

Building your Audience as a Creator.

LinkedIn **in**® EDITION



22
DAYS

No style guide can address the chief defect in writing which is having nothing to say.

This is the habit-forming stage to build on your content pillars and find your voice.

- » Determine the value you want to provide, your tone/voice and who your audience is
- » Make the switch to a creator profile and optimize your headline, banner, hashtags highlighting what you will talk about and why people should listen
- » Publish zero-click, value-adding content while speaking on topics that you're passionate about in a recurring, consistent manner
- » Comment and re-share posts that are relevant to your interests
- » Use digital assets (i.e. videos, pictures, carousels etc.) to articulate your ideas
- » Consider posting topical information and entertainment in hopes of getting featured in LinkedIn News



6
MONTHS

You might not get the size of audience you deserve, but you'll always get the kind.

Time to take the training wheels off and lean into audience conversations and lead nurturing.

- » While continuing to post consistently, gather data about your audience and find what content your audience is engaging with the most - you are still in the testing phase so try to understand what hooks and topics perform the best for your audience
- » Create macro pieces of evergreen content
- » Comment using key insights on other profiles as soon as their posts are published
- » Connect with professionals with large followings who speak to your interests and provide value back to them
- » Respond to comments with thoughtful, original answers within an hour timeframe
- » Message thought leaders and your current network and establish 1:1 conversations with each of them



4
MONTHS

There are ways of putting things, and each way is a different thing.

Maximize distribution and engagement through content creation.

- » Build a content tree, repurposing long-form content into bite-sized, micro content pieces
- » Develop your own website to get email addresses and grow followership
- » Establish other types of content for your audience to connect with (i.e. LinkedIn Live, LinkedIn Audio, LinkedIn Newsletters, Podcast etc.)
- » Set up drip campaigns to get audiences subscribed to your email list - onboard them through teaser trailers of your podcast with valuable info about what they can expect
- » Establish a community of professionals with large audiences who would be interested in being interviewed on video
- » Feature testimonials through recommendation for social proof of the value you provide
- » Consider offering 1:1 consulting to your audience through a booking link highlighted in the featured section of your profile and website to foster a stronger connection



MOON WALKING
- & BEYOND!

Houston, we don't have a problem!

- » Secure sponsorship and ad deals through your content to understand the mechanism outreach, ad spend and many modes of media buying
- » Find talent management and an agent who is skilled on the platform to increase influence and grow the business outside of social platforms



1
YEAR

It's easy to be prolific, just keep repeating yourself.

Lean into your content pillars and double down on revenue generation.

- » Continue to create content and repurpose your highest performing posts for new viewership
- » Leverage other social platforms to cross-pollinate your audience and attract new viewership
- » Create guides to reinforce the value you hope to provide your audience
- » Maximize on subscribership to your newsletter/podcast
- » Based on engagement levels, reach out to brands and secure sponsorship opportunities
- » Re-write and re-post top performing content
- » Consider building new modes of revenue generation including speaking engagements, creating consumer package goods (i.e. books), online courses or developing a community etc.

**Will
Be
LIVE**