Worksheet 131 – The Power of LinkedIn

Getting more people to see your content is the holy grail of online marketing.

Everyone says they know how to do it but very few can actually follow through.

Today's guest Adam Houlahan is one of the few that can.

Adam is the creator of the Web Traffic That Works Program.

He is also the author of The LinkedIn Playbook about generating high quality leads online.

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Don't make stupid mistakes

Don't spam people

Adam calls people who do this "leg-humpers". It's all about positioning yourself with authority. People with authority don't spam people.

Curating content

LinkedIn wants you to link to content hosted *inside* LinkedIn.

If you share that kind of content for a long time you basically get into LinkedIn jail called "content suspension".

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What's your current LinkedIn strategy? What needs to be improved?

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Protect the things that makes you, you

You have to share the *right* kind of content. That content should be:

Native video

Native means you upload the video directly to the LinkedIn platform. The videos should be between 1-3 minutes with 2 minutes being the sweet spot.
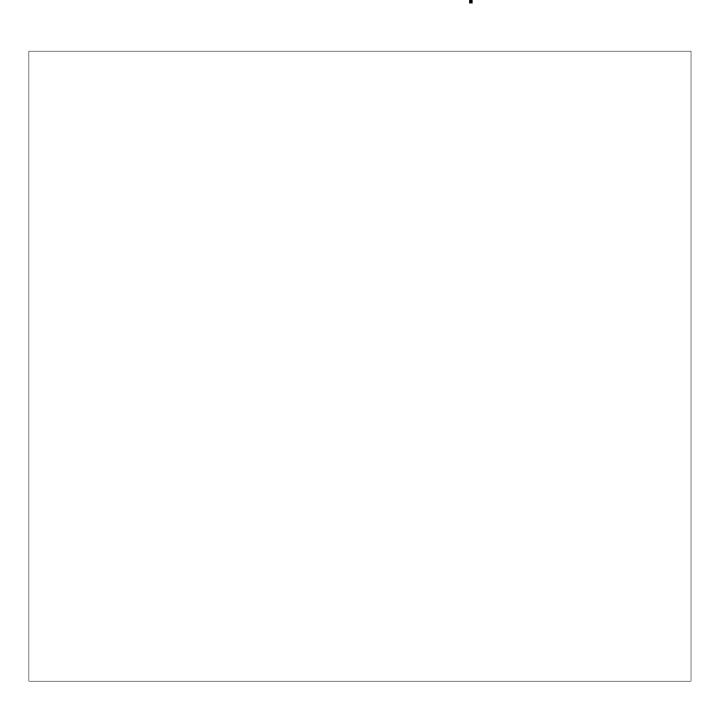
Short status posts

The LinkedIn algorithm has lately started to favour shorter status updates. 1300 character articles are the gold standard right now now LinkedIn.

Regular updates

Adam produces 13 pieces of content a month. Try and get to at least one post a month.

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Write down some ideas for four posts this month.

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Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey

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