Twitter Thread by Jeremy - The Profit Legend

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This is part 1 of the greatest LinkedIn Thread ever written

I made $22K in my agency's first month - 100% from LinkedIn

If you're already making $22K/mo congrats - let's make it $50K/month

Retweet & I'll send you my next guide (Only sending it to retweeters)

Let's dig in:

What we'll cover:

Why to use LinkedIn
Industries
Content
Events
Newsletter
Ads
Automation
Connection notes
Follow ups
Scaling
Acceptance / reply rates to aim for
Profile optimization

& more

Read on:

Why use LinkedIn?

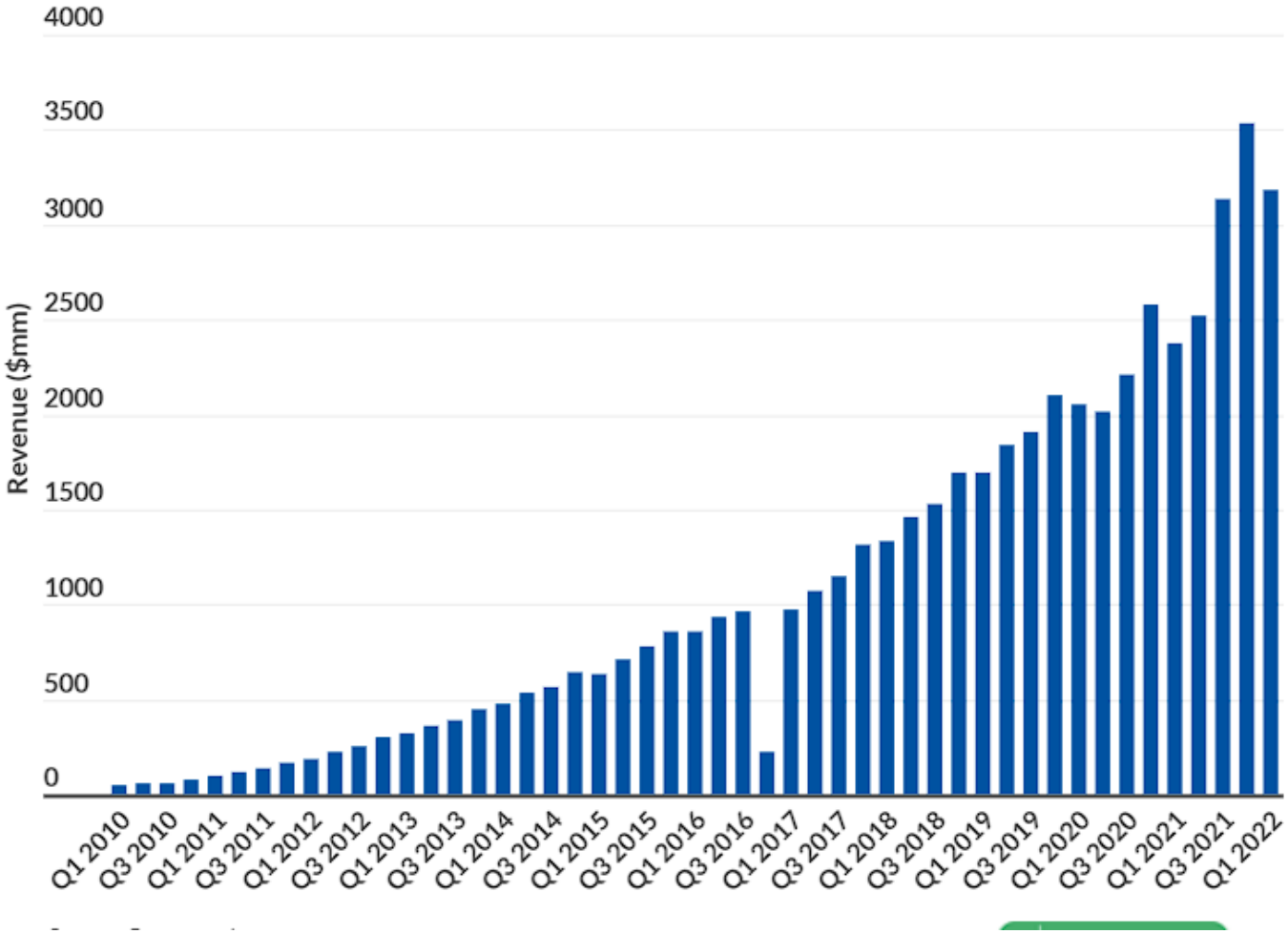
1. LinkedIn is the 2nd largest social network with 830 million members

