

# The Art of Building Your Tribe

*A little bit of inspiration + A LOT of practical tips...*



Jan, a.k.a. **YourChinaGuy**, is featured on the LinkedIn Power Profiles List 2018 as one of the most viewed and engaged members of LinkedIn China. Jan used the power of social media (mostly LinkedIn) and community to scale Startup Grind to around 100 cities in Asia (25 in China). He is also the creator of **The Dinner** - exclusive networking events in China and around the globe, and Co-Founder & Partner of **5X Ventures** - VC arm focusing on hardware investments.



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CEO | Sinovation Ventures

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Founder and CEO | VIPKid

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Jan Smejkal

Founder & Chief Connector | The Dinner  
Former China & APAC  
Community Director | Startup Grind

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**SLUSH**

**gcuc**

**TEDX**

**unbound**

**GA GENERAL  
ASSEMBLY**

**m<sup>2</sup>C**

 **STARTUP  
WORLD CUP  
& SUMMIT**

**Startup  
GRIND**





“You are all around great guy with the ability to get stuff done. You won’t get lost in life. It’s just a matter of time.”

- Mentor/friend of mine



**POSITIVITY**

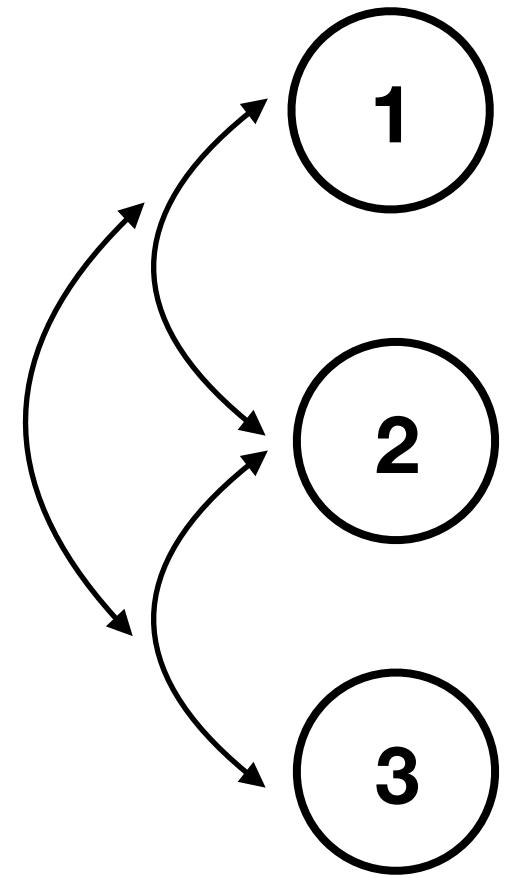
**INTEGRITY**

**INTEGRITY**

**Tribe = Community**

*“We all belong to a community, but most  
of us are passive recipients and not  
active creators of **value**.”*

