



## Cheat Sheet

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

Full article:

<http://www.marketingforowners.com/get-famous-linkedin-publishing-tips-tricks-expert-advice/>

### 1. Why Use Linked In?

- 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