



storymatters.online

How to Get Things Done on
LinkedIn
My personal manual

Created by Sergej Pavljuk

RIGHT TO THE POINT.

- This manual is free of any cost. I don't require your phone number or e-mail, and downloading the manual requires no obligation from your side.
- Feel free to distribute it as you see fit. I would encourage and appreciate it.
- However, please distribute it only under the same conditions as I do. That means for free.

Thanks to your feedback on previous versions, this has become a manual from the LinkedIn community for the LinkedIn community.

I don't claim to have discovered anything extra. I have learned a lot of things just by imitating others. What can be considered added value is the fact that we are talking about a work in which everything has been verified in practice.

Below stated methods and recommendations are based on my personal four-year experience and also on experience gathered while helping dozens of companies to communicate properly on this social network. The print screens of my colleagues' and clients' posts I am presenting as examples of correct and incorrect ways of communication have been used with their kind permission.

I write about what works for me and for my clients.

I am not an official LinkedIn representative and I don't possess any secret internal information.

For this reason, I am kindly asking you to provide me with the most intensive feedback possible on this material, be it on my LinkedIn profile or e-mail: sergej@storymatters.online

This reminds me to give many thanks to all those who have already provided said feedback and so helped me to reach my current level of work on LinkedIn as well as outside of it. Many thanks belong to my team as well, not just for the proofreading and design, but also for the long-lasting support and trust.

If you find our way of work and thinking familiar, we accept karma in the form of clients who would appreciate our help with their communication on LinkedIn. You can find more information about us at www.storymatters.online

May this manual truly help you.

Sergej Pavljuk

These are the two essential points I have noted about LinkedIn for myself:

Sergej, even if you don't remember anything or you don't read further, please keep in mind these two main principles that have enriched you so much (not only on LinkedIn):

Provide people with added value and do not bother with the rewards too much—harma has its own way of working.

and

Never force anyone into anything.

Violating these two principles on LinkedIn isn't a good idea and is never worth it. This is why this material, which has already cost me and my team more than 250 hours of work, is free.

Why exactly are we on LinkedIn?

Besides gaining inspiration and enjoyment, the most common goals are:

- Business
- Recruitment
- The possibility of finding a better employment
- Building a brand and good reputation

The first LI

(= short for LinkedIn)

condition

is to be there almost daily.



It won't work without persistence and immunity to the first few failures. Patience is key here.



My experience:

LinkedIn is a part of my morning ritual when beginning the workday. The same goes for its end.

We all have some kind of a routine and do most things almost automatically during the day. It is important to include a new element in this routine. Then it will take care of itself; LI is addictive.



Pragmatic view:

It is a necessity because LI is my new source of quality deals, new lucrative team members, subcontractors, and so on.



Romantic view:

There are a lot of really interesting people and thoughts there. If your mind is open to inspiration, it will come.

The second LI condition

is not to just have added value but to also share it in the comment section under other people's posts.





My experience:

I can tell stories. I understand online marketing and video production. That's why I often comment on other posts from this point of view.

I try to avoid harsh criticism. It helps no one. I praise what I like and offer thoughts on how to develop it further.



Your experience:

If you're a QA engineer in a car manufacturing company, you can hardly express your professional or technical know-how in comments under a typical LI post of other users.

But if someone writes about the usefulness of working from home, you may have something to add to that.

If someone mulls over employee benefits, company culture, dress code, issues with an excess of emails, you may have an opinion to offer. Why not share it?

And one more thing: Sometimes it is enough to just write "I agree!" or "Exactly!" under someone else's good post. Maybe it seems pointless to you. It's not.

When you comment on a worthwhile post you considerably increase a chance of it displaying to other users. Mainly to those connected to you. You then become a valuable "content filter" for your connections. Thanks to you they can access quality posts and that means making a name for yourself.



Pragmatic view:

The more you comment on other people's posts, the more visible you become.

People are inherently curious. They will check out your profile, where they can find out what you do, and they may be seeking your services and send you an inquiry.

It is more likely that they will just ask for a connection (= it means a sort of friendship on LI) and they will know you exist. It doesn't seem like much now but in time it will yield more fruit than many investments ever have.



Romantic view:

This way, intentionally or not, one quickly builds a circle of online friends with whom they often interact in various discussions and who are like offline acquaintances as well. It is quite pleasant.

The third LI condition

is to publish your own posts.



Simple text in the post works perfectly fine.

Clarity is important here. Small paragraphs, bullet lists, checkmarks, etc.

LI handles emojis well. You can write a post on your mobile phone that always has an emoji keyboard available. If you write your post on a computer, click in the new post window area and use a shortcut.