**How do I create a community or  
contribute to one?**



## **WHY**

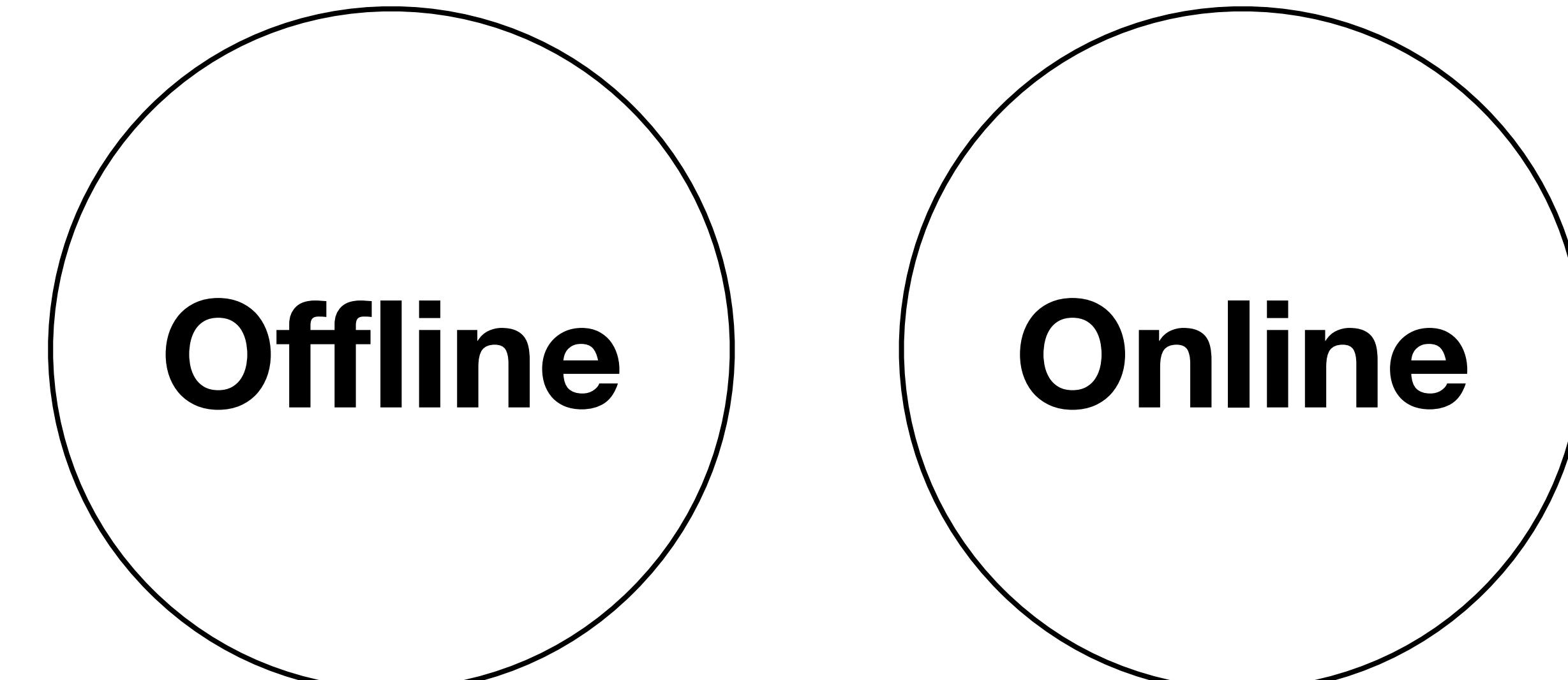
*Have a good enough reason and think long-term.*

## **WHAT / FOR WHO**

*What's the value and do your “customers” find it valuable?*

## **BE CONSISTENT**

*Keep showing up!*



**Offline**

**Online**



# LinkedIn 101

*You can replicate these on other social media as well.*

## 1. PHOTO

400 x 400 pixels

LinkedIn says that profiles with profile photo receive 21x more profile views.



## 2. TITLE

Make it interesting.

"I'm obsessed with bringing people value."

"I help people find the best AI talent."

The title is crucial as it's one of the very first things people will see when you send out connection requests.

Jan Smejkal 杨洪哲

#YourChinaGuy | The Dinner | Co-Founder & Partner at 5X Ventures | LinkedIn Power Profile 2018

Shenzhen City, Guangdong, China

Add profile section ▾

More...

The Dinner

Peking University

See contact info

See connections (500+)

