

I'VE ANALYZED 200+ LINKEDIN CREATORS



Here's what I learned.



Aljaz Peklaj
@aljazpeklaj

SWIPE >>>

Before I set up my Linkedin strategy I did a little research.

Well in fact I've analyzed more than 200 Linkedin creators so far.

Here's what I learned.



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1. They use their Linkedin profiles as landing pages

They know exactly that people scan through their profile before heading to their website.

Let's take a look at some examples.



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Justin Welsh



The Operating System for LinkedIn Creators.

TheOperatingSystem.co



Entrepreneur **VICE** Forbes Trends Makerpad INDIE HACKERS

[in](#) [Bell](#)

Justin Welsh · 1st

The Diversified Solopreneur | Building a portfolio of one-person businesses to \$5M in revenue. Posts & articles about the process.

Talks about #branding, #business, #socialmedia, #entrepreneurship, and #personalbranding

New York City Metropolitan Area · [Contact info](#)

[Grow & Monetize Your LinkedIn ↗](#)

385,179 followers · 500+ connections

 Sara Stella Lattanzio, Ray J. Green, and 114 other mutual connections

[Message](#) [More](#)

Highlights

 1 mutual group
You and Justin are both in Digital Marketing

Featured

Link

GROW & MONETIZE YOUR LINKEDIN ACCOUNT

11,000+ students.




Grow & Monetize Your LinkedIn Account
justinwelsh.me
Join 11,100+ students following the step-by-step plan I've used to go from 0 to 360k followers on LinkedIn.



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Matt Barker

7 Days of LinkedIn Templates & Tips



Join 5,000+ legends that beat writer's block and started posting on LinkedIn.

mattbarkercopywriting.com

[in](#) [Bell](#)

Matt Barker · 1st

LinkedIn Ghostwriting to get clients, not views.

Talks about #copywriting, #freelancing, #linkedintips, and #solopreneurship

London, England, United Kingdom · [Contact info](#)

→ Get 7 Days Templates + Tips ↗

67,684 followers · 500+ connections

 Ray J. Green, Jasna Klemenc Puntar - E-networking Expert, and 49 other mutual connections

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Providing services
Copywriting, Social Media Marketing, and Content Marketing
[Show details](#)

Highlights

 3 mutual groups
You and Matt are both in Small Business Network by Entrepreneurs HQ: Digital Marketing Coaching Social Media SEO Startup Jobs, STARTUP SPECIALISTS NETWORK GROUP Entrepreneurs Business Startups Social Digital Media IT Marketing, and 1 other

 Whiskey WinsDay with Melanie Borden and Jackie Hermes
Matt attended this event
[Message](#)

Featured

Link

7 FREE LINKEDIN TEMPLATES & WRITING TIPS

Sign up: 7 Free LinkedIn Templates & Writing Tips
Matt Barker

Link

GET 30 DAYS OF PROVEN LINKEDIN CONTENT

Course: 30 Days of Proven LinkedIn Content
30 Days of Proven LinkedIn Content

Link

APPLY FOR LINKEDIN GHOSTWRITING

1:1 Service: Apply for LinkedIn Ghostwriting
Typeform

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Sam Browne

STORIES & SECRETS FOR ENTREPRENEURS

Sam Browne 1st

🔥 Zero -> 50k Followers in 1 Year 💥 Stories for Entrepreneurs 🙌 LinkedIn Secrets 🐻

Talks about #business, #linkedin, #digitalmarketing, #entrepreneurship, and #personalbranding

New Zealand · [Contact info](#)

[Get My LinkedIn Strategies](#)

53,975 followers · 500+ connections

Ray J. Green, Terry Heath, and 58 other mutual connections

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Highlights

Coaches Summit 2023 - Nelson - 17-19th Feb
Sam attended this event in Nelson, Nelson

Featured

Link

LINKEDIN STRATEGIES THAT WORK

Linkedin Strategies That Work
Gumroad
Download my best LinkedIn Strategy Posts:
- Getting Started on LinkedIn
- How to Create LinkedIn Carousels...

Link

CONTENT FOR DUMMIES

Linkedin Content for Dummies
Gumroad
One of my favorite methods for generating LinkedIn content ideas is the "Dummies book" method. I call it Content for Dummies.
...

Link

SECRETS OF THE ALGORITHM

Secrets of the Algorithm
Gumroad
An easy-to-follow checklist for making LinkedIn's algorithm work for you.
In this simple guide, I share 17 proven tips for creators based ...



