

I've spent **37 hours** studying
JASMIN ALIC

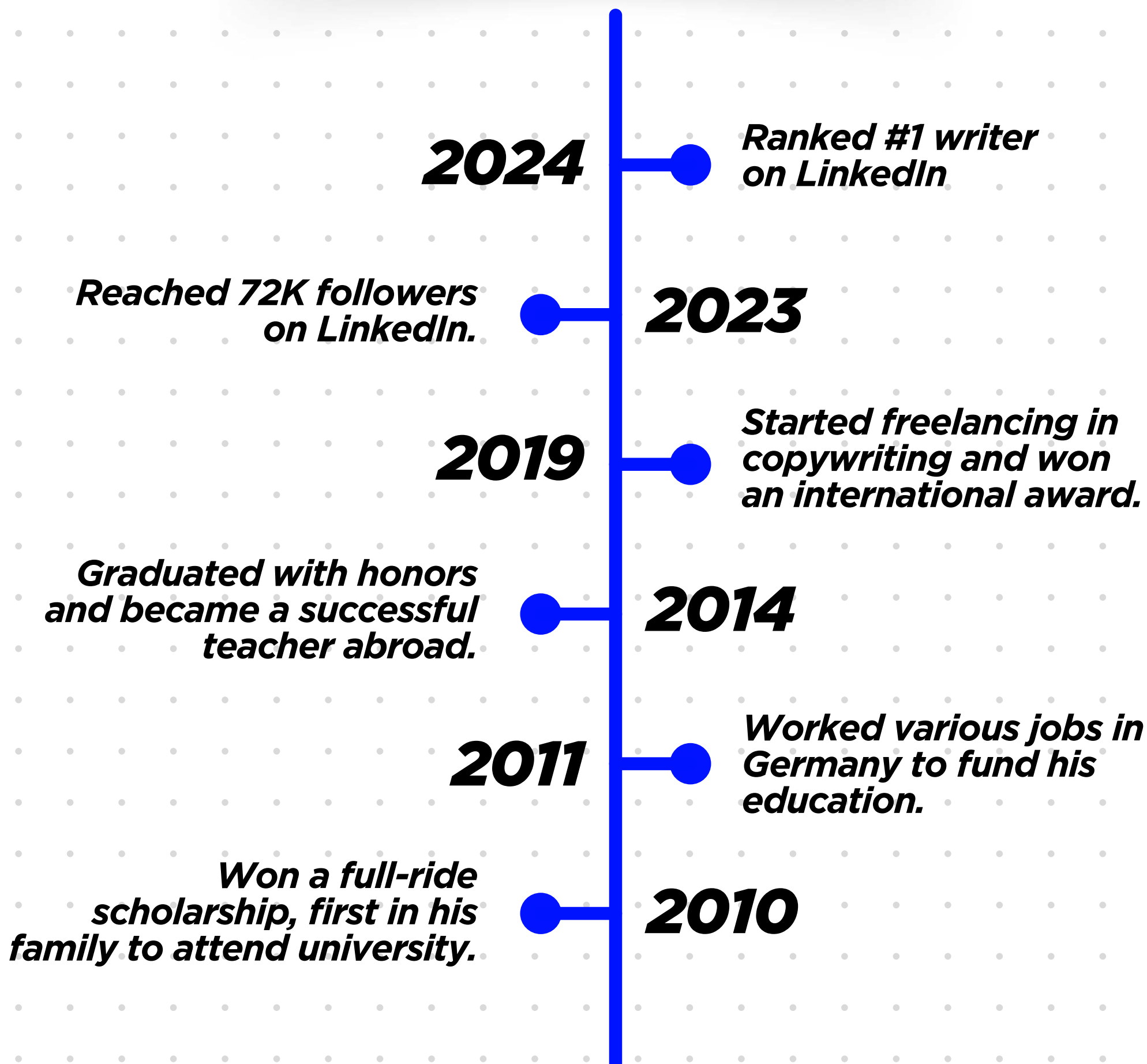


Here's what I learnt:

(about LinkedIn growth)



Jasmin's Story



Lesson #1

The hook is 90% of a good LinkedIn post.



Jasmin Alić • 1st

Growing the best brands & businesses on LinkedIn™

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If you're new on LinkedIn, I need to talk to you.