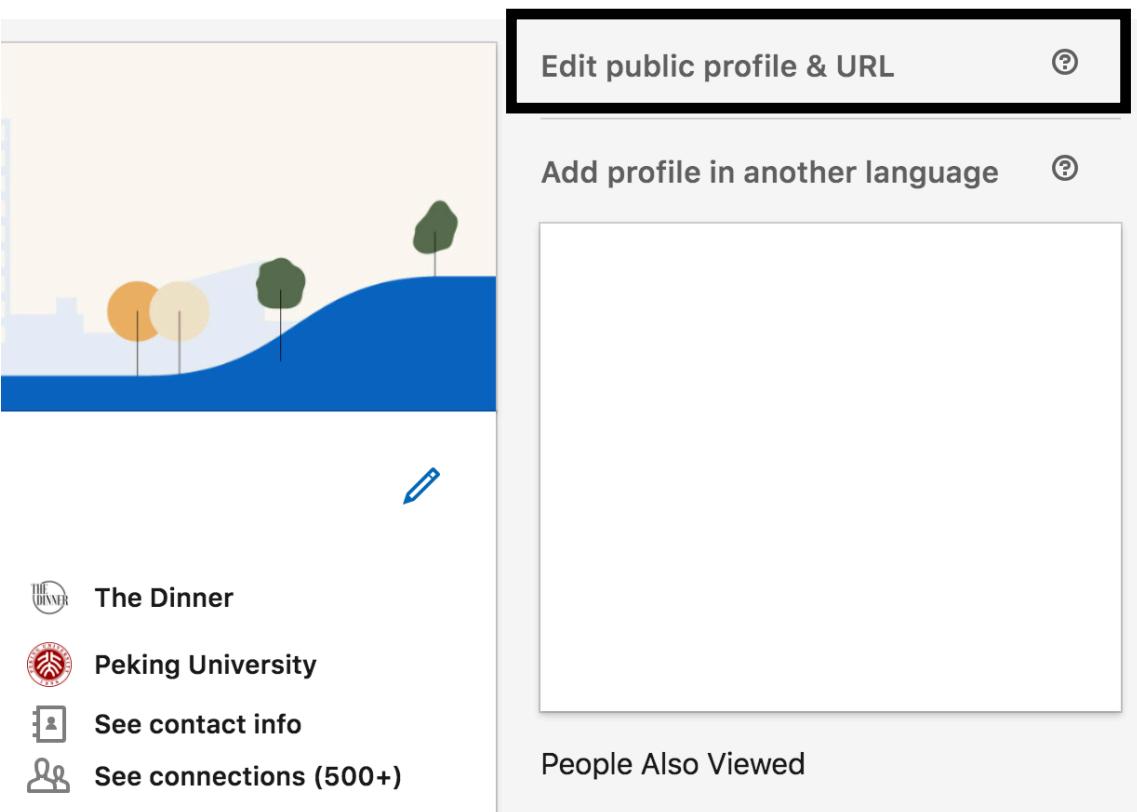
## 3. BANNER

1,584 x 396 pixels

Amplify your message. Increase your creditability.

## 4. CONTACT INFO

Add your websites. Social media profiles. Ways to reach you.



## 5. LINKEDIN URL

Look more professional. Amplify your message.

## 6. EMPLOYMENT HISTORY

LinkedIn still serves as your online CV. Take advantage of it. Describe your experience, create nice company profiles, add relevant pictures/media to look even more professional.

### Experience



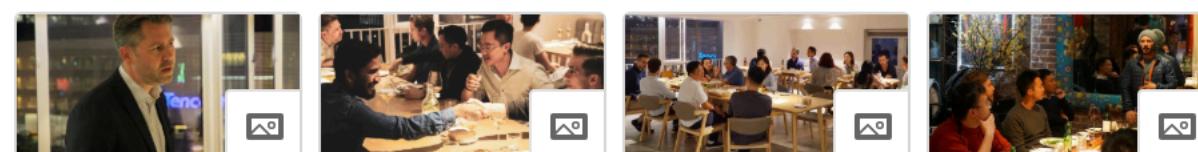
#### Founder & Chief Connector

The Dinner

Jan 2018 – Present · 1 yr 1 mo  
Shenzhen, Guangdong, China

The Dinner is an exclusive networking concept that brings together world-class entrepreneurs and ecosystem builders from all around the world to learn more about Chinese and international business environments. The Dinner(s) usually take place in Shenzhen (China) and a few selected cities globally.

The Dinner(s) have been attended by people from companies like: IDG Capital, Sequoia Capital China, Index Ventures, Tencent, HTC, DJI, J.P. Morgan, SOSV, Bullpen Capital, and many others.... See more



#### Startup Grind

3 yrs 3 mos

#### China & APAC Community Director

Aug 2016 – Sep 2018 · 2 yrs 2 mos  
Shenzhen City, China

Startup Grind is the largest entrepreneur community in the world (400+ cities in more than 120 countries) and my responsibility is to grow the presence in China, Asia Pacific and beyond.

As the only full-time employee of Startup Grind in the region, I:... See more



#### Shenzhen Chapter Co-Director

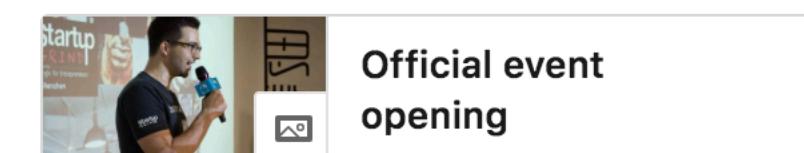
Jul 2015 – Jun 2018 · 3 yrs  
Shenzhen City, China

Building an active startup community in one of the most vibrant cities in Asia together with successful founders, innovators, and educators.

- Managed events, operations & sponsorships... See more



Interviewing Derek Andersen



Official event opening

## 7. SETTINGS & PRIVACY

Make sure that your profile and the information you wish to be public is fully visible. It should be by default but it's worth checking it when you work on your LinkedIn profile.