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2. They post on a daily basis.

Posting daily makes LinkedIn know that you are active, which means the algorithm will put your posts in front of bigger audience in the future.



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Ash Rathod

Activity

58,303 followers

✓ Following

Ash Rathod posted this • 1h



Fill in the gaps. (CLUE: It's the same word)

'Purpose' is a load of ----...

...show more

ZINEB LAYACHI and 62 others

37 comments • 1 repost

Ash Rathod posted this • 1d

I've been waiting for this moment.

The release of GPT-4....

...show more

You and 243 others

121 comments • 1 repost

Ash Rathod posted this • 2d

A personal brand isn't 'a nice to have.'

When you lose a client. ...

...show more

218

147 comments

Ash Rathod posted this • 3d



You'll never see anyone post stats like this.

But believe me. ...

...show more

465

216 comments

Show all activity →



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@aljazpeklaj

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Dina Calakovic

Activity

✓ Following

65,068 followers

Dina Calakovic posted this • 1d

A bad post gets me 250 likes.

A typical post gets me 400....

...show more

 You and 481 others

264 comments • 1 repost

Dina Calakovic posted this • 2d

You can never have enough post ideas, even with 64,777 followers.



So leave what you're doing tomorrow at 2 pm GMT,...

...show more

 Ivan Dimitrijevic and 289 others

223 comments

Dina Calakovic posted this • 3d



This writing formula lands 4 & 5-figure deals.

...

...show more

 Matevz Fatur and 523 others

224 comments • 2 reposts

Dina Calakovic posted this • 4d

Confessions of a 64,000-follower Creator:

1. You escape the 9-5 to hustle 24/7....

...show more

 Maša Kofol and 485 others

334 comments • 2 reposts

Show all activity →



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3. They actively engage with other creators' content.

Posting is not enough. Engaging with meaningful comments helps you grow relationships with other creators, including your target audience.



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Jasmin Alić - the king of commenting on LinkedIn.

 Jasmin Alić commented on this

 **Ash Rathod** • 1st
Brand Story Strategist | Consultancy and Client Partner | Storytelling that Shap...
1h · 

Fill in the gaps. (CLUE: It's the same word)

'Purpose' is a load of ---- ...see more



 ZINEB LAYACHI and 61 others

37 comments • 1 repost

 Like  Comment  Repost  Send

 Add a comment...  

Most relevant ▾

 **Jasmin Alić** • Following
Fortune 500 Copywriter & Strategist | Professor of Copywriting | Gro...
1h ...

Why did I keep saying "hokum" all the way through? 😂

Like | Reply

Load more comments



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4. They are authentic when writing content

Finding your unique way of writing content is crucial for standing out from the average.



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Mat Lenhoff

is documenting his journey to 50k followers on Linkedin by writing the amount of time it took him to write each post.



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Here's an example:



Mat Lehnhoff • 1st

Growing my audience to 50K in one platform [LinkedIn]. I write & track eve...
17h •

• • •

This lesson on hooks is probably worth \$1,000:

Make people feel that if they don't read your post they're making a mistake.

Bad example:

"How to comment effectively on LinkedIn."

Good example:

"This comment strategy landed me a \$2,000/month client."

The idea for the post is the same.

But the second gives a clear reason to click on "read more".

It makes the reader feel that if they don't read more they're missing out on something.

Be the person that does the 2nd ;)

P.S: This post took me 10 minutes to write.

I'm starting to feel good about my new content creation process.

Samuel Efe Obrikogho and 109 others

75 comments



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5. They use warm leads on their profile to generate conversions.

It's easier to turn your existing audience in your community that already expressed interest into paying customers, than finding new cold leads.



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Jessie van Breugel



Jessie van Breugel • 1st

Leads through your LinkedIn Content? I can help you achieve that | Realizi...

16h • 5

• • •

Tell me,

How much easier would it be to generate high-quality leads through LinkedIn, if you only focused on this platform?

I know the answer, but do you?

If you:

- are a coach/consultant making > \$10K/month.
- offer a service in the \$1,000+ range.
- have a > 5k audience on LinkedIn.

I might have the blueprint for you.

Send me a DM with the word "LAUNCH" and I flick you over the details.



Matevz Fatur and 70 others

23 comments • 1 repost



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**Want FREE access to my list
of more than 200 Linkedin
creators?**

**Comment "list" on this post
and I'll send you a link!**



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THANKS FOR READING!



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