The first few posts will suck.
The first few months will suck.
You won't get many comments.
You won't get much engagement.
Clients will not "magically" appear.
You will need to spend TIME on here.
You'll write posts that aren't "perfect".
You'll most likely have a slow period too!

***“Ask yourself: What's the one thing that I want my reader to learn from this post?”
- Jasmin Alic***

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Why it works:

01

Directly addresses the reader.

02

Calls out Jasmin's target audience.

03

Creates curiosity and a sense of urgency.

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Lesson #2

The re-hook retains reader attention.



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***“Attention means nothing without retention.”
- Jasmin Alic***

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Why it works:

01

**Creates instant
relatability.**

02

**Challenges the
reader's expectations.**

03

**Creates anticipation
for a solution.**

 **Repost**



Lesson #3

Formatting makes it impossible to look away.

You won't get many comments.

You won't get much engagement.

Clients will not "magically" appear.

You will need to spend TIME on here.

You'll write posts that aren't "perfect".

You'll most likely have a slow period too!

You'll most likely want to quit way too soon.

You'll 100% want to add random connections.

That feeling of being "seen" will be super scary.

But experiencing being seen will be rewarding.

My message to everyone reading this today:

Embrace the "slow" and "scary" beginning.

Embrace the high & low platform periods.

Ditch the fast, templated hacks for now.

Accept the fact that this is a "journey".

Show up daily the next 6-12 months.

***"90% of readers nowadays "skim" posts."
- Jasmin Alic***

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Why it works:

01

Formatting guides the reader's eye.

02

It's unique and visually appealing.

03

It symbolises a progressive journey.

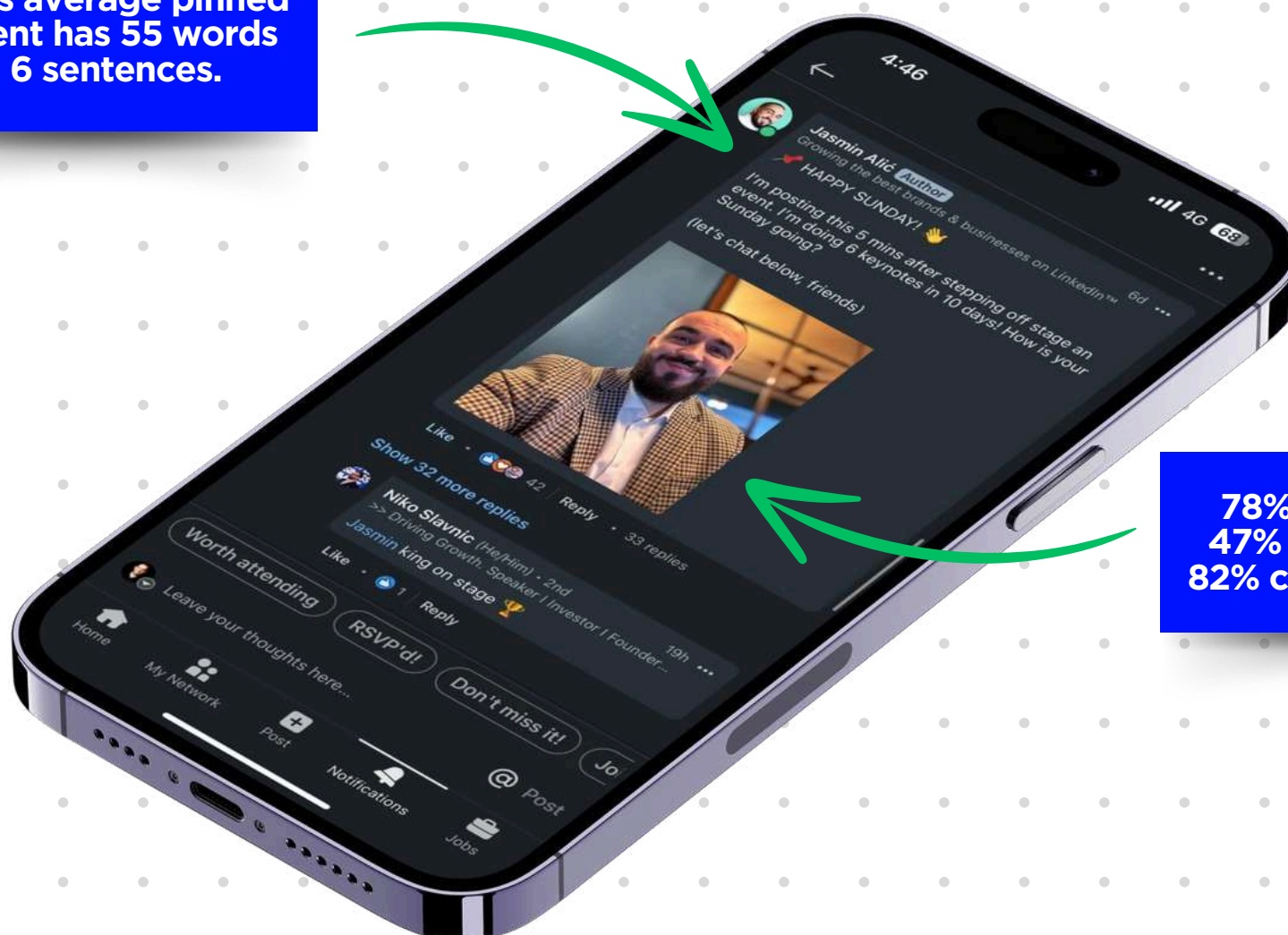
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Lesson #4