For Windows use “Windows key + dot”.

For Mac “control + left command + space”.

If none of the above works, then you can copy your emojis from <https://emojipedia.org>

Proofread your post 2-3 times and refine it based on the following principle: “each word that does not have to be in the post, does not belong there”.

A video or text with pictures makes an efficient post as well. Any form of kudos, URLs, LI articles, etc., work significantly worse, based on my experience.

Don’t panic if a mobile app doesn’t allow you to publish PDF files. It works in an internet browser, in the full version of LI. Such posts are quite popular on LI. You can further your post’s reach by offering “If you want me to send you the PDF via message, let me know in the comments”. On the other hand, distributing PDF presentations and e-books via web links is significantly less effective.

No matter what form of post or message you choose, remember that authenticity is key. Listen to and follow other people’s advice as long as you feel comfortable with it. Avoid stock pictures—they look very artificial. Avoid any graphics if not created professionally. On the other hand, non-professional (amateurish, personal) photos are fine.



Pragmatic view:

The success of a post is defined mainly by the number of its views. Its visibility rises with each “like” and even more with each comment. Do not write blank and unsubstantial posts and always leave space for others to react and express themselves. You can prompt that with a question, e.g.: “And what’s your take on the matter?”



Romantic view:

LI is a means to let off steam and way of getting help, feedback or advice. It is not a place for “ego-boosting”.

Steven McIntosh commented on this



Simona Zamecnikova · 1st

Partner in #storymattersonline | Bringing you relevant business negotiations with...
1mo · Edited · 🌐

•copywriter
noun @MARKETING

•someone whose job is to write the words for advertisements:
copywriter for sth After completing a degree in journalism he took a job as a
copywriter for an advertising agency.

This is the Definition of copywriter from the Cambridge Business English
Dictionary © Cambridge University Press.

A copywriter is not someone who can write text for different topics.
A copywriter is not someone who loves writing.
A copywriter is not someone who got A 's for their essays during High School.

A copywriter is someone who writes sexy 'copy' that sells.
Making a good copy is the ability to persuade, influence, and engage others using
your written words.

It's selling something to someone or influencing someone to make a decision,
using ONLY your written words.

Copywriting is not about copy&paste what you can google, it's about thoughtful
and targeted word picking so that the copy fulfills its purpose.

As an illustrative image, I am attaching my yesterday's playtime with TicTac
candies and random word composition.

#storymattersonline #copywriting #contentwriter

[See translation](#)



🌐 9 · 2 comments



Like



Comment



Share



Send



Add a comment...



Most relevant ▾



Steven McIntosh · 1st

✓ Bringing you key business with #storymattersonline Copywriting/ A...

4w · 🌐

love the idea

[See translation](#)

Like · 🌐 1 | Reply



Mario Nikić • 2nd
Sales Engineer at Stäubli Electrical Connectors division
1w •

Who is your hero?
We at Stäubli like to have fun - fun connecting.
Since we're in the business of selling connectors, yeah, it makes sense. ...see more

[See translation](#)



57 · 4 comments

Like Comment Share Send



Add a comment...



Most relevant ▾



Steven McIntosh • 1st
✔ Bringing you key business with #storymattersonline Copywriting/ A...

1w ...

Interested
[See translation](#)

One more thing. Almost no one on LI uses the “share” button. From a practical point of view, this doesn’t matter that much because other interactions (likes and comments) lead to spreading your post beyond your “social bubble” and into the “social bubbles” of those who liked or commented on said post.

Based on my experience, comments have a lot higher impact on content spreading than likes.

Example: These two posts were published consecutively, almost at the same time. The first one received a lot of likes, but the overall number of views is a “mere” 5 thousand. The second post got roughly half the amount of likes, but led to double the amount of comments. The result is the organic reach of a whole 10 thousand.

Organic reach is a key metric helping you reach your communication targets and achieve success.



Steven McIntosh • 1st

✓ Bringing you key business with #storymattersonline Copywriting/ Americ...
6mo • Edited • 🌐



How my son teaches me success

Getting older, I kind of forget what it means to be successful. Chasing it. Not enjoying it. Success is more about the process than result. But you never really enjoy it unless you look and see. Here are keys to success my son shows me:

🔍 keep practicing

🎉 have fun

🔥 fail and fail fast

He's a great inspiration for Success. Going at it again and again.

Doesn't matter how many times it takes. How many times he gets up, falls down, gets hurt. He tackles it just once more.

Sure He gets discouraged... but doesn't give up. Working at it until he can nail it nine times out of ten.

