

WRITE TO WOW™

Getting Started On LinkedIn

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What's In It For You?

Unlock 15 ideas to make LinkedIn work for you

🤝 Pre-Post Engagement: Interact 5-10 mins before posting

📆 Consistency Wins:
Weekly posting = 4x more profile views



Post Natively:

Write directly on LinkedIn (no links)

 Strong Hook:

First 2 lines must grab attention



Use Visuals:

Images or videos beat text-only posts

Avoid Salesy Content:

Promotional posts are deprioritized

Smart Hashtags:

Use 3–5 relevant hashtags to expand reach

💬 Comments Rule:

Top driver of post reach

👥 Tag Strategically:

Only tag people likely to engage



Drop links in the Comments:

Plays nice with the algorithm

🚀 Engaging Early Matters:

First 60–90 mins are critical for comments

📆 Post at Peak Times:

Weekday mornings (Tu–Th, 8–10 AM)

⏱️ Dwell Time:

Longer read time = more reach (even without likes)



Reciprocity Matters:

Comment & repost to build your visibility

🔍 Premium Boost:

Premium profiles may show up higher

Ready to Write to Wow?

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Reflect: Which 3 actions will you try first?