Use 3-7 'pinned' comments to maximise engagement.

Jasmin's average pinned comment has 55 words and 6 sentences.



78% contain CTA's
47% contain images
82% contain questions

***"Comments are the greatest growth
"hack" on LinkedIn."
- Jasmin Alic***

 Repost



Why it works:

01

Each drives engagement and 'dwell time'.

02

Images & questions add authenticity.

03

They start new conversations.

 **Repost**



Lesson #5

Write to one reader (use the “Dear Son” tactic).



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Send these 3 words to someone on LinkedIn today:

"I appreciate you" + add "for ..."

Trust me, it's the fastest way to expand your network, and find new clients, jobs, gigs... and friends. ❤️

The perfect DM strategy doesn't exi... Yes, it does.

Happy DMing, friends!

***“It’s not about writing to millions. It’s about writing to one as if they’re worth 1 million people to you.”
- Jasmin Alic***

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Why it works:

01

Makes the content feel personal and intimate.

02

Makes the message feel relevant and specific.

03

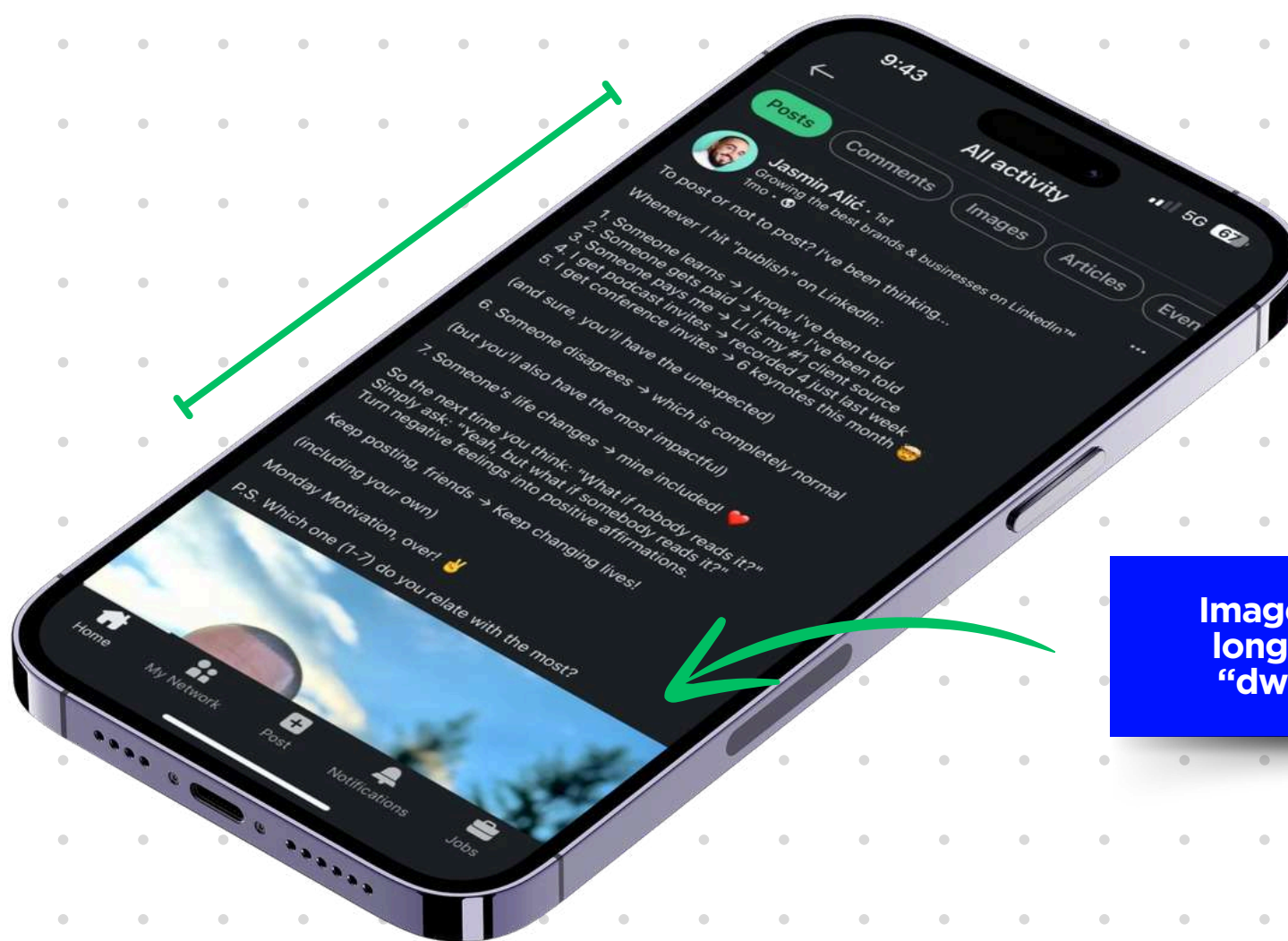
Makes the message clearer.