😄 Sometimes laughing

😭 Sometimes crying

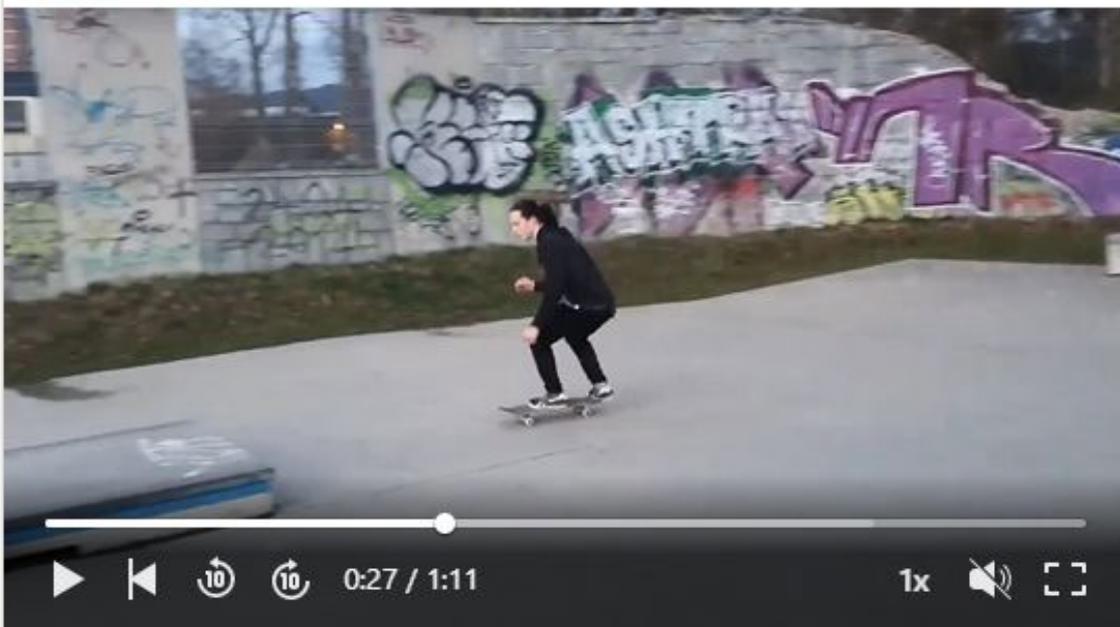
🙏 often recovering

Not stopping even when he gets it. Just keeping it as something he can do. That's success. That's inspiration.

So glad he's my kid.

[#success](#) [#inspiration](#) [#skill](#)

[See translation](#)





Steven McIntosh • 1st

✓ Bringing you key business with #storymattersonline Copywriting/ Americ...

5mo • Edited • 🌐



... The Ultimate secret to living...anything

We all know the answer.

You know it. I know it. It's simple. You've Read it in books. Watched it. Heard to it. Forgotten it. And keep trying to do it. It's all one thing. ONE THING.....

The first time I remember feeling this way was when I was 10 years old. I got it into my head to give my sister a Christmas gift. Not just any gift, but something that I could make.

Parents didn't believe I could do it

Brothers didn't believe I could do it.

But...

One person believed I could. Me.

And I did it. I made my sister the gift, and I was a wonderful gift, just like I knew it would be.

Believing made all the difference.

That IS the ONE Thing.

It's not about money or discipline.

It's not about integrity, motivation, balance or learning.

I wish it were.

If it were we wouldn't have corrupt politicians, shoddy products, overworked lives.

It's about singularity. (AKA belief)

This belief becomes so singular, so dominate, so pervasive, that it's all you see.

You see it in your relationships, in your work, in your speech. Some would say you're driven. You're not. You're not even obsessed. It's simply a fact.

When you focus your business, live your life, and set your dreams with this singularity. It happens.

More on this next time...

The fourth LI condition

is to keep returning to the debates. LI is not a live chat.



People work and people rest. That's why they often react to posts and comments with a certain delay, easily up to three days.

That's why you need to keep an eye on "the bell" and react to what others write. It's simply polite.

 ***Pragmatic view:***

The more comments there are under my post, the more people will see that post. That's why it makes sense to debate and ask follow-up questions in the comments. Yes, based on my experience, the author's own comments under their own post carry less weight than comments from others. On the other hand, other people will be less willing to comment if you don't react to what they have to say.

 ***Romantic view:***

No one enjoys being ignored. Do not ignore others and they will not ignore you.

The fifth LI condition

is to tag and not to bother too much with hashtags.



