

LinkedIn

LinkedIn as a company has biases. I've spoken with Justin Welsh and Tim Denning (LinkedIn masters) and they both stress this.

You WILL have to be a bit more politically correct and self-censor if you want to grow on LinkedIn. Tim Denning has been banned from the platform multiple times for no apparent reason.

However, LinkedIn has the most money flowing on the timeline. People have cash in hand, are used to being pitched, and enjoy improving their professional skill sets.

It is a great place to go if you have a validated product or service and want to send hot traffic to it.

How To Repurpose Your Content For LinkedIn

There are 3 things you will have to pay attention to with LinkedIn in comparison to Twitter:

- Your hook
- The length of your post
- The “Read More” feature

Creating the perfect hook for LinkedIn has more constraints than Twitter. It will take some creativity.

LinkedIn allows for longer posts. You can use this to expand on your Tweets (if you want to) or condense your threads to fit the character limit on LinkedIn posts.

I have been testing writing my Twitter threads on LinkedIn first.

I will write a full post on LinkedIn, then expand on certain parts in a Twitter thread. This will take some creativity as you need to take into account tweet length and structure (for the thread) when you are writing your LinkedIn post.



10 min



1.2x

10-min ⚡ 8 min 15 sec

How To Send Traffic With LinkedIn

You will have to switch your LinkedIn account to a “creator account” if you want to take full advantage of everything we discuss here.

The best way to send traffic through LinkedIn is with comments.

If you include a link in the post itself (like Twitter) the impressions will get throttled. Social media platforms don’t like users leaving their platform.

So instead:

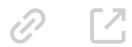
- Include a strong call to action at the end of your posts.
- Tell them that they can find the link to whatever you are promoting in the comment section.
- Use the comment to add nuance and plug the link.

There are also a few nuances to how you can direct traffic with your bio.

The “Featured” section of your profile is a great place to link your newsletter, lead magnets, and / or flagship products.



How To Send Traffic With LinkedIn



6 min



1.2x

6 min ⚡ 5 min 16 sec

How To Leverage Others' Audiences With LinkedIn

From my experience and the LinkedIn experts that I've networked with — almost every share feature is useless.

You will want to focus on getting comments on your posts.

Comments on LinkedIn are the same as retweets on Twitter — that is how you show up on other people's feeds.

As always, I would recommend using the Mastermind group structure from module 2 when you decide to take a new platform seriously (and have the time to do so until the system becomes seamless and integrated).

Digital Economics

5% complete