The screenshot shows a LinkedIn profile page for Jan Smejkal. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar, there is a banner for the IoT conference Europe. The main profile area features a large circular profile picture of Jan Smejkal, who is wearing glasses and a grey t-shirt with 'YOUR CHINA GUY' printed on it. His name, 'Jan Smejkal 杨洪哲', is displayed in bold black text, followed by his LinkedIn handle '#YourChinaGuy'. Below this, his bio reads: '#YourChinaGuy | The Dinner | Co-Founder & Partner at 5X Ventures | LinkedIn Power Profile 2018 Shenzhen City, Guangdong, China'. There are two buttons at the bottom of this section: 'Add profile section ▾' and 'More...'. To the right of the profile picture, there is a sidebar titled 'ACCOUNT' with a 'Settings & Privacy' button highlighted with a black border. Other options in the sidebar include Language, NEED HELP? (with Open Quick Help), MANAGE (with Posts & Activity, Job postings, Company: The Dinner, Company: Lean Venture Partners, Company: 5X Ventures, Company: LinkedInForExecs), See contacts, and See connections.

## 8. RECOMMENDATIONS

I have never really paid a lot of attention to recommendations but it may be useful for you if you're in search of initial creditability.

You should ask people to give you China specific recommendations.

### Recommendations

[Received \(3\)](#)    [Given \(7\)](#)



**Surya Pramod**  
“Design Thinking  
Specialist | Technophile |  
Innovation Strategist”  
September 12, 2018, Surya  
reported directly to Jan

[Ask for a recommendation](#)



Finding people like Jan is difficult these days for people like me who are constantly looking to grow, innovate and solve noble problems in the world. Jan is the most generous and humble person I have ever met, while the support he has given to me is worth a million. I recommend Jan as one of the most ... [See more](#)



**Oliver Petrus**  
Associate Product  
Marketing Manager at  
Google  
April 9, 2016, Jan worked with  
Oliver in the same group

I had the pleasure of working alongside Jan in Foodpanda CZ&SK for 5 months. During this time, I was constantly amazed by his personal energy, can-do mentality and eye for perfection. If you have an exciting project and need somebody who can kick-start it the right way, this is your guy.

[Show more ▾](#)

# **Connections**

## 1. CONNECTIONS

You can only add 30,000 connections.

Quality is more important than quantity.

You should only add connections you can bring value to, or those that can bring value to you.

More connections doesn't necessarily translate into more views, engagement, etc.

Be smart and thoughtful about add more connections.

limit

## FOLLOWERS = CONNECTIONS + FOLLOWERS

no limit

### Articles & activity

9,582 followers

[Manage followers](#)



#### The Truth About Community Builders



Jan Smejkal 杨洪哲  
Published on LinkedIn

"You're JUST a community builder..." I've seen and received similar message many times already. I don't take it personally. I don't care. But I still think it's worth talking about it. Let me ...[see more](#)

20 Comments

[Like](#) [Comment](#) [Share](#)

[See all articles](#)



#### Finally back in Prague for a few days! Taking advantage of having...

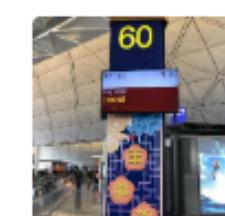
Jan shared this

15 Likes • 2 Comments



#### Thank you buddy!

Jan replied to a comment



#### Thank you Alberto!

Jan replied to a comment

1 Like

[See all activity](#)

## 2. HAVE STRATEGY

You can only add 30,000 connections.

If business development is your main goal, treat LinkedIn like business development tool (not a social media).

# **Tactics for posting**

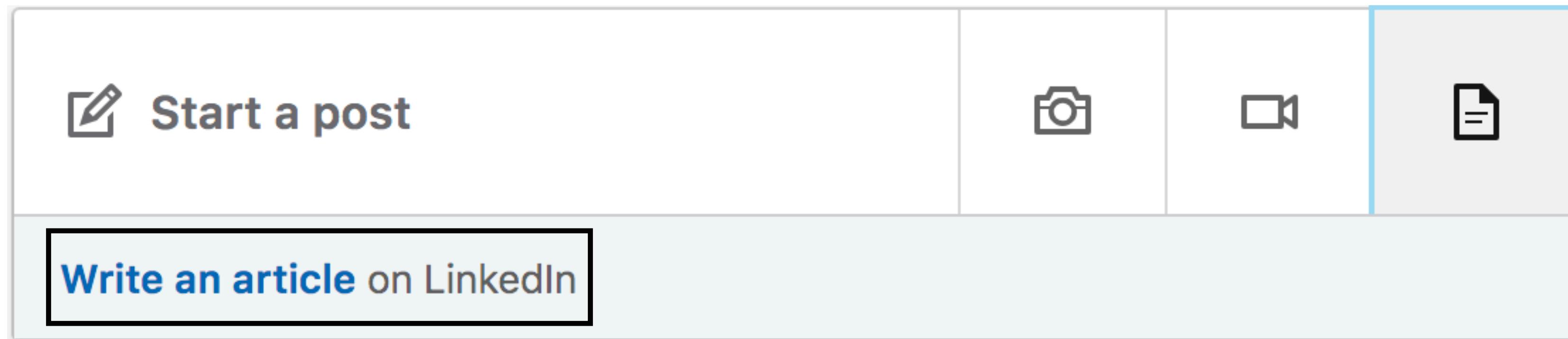
## PRO TIP

If you want to take LinkedIn seriously you have to **post every single day, including weekends.**

