



35 LinkedIn secrets you need to know



— Fred Melanson — ▶

Engage with the community

Comments on others' posts at least 3x after publishing.

+20%
↳



Fred Melanson



Responding to comments is crucial (20%) but....

✗ Don't be the first to comment on your post.

And -->



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Don't respond to comments too fast

✖ LinkedIn will think you use automated engagements.



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Comment thoughtfully

- ✓ Comments longer than 12 words have more impact on reach.



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 Comments from people tagged increase growth.

BUT

 Any tagged person that does not engage slows down the growth of the post.



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Tell your colleagues to wait

✖ Growth slows down if
your first engagements
are all from colleagues.



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Keep hashtags between
3 and 10
to maximize reach



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X Don't edit posts within
10 minutes of publishing



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Add people to your network

- ✓ New connections will see all your new posts for 2 weeks.



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Content formats that perform well

- Text (20% to 50%)
- Documents (50% to 80%)
- Native videos (20% to 70%)



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Content formats that perform bad X

- Articles (-150% to -250%)
- Text + link (-25% to -50%)
- Youtube (-10% to -40%)



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Click-bait content
gets rewarded 😞

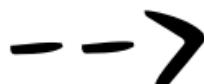
AI Content for Blogs

0 → 660K/mo blog visitors
using AI content at scale



— Fred Melanson — ▶

3 types of post
that reach masses



— Fred Melanson — ▶

"Social" Posts



CC Dakota Quibell and 318 others

139 comments · 4 reposts

— Fred Melanson — ▶

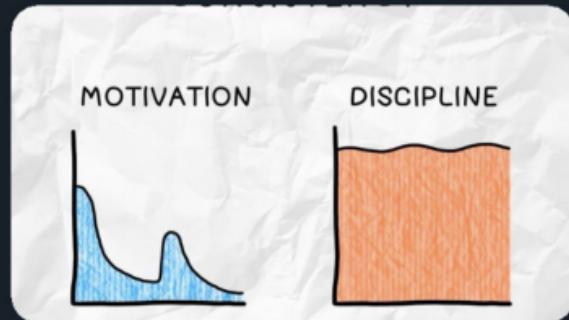
Concepts explained visually



Andrew ✅
@andymewborn

10 visuals that will make your life and mindset better:

1:



— Fred Melanson —

In-depth research



MATT GRAY

@matt_gray_

In 2021, I closed \$2,964,500 in deals.

Most people make sales too complicated.

Here are 10 tactics (you can steal) to be a rainmaker:

3k Likes 535 Retweets 107 Replies



Taylor Gendron and 10,059 others

931 comments • 737 reposts

— Fred Melanson — A hand-drawn style signature for Fred Melanson followed by a right-pointing arrow.

Quality > Quality

💡 Engagements on your last 10-15 posts impact your reach.



— Fred Melanson — ▶

Slide in DMs!

DMS increase likeliness of recipient seeing your next posts.



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Bad posts die
faster. But...



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Viral posts stay
longer (1-2 weeks)
and will be seen
multiple times in
someone's feed!



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Consistency is key

Reach drops 30% if you go from posting 2+ times a week and stop for more than a month.



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Big influencers are getting less reach 🤢, while smaller accounts have more reach 👍.



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But wait. There's
one Silver bullet 

None of the prior insights
will matter if you don't ... 



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Create content that is
unique is valuable to your
audience.



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The content monopoly strategy.

If your content had to be the best on one very specific subject, what would it be?



Fred Melanson



Read tmrw's High
Intent drop 💣 for
secrets 25-35 +
downloadable PDF of all
35 tips!



highintent.substack.com

LI pros to follow!

Part of the tips shared came from their research, so make sure to follow them.



Richard Van Der Bloom



Devin Reed



Liked
these tips?



Comment

&



Like