2. LinkedIn is where the wealthy and elite interact

3. LinkedIn is growing rapidly

4. The only acceptable social media site to use at work

5. 65 million decision makers are on LI



Why use it pt 2

Doing outreach GROWS your prospect list

You're building an asset as you send more connection requests

As opposed to cold email where sending more emails shrinks your prospect list as people unsubscribe or report spam

Moving on

"Will LinkedIn work for me selling ___ in ___industry?"

Yes.

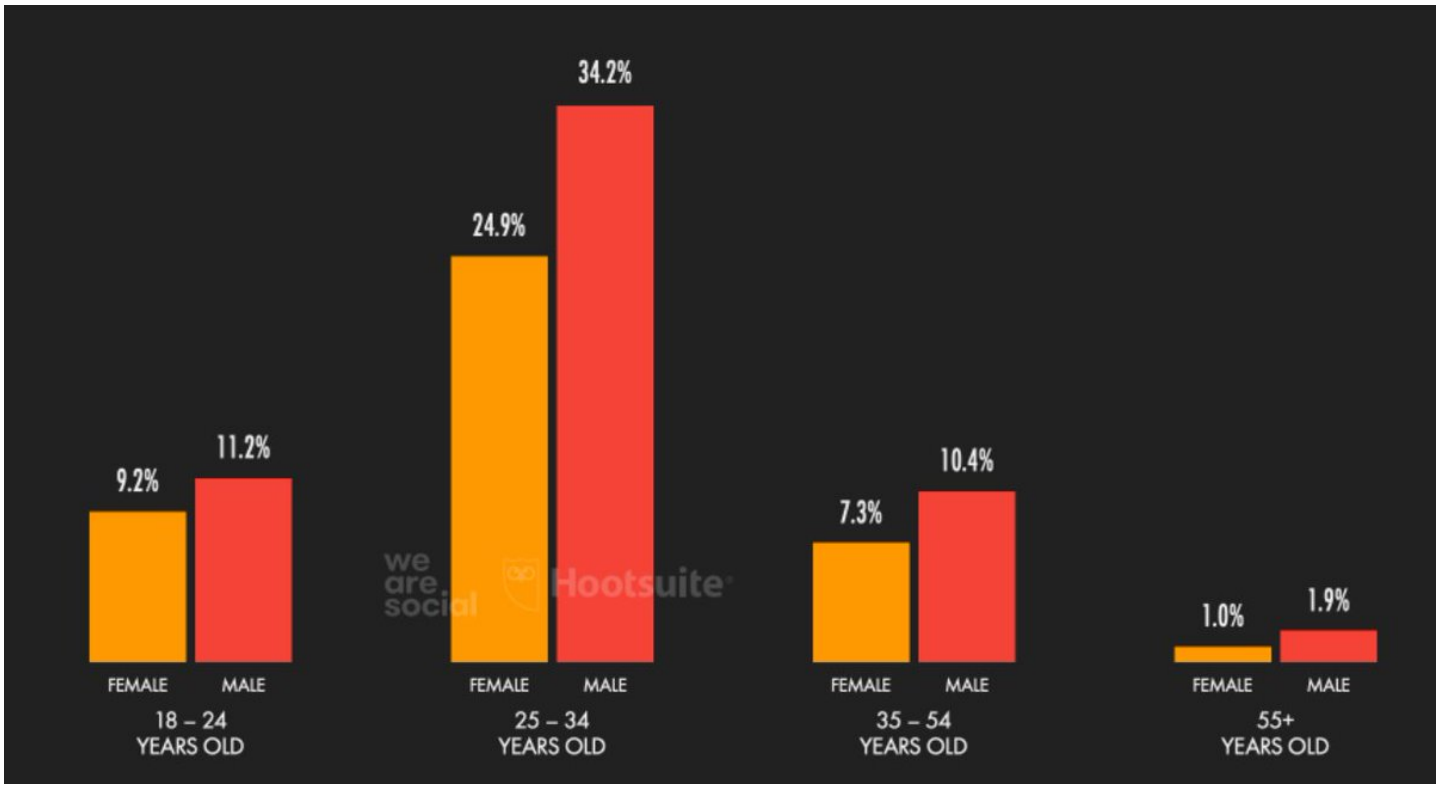
The best industries though are:

IT / Tech
Healthcare
Construction
Education
Finance
Software
Automotive
Insurance
Marketing
Government
HR
Hospitality

Each of these industries has more than 5 million LinkedIn users

Myth: LinkedIn is for old people like FB

Nope.



How to win with LinkedIn Content:

Images get 2X better engagement. (not always true, test it)

1200 x 627 pixels is rec'd image size

Live video on linkedin gets 7x more reactions, 24x more comments than regular vids

Use 2-3 hashtags (make sure they have decent usage) per post

How to win with linkedin content pt 2:

Post 5 times per week M-F

Industry trends - "the future of"

How to/instructional posts

thought leadership

Business memes

Never hard sell with content - it should always be value that drives people to lead magnets or builds credibility

How to win with LinkedIn content pt 3:

Newsletters are kinda killer right now

I know several people who just repurpose blogs & email content

Then they post as LinkedIn newsletter & getting thousands of subscribers

You don't own the list tho so I'd still try and grow your own

Winning with LinkedIn content pt 4:

There is no universal best time to post

Use shield analytics to find the best times for you

Shield lets you sort your content by views, shares, etc.

Shows you what days/times get most engagement, which media type gets best engagement, etc

How to win with LinkedIn content pt 5:

Taplio.

Cuts down content time requirements by ~5x

I can use it to find top performing posts to riff off of /rewrite

auto-rewrite my own best posts

Auto-generate comments

queue up posts in advance

Search for viral posts on any topic

Optimizing your profile page:
Literally put James Watson into YT and find his profile optimization masterclass

The main thing though is a nice high-contrast background pic, close enough to see the whites of your eyes

A headline saying the benefit you provide & who it's for

Bad headline:

I help spas get more appointments - lead gen specialist

Better headline:

Beauty Spa Appointment Setter - Get 3-5 apppintments for your spa/ week

Bad headline:
Investor / father / advisor / etc

Good headline:
SaaS Angel Investor: DM me if your SaaS needs funding

Optimizing your company page:

Make sure you add keywords prospects would use into your company profile info & in your "specialties"

You can look at semrush, hashtags, Google trends, or search autocompletes to see which keywords get searched most

Also get employees to share

The next three parts of this thread will be released over the next couple weeks.

I'll be answering questions about this thread
with James AKA LinkedIn King in our free FB group as well which you can apply to join at swiy[dot]co/Facebook

Anyways guys, if you got value from this, PLEASE retweet the original tweet to help your friends & join my email list (join button on my profile)

Also I wrote the #1 linkedin course on Gumroad that comes with a free consultation with me, so check that out (also on my profile)

Hey! If you got value from this, subscribe here to get exclusive content like my best marketing messages:
https://t.co/QNGzrHCSJ9

Part 2 of this thread is now live - retweeters of part 2 will get a separate bonus as well https://t.co/CCvCGl1Vdf

This is part 2 of the greatest LinkedIn thread ever written

I used these tips to make $22K my agency's first month - 100% from LinkedIn

Retweet and I'll send you my next guide free (I just DMed everyone the last one)

Without further adieu, let's make you a LinkedIn Legend:

— Jeremy - The Profit Legend (@ProfitLegend) May 25, 2022