## POSTING ON LINKEDIN

1,300 characters.

You can add picture (or multiple pictures), video (up to 10 mins in length), or document (i.e. PDF format).



## WRITING ARTICLES ON LINKEDIN PULSE

LinkedIn Pulse is LinkedIn's own publishing platform.

You can write long-form articles, start a blog on LinkedIn, or repurpose your existing content from your company blog on LinkedIn.

## ENGAGE

If people interact with your content (=comment/share), you have to engage as well.

LIKE and COMMENT to every comment or share of your stuff.

Like other people's posts, comment, and engage in the conversation.

WHY?

Ripple effect.

More engagement brings even more engagement (=views).

If you interact with other people's content, you're getting yourself a free additional exposure (outside of your current circles).



**Finally back in Prague for a few days! Taking advantage of having...**

Jan shared this

15 Likes • 2 Comments



**Thank you buddy!**

Jan replied to a comment



**Thank you Alberto!**

Jan replied to a comment

1 Like

[See all activity](#)

### PRO TIPS

When you engage, always focus on bringing people value.

Tag people in your posts (be strategic, don't spam).

## WANT TO GO VIRAL?

5) Downloaded a public transport app and in 5 minutes bought a bus ticket to get to the city center for €2.2 which takes 30 - 45 mins depending on where you have to go.

The only suggestion I have is to let people clearly know which app they can use to buy bus tickets. If my friend didn't tell me, I'd have a hard time figuring that out. Also, the app only accepts Visa and MasterCard, so Chinese travelers with UnionPay have to buy a ticket else where.

6) Oh, and everybody speaks English and is nice even before 6am in the morning.

Seems Finns do something very well here and we all should learn from them. 