Tag (= happens when you type @ in front of another user's name and it becomes a blue, clickable link. It doesn't work if there is a space between the name and @ or if you wrote the name first and then you try to add @ retrospectively). Hashtag (= when you type # in front of any word or phrase, also without any space in front of the word). **#thishashtag**

Hashtags in English are frequently used and usually deliver more publicity. Hashtags in other languages, not so much. But this is just a general piece of information and it is useful to check each hashtag you consider using for its number of followers and content that is present there.

Tags are very effective. Tagging people randomly is the same as pointing fingers at passers-by. Not a good sign of a well-behaved individual. On the other hand, tagging people related to your post is quite productive.

Examples:

- I tag people who are in the same photo with me
- I tag people whom I'm giving thanks to in my post
- I tag people when I react to them via my post



Pragmatic view:

When you tag someone, they get notified. This increases the chances that other connections of the "tagged person" will see the given post.



Romantic view:

There is no need to attack or leech off someone. LinkedIn these days is a unique place, where people usually behave and help each other. Let's cultivate it and build on it.



Roman Nováček • 1st
Owner of European mobile accessories Epico
3d • 🌐



ANOTHER **Epico** MILESTONE ALERT - the very first all-nighters in our warehouse!

We had to implement a three-shift operation to dispatch over 80 000 pcs of iPhone 13 accessories in a week. Supplying stores from Prague to Dehli - it's quite a large scale, isn't it?

The standard expedition is 5 000 pcs per day (35 000 per week) to get the benchmark.

Massive thanks to the warehouse staff, **Lucie Donovalová**, and the whole team!

I'm so proud <3



👤 with Jaroslav Jetelina and 5 others

👍 🌱 ❤️ 47 · 4 comments

The sixth LI condition

is to mainly add connections that are already interested in you.



The cheapest alternative of Premium membership may be worth it for many. It allows seeing a list of people who have checked out your profile. Not all of them. Roughly 2% of users have privacy settings that will prevent LI from listing them. But most of them will be visible.

Simply ask for a connection those you want to connect with (and you are not connected with yet). Also, it makes sense to consider all those who reacted to your posts (liked, commented, shared) and create new connections with them. These kinds of new connections have paid off the most for me, as these are the people who showed some interest in me first.

It is entirely up to you who you ask for a connection. It depends on how you feel about them. I recommend connecting at least with all the people who are potential clients (or employees, or employers—depending on whom and what you are looking for).

Watch out because a LI profile has a limited number of invites to connect that can be sent in a day. This number isn't constant. My experience shows it is somewhere between 10 and 20 requests a day. In case you exceed the given limit, you will be notified as follows: "You've reached the weekly invitation limit."

Don't mess with LinkedIn. Seeing such a notification on a daily basis means you're doing something wrong. We need to respect the network's rules.

In extreme cases, you can try to send out up to 50 requests a day, but the moment you receive the above-mentioned notification, slow down.

The LI culture has changed significantly in this matter: while three years ago it was unthinkable for most of the users to connect with a person they hadn't previously met in the "offline" world, nowadays it is an accepted standard and most users welcome it. This is based not only on my observations.

Yes, there are (by my estimate) still about 15-30% of users who don't see it the same way and longingly reminisce about the good old times when everyone was in their "close and familiar" bubbles consisting of offline acquaintances. In my opinion, this number keeps decreasing.

You're never intruding when having a valid reason to ask for a connection. Few people will decline, which is alright and no one gets hurt. Most people will accept such a request, which creates new possibilities for both sides.

In the end, the connection is not irreversible. It can be canceled anytime.

"Fear of rejection" should not paralyze us, otherwise we won't be able to get anything done.

I don't dare to provide general advice on whether to add a message to a connection request or what to write in said message. This almost entirely depends on your own trial and error.

As for introductory messages, it's better to write them than not. I will gladly offer an individual recommendation as to what to include in these messages.

Don't get discouraged by LI mobile app from which you can seemingly send only a messageless connection request. It is not so.

All it takes is to visit the profile of a given person. Avoid clicking on "Connect". Click on "More..." instead and choose the "Personalize invite" option.



Pragmatic view:

LI is probably the most powerful lead generator for B2B (= business to business, goods and services sales between companies) at the moment. Before, this was done through the significantly less pleasant “cold” calls. Also, LI is most likely the most powerful HR tool in the world. This is all thanks to the fact that people ask to connect with users whom they haven’t met in the offline world yet.



Romantic view:

It is exactly these types of connections that provided me with contacts that I have started to not only work with, but who I also befriended after some time.

The seventh LI condition

is don't be a door-to-door salesman but write personal messages and show interest in others.