 Repost



Lesson #6

Fit your post to the reader's screen.



Images prompt longer viewer "dwell time".

***"Minimise the 'swiping' for your readers."
- Jasmin Alic***

 Repost



Why it works:

01

Presents immediate visual Impact.

02

Makes it easier to digest.

03

Makes it easier to engage with.

 **Repost**



Lesson #7

**Give everything away
to your audience.**



***“The more you give here, the more you earn.”
- Jasmin Alic***

 Repost



Why it works:

01

Builds trust and loyalty.

02

Positions you as an authority.

03

Generosity creates goodwill.

 **Repost**



Lesson #8

Add a 'P.S' at the end of every post.

"I feel so much more confident in my writing now"

"Your human approach to writing is everything"

"Man, I've been overcomplicated everything!"

Message received.

You wanna optimize your posts for the algorithm? Do it. But never forget WHO you're actually writing to.

You're not writing to machines → You write for humans.

H2H = Human to Human ❤️ Best niche ever!

P.S. Comment H2H or repost my post 🔄 if you want access to my exclusive LinkedIn Storytelling workshop!

***"You're not writing to machines.
You write for humans."
- Jasmin Alic***

 Repost



Why it works:

01

Prompts readers to engage.

02

Feels conversational and personal.

03

Calls out readers who 'skim'.

 **Repost**



Summary

01

The hook is 90% of a good post.

02

The re-hook retains reader attention.

03

Formatting makes it impossible to look away.

04

Use 3-7 'pinned' comments to maximise engagement.

05

Write to one reader (use the "Dear Son" tactic).

06

Fit your post to the reader's screen.

07

Give everything away to your audience.

08

Add a 'P.S' at the end of every post.



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One more thing...

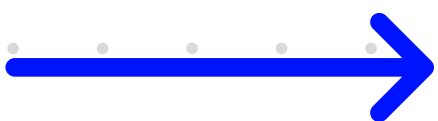
80% of B2B leads from social media come through LinkedIn.

But 99% of users don't post.

This means LinkedIn is the best platform to build a profitable audience in 2024.

Want to be in the top 1%?

Steal my 54-page LinkedIn growth swipe file for \$0.





Join 270+
Creators & Founders

**To your
LinkedIn
growth,**

Joe



JOE PATCHELL
joepatchell.com