#yourchinaguy

2,516 Likes · 151 Comments

 Like  Comment  Share

Top Comments ▾

Likes



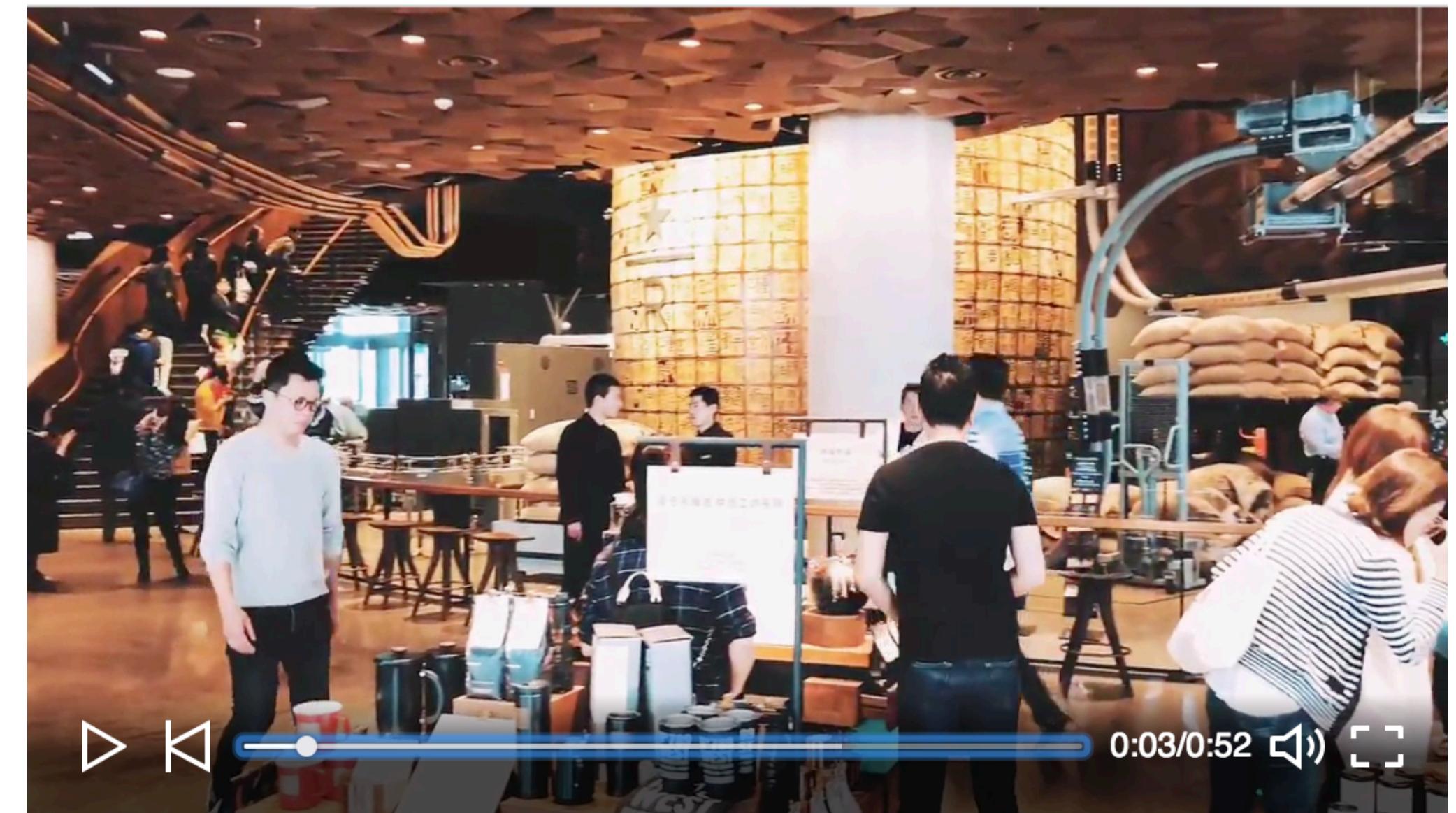
161,463 views of your post in the feed

Short posts work. **Video.**

China proved the power of its consumers and scale yet again.

#yourchinaguy #China

Eva Xiao Ashley Galina Dudarenok Matthew Brennan Kyle Ellicott Bay  
McLaughlin String Nguyen Marek Kois Lukas Hlavac

