Cheat Sheet

How To Get Famous On LinkedIn:
Publishing Tips, Tricks and Expert Advice

Full article:

1. Why Use LinkedIn?
   - An online resume:
     - Create a polished profile detailing your professional experience
   - Use it as your own personal publishing platform (in addition to your own blog)
     - Build credibility and establish yourself as ‘the expert’
     - Publish long form posts and share it with your followers

2. Aim To Get The Attention Of ‘LinkedIn Pulse’
   - What is LinkedIn Pulse?
     - The official LinkedIn newsreader
       - Curation of the best of LinkedIn published posts
         - Gives you a mega-boost to your readership if you’re picked (potential exposure is to LinkedIn’s 332 million members)
   - Make your content ‘LinkedIn Pulse’-friendly
     - Study the “channels” (sections) listed on Pulse
     - Choose which channel you’re going to write to for each post you publish
3. How To Publish Great Posts

- Click the “Publish a post” button on your LinkedIn profile
- Take the time to **craft an attention-grabbing headline**
  - Keep it intriguing, fun, curiosity inducing
- **Add fun, engaging photos and/or video**
- Aim to write articles that are around **400-500 words**
- **Sprinkle in a few keywords** (so you can be found) but **don’t overdo it**
  - What would the reader of your post type in the LinkedIn search box?
- **Check your stats** often
  - Monitor what works and what doesn’t

4. How To Get The Attention Of LinkedIn Pulse’s Editors

- **Get as many views as possible**
  - **Grow your followers** (more article views)
  - When you publish, **share it everywhere:**
    - Post a link from your Facebook account, Twitter, Instagram, anywhere you have a presence
- **Huge Tip!** When you tweet about your articles, include “**Tip@LinkedInPulse**”
  - This helps your tweet show up on the special Twitter feed setup exclusively for LinkedIn editors