

# 8 Ingredients **OF THE PERFECT LINKEDIN POST**

Get ready to cook  
some awesome content!





# #1 - INCLUDE A SCROLL STOPPER

The average LinkedIn member will scroll for **less than 2 minutes**, seeing **only 16 posts**.

Make sure you have something to **catch** their attention. Picture(s), different font, a visual.



## #2 - TRIGGER IN THE FIRST 3 LINES

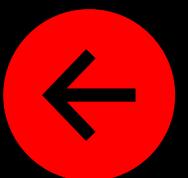
Questions, bold statements, a quote. Make sure you **spark** the curiosity of the reader to click on “**see more**” as this already will grow your audience



# #3 - HAVE BETWEEN 12 AND 16 LINES OF TEXT

The best performing posts have between 1.200 and 1.600 characters.

**Dwell time** is still important, relevance is key, keep the reader engaged.





## #4 - USE TAGS WISELY

Tag people and companies when it's in **their benefit**, not only in yours.

**Unanswered tags have a negative impact on your reach.**





## #5 - USE HASHTAGS

Ideally between 3 and 5.  
Position - included in the text, or at the bottom of your post - does **not** influence reach.

**Mix** unique ones with the hashtags that have a lot of followers





## #6 - A CTT OR CTF INCREASES ENGAGEMENT

Goodbye Call-To-Action (CTA)!  
Hello Call-To-Think (**CTT**) or  
Call-To-Feel (**CTF**).

Make people **think** and **feel**  
about their needs and how you  
could offer a solution.



# **#7 - CREATE AND USE A LINKEDIN SIGNATURE**

**Build and Grow your  
Community with every Post.**

Ask people to ring your bell,  
follow your profile or hashtag.

Include this **signature** at the  
bottom of each Post



# #8 - STICK AROUND AFTER SERVING YOUR POST

Engage with at least 3 Posts of others, respond to all the comments you receive in the first 15 minutes.

Add a comment of your own after 1 hour.



# #Follow #Connect

I am **Richard**.

Trained over 250.000 professionals

Worked with over 800 companies in more than 30 countries

Liked the post?

Follow or Connect with me.  
Ring the Bell on my Profile

+10 million views on LinkedIn in 2022.





RICHARD VAN  
DER BLOM

