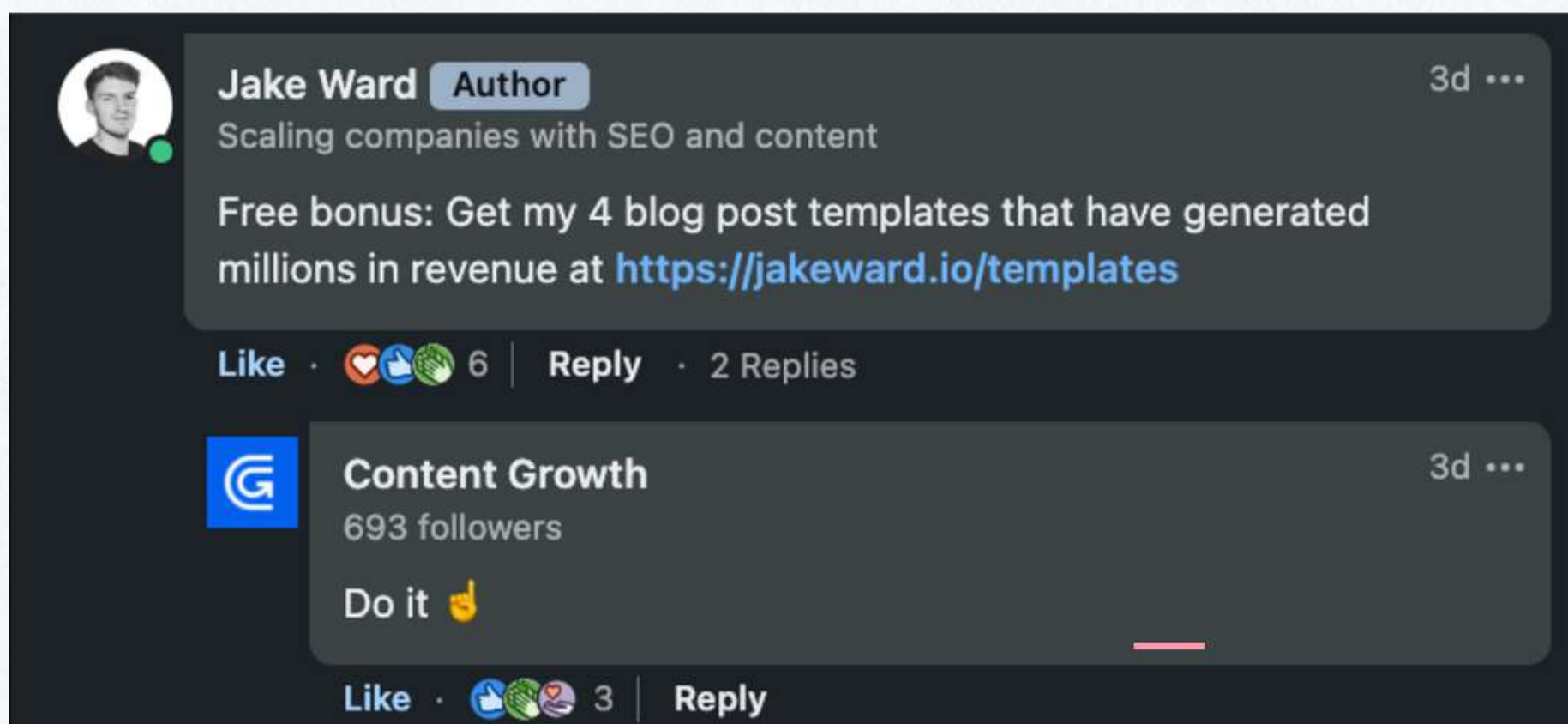


Jake Ward is a master at this



Comment on your personal content too

Reply to your own comments + reply to other comments on your posts



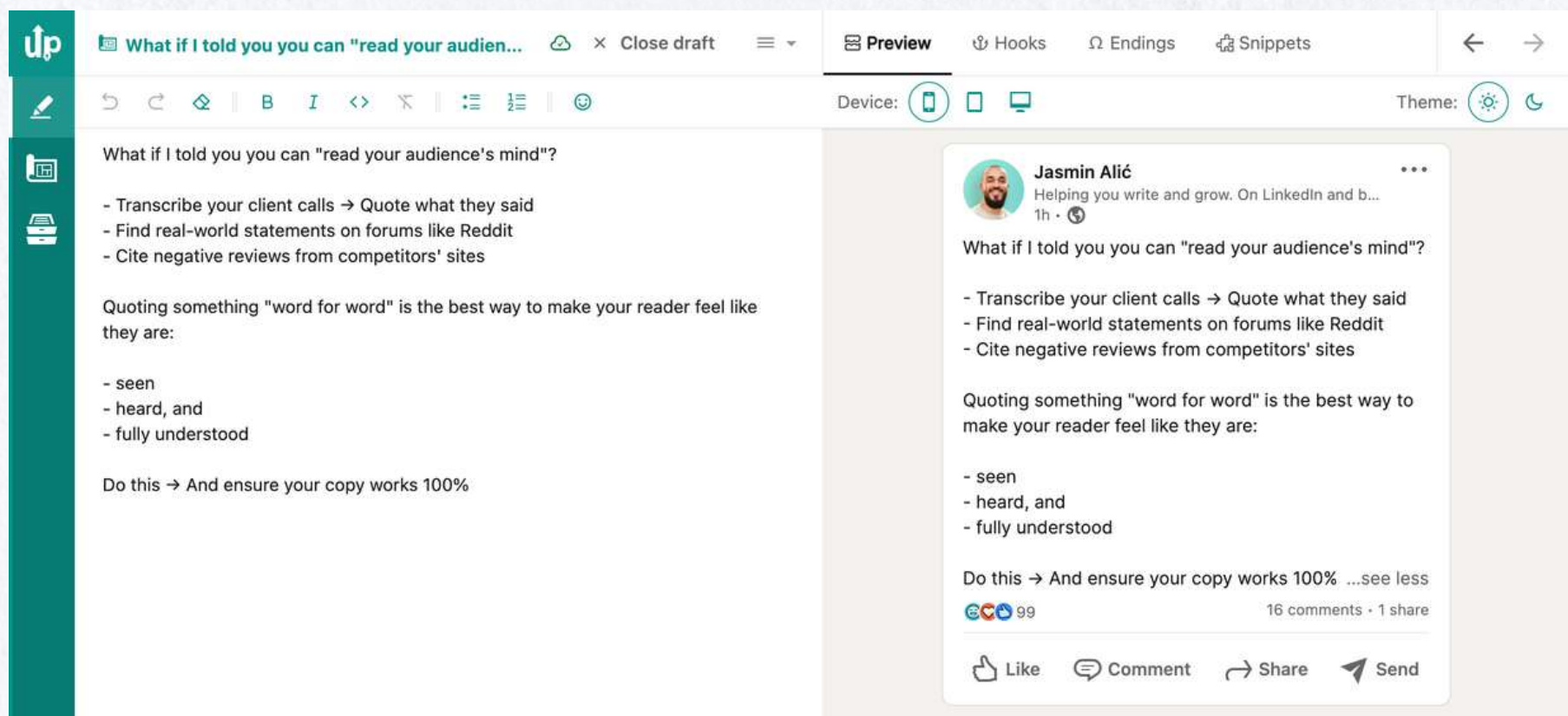
5

What are the go-to tools for creating high-quality + visually appealing posts?



AuthoredUp.com

Aka. the only LinkedIn tool I use



Preview every post
with pixel precision

Post analytics with
engagement breakdown

100+ (really good)
hook templates

+ so much more!



Name a problem and there's a tool to help you solve it faster

Google Docs - writing out long content

Notion - managing and storing content

Canva - banner, carousels, any design

LinkedIn Messaging - ask for feedback
and hear directly from your peers

**Keep it simple, especially if
you're just starting out...**

6

What are the best metrics to look at when measuring LinkedIn success and ROI?



Sales + Engagement

One is for business. One is for authority.

Sales

If you're investing a lot of time into LinkedIn and **not getting any \$ returns**, it might be time to **re-think your approach**.

If you're content **isn't inviting enough** for other people, it might be **time to wonder why?**

Engagement

Perfect example:
Profiles with 100K+ followers but super-low engagement with little to no comments



Your ROI = Your goals



Jessie van Breugel

Content-based selling systems for 6-figure ...

1h •

Most people invest time on LinkedIn for 2 reasons:

- 1) Generating leads or
- 2) Growing an audience

In the first scenario, a simple way to measure the ROI of your efforts is to look at the number of (inbound) leads your content gets you.

Is this number increasing or decreasing each month?

In the second scenario, it can be quite simple too:

Is your audience growing month-over-month?

If so, you're doing great.

(note: either way, growing on LinkedIn isn't a quick fix)



7

**What is your take on
consistency on LinkedIn?
What's the best approach?**



Never post if you're not there to comment

This is my **only** rule on LinkedIn

"Posting and ghosting" means you prioritize quantity over quality

What is the point of posting content if you're not there to engage with your audience?

Stay consistent with "quality posting". Not only "posting".

Consistency?

Providing a valuable experience for your audience. Over and over again.
This doesn't have to mean "daily".



If you ask me, there are 2 types of consistency

Tactical

Pick a publishing time that works best **FOR YOU**

Sit down once a week to map out your ideas

Prepare your ideas before you sit down to write

Mental

Understand your WHY - it's going to suck at times

Know that consistency isn't about being perfect

but sticking w/ a rhythm that works **FOR YOU**



Congrats!

**You're now ready to
take on LinkedIn
like a pro!**



**P.S. Remember
to have fun too!**



**+ Collaborate
with others!**

USEFUL? RESHARE

It's the best thing you can do to help others grow more on LinkedIn :)



Repost



+ Follow

Jasmin and Jessie for
more LinkedIn magic