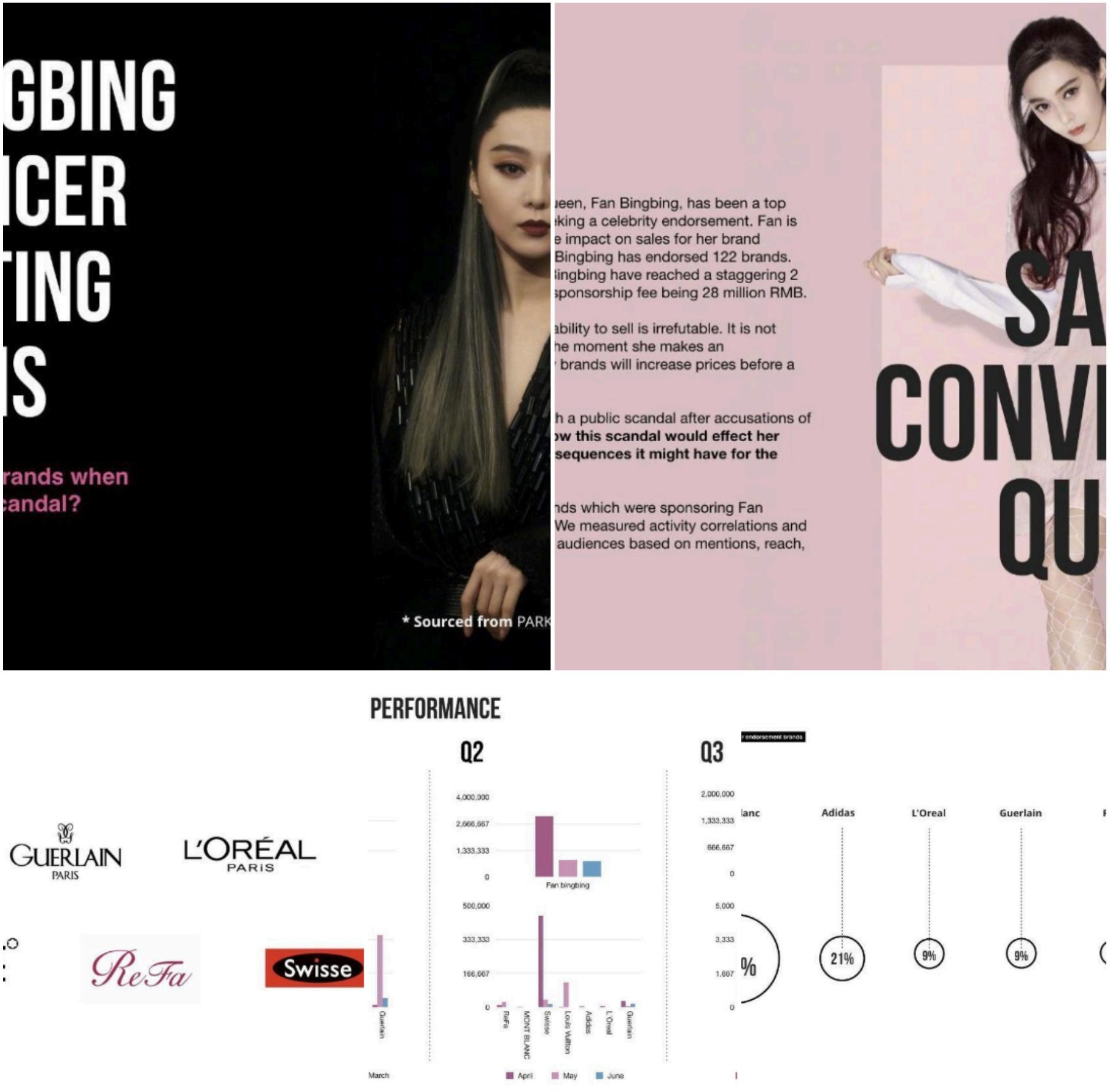


261 Likes · 45 Comments

Do you want the full report?

Say "I want the report" in the comments and I'll send you the whole report.

#marketing #branding #china #luxury #beauty #fashion #influencers  
#influencermarketing #aftereffects #celebrity



## PRO TIP

Bring people value!

Create a report and ask people to comment if they'd like to get access.

Your image posted on December 2, 2018 1,300 comments

166,352 views 25 reshares



328 people from L'Oréal viewed your post

EY	290
Accenture	256
Amazon	206
HSBC	173
Moët Hennessy	156
The Estée Lauder Companies Inc.	149
Google	147



10,602 people who have the title Salesperson viewed your post

Marketing Specialist	4,184
CEO / Executive Director	3,925
Founder	2,964
Business / Corporate Strategist	2,588
Consultant	2,234
Operations Specialist	2,051
Project Manager	1,984



4,880 people viewed your post from Shanghai City, China

Paris Area, France	3,204
Sydney, Australia	3,102
London, United Kingdom	2,442
Melbourne, Australia	2,277
Greater New York City Area	1,691
Beijing City, China	1,371
San Francisco Bay Area	1,164
Amsterdam Area, Netherlands	932

# **Content Strategies**

## CONTENT PILLAR

Content that you or your company already produce or should produce (it's 2019!).

Videos (vlog), reports, blog, long-form articles, keynotes, podcast, etc.

## *CONTENT PILLAR*

## DISTRIBUTION

LinkedIn groups, tag people, engage, reach out to people who may be interested in your content.

VALUE, VALUE, VALUE!

## MICRO CONTENT

Long-form articles into posts (LinkedIn articles).

Video clips, keynotes into short LinkedIn videos (max. 10 minutes per LinkedIn video).

Reports cut into pieces and shared as posts, articles, etc.

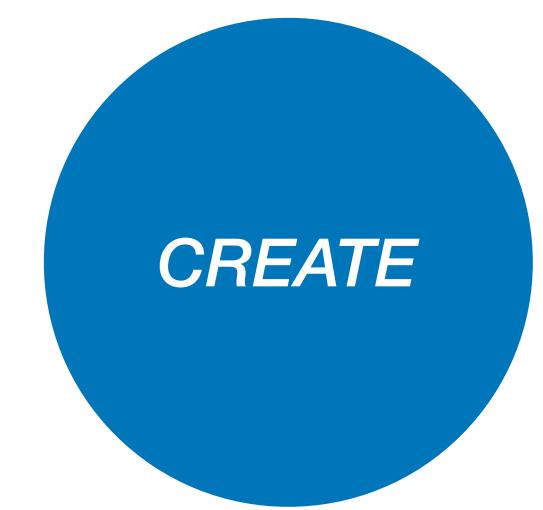
## *DISTRIBUTION*

## *REPURPOSE INTO MICRO CONTENT*

***ESTABLISH PILLAR CONTENT***  
*(if you don't have one already)*

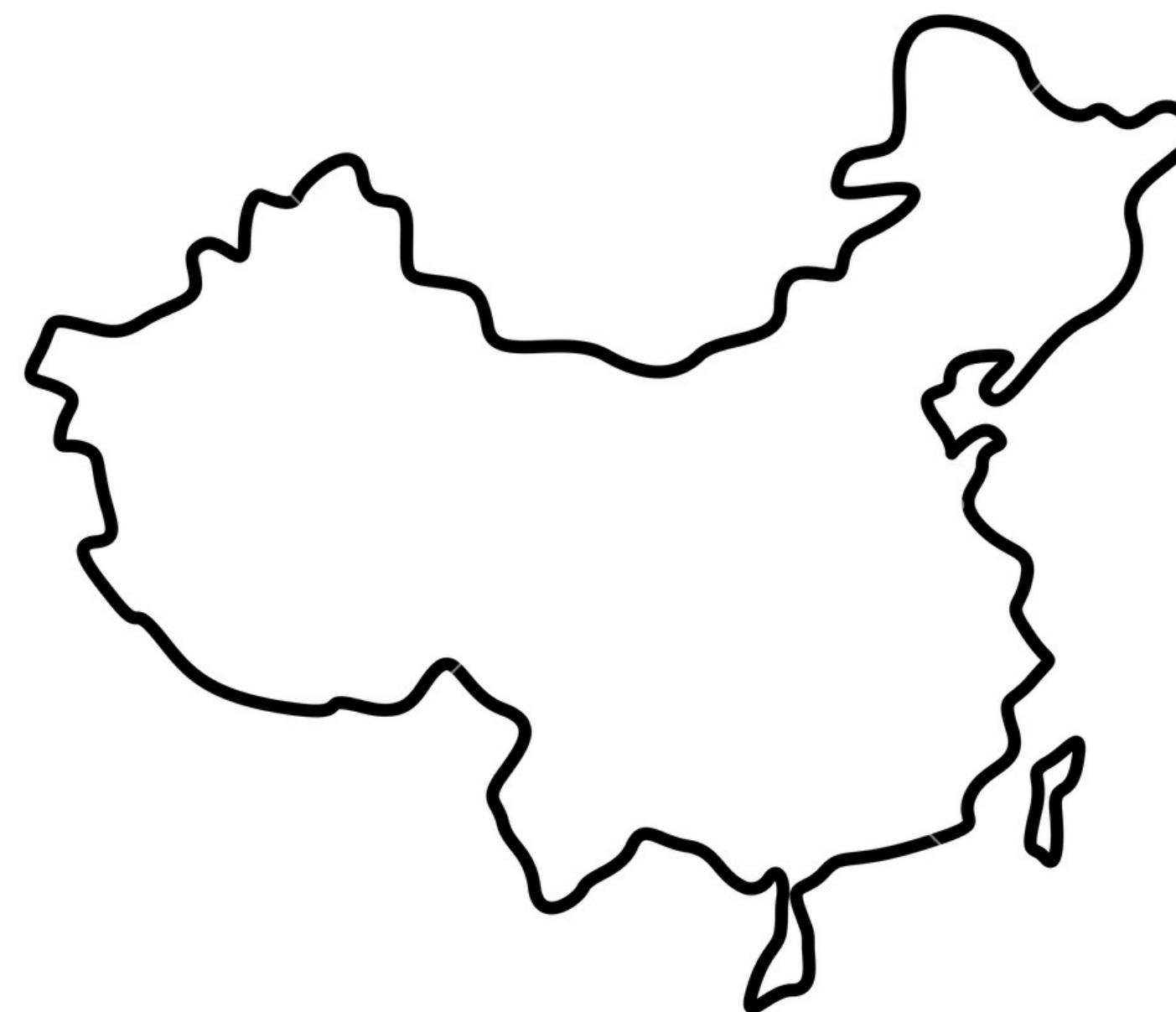


OVER



# **CHINA IS HOT, TAKE ADVANTAGE OF IT**

Reports, infographics, facts, etc.



# **Collaborate**

# How can I help?

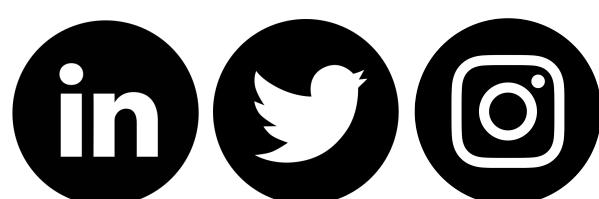
*LinkedIn*



**Email:** jan@yourchinaguy.co

**Website:** www.yourchinaguy.co/work-with-me

@YourChinaGuy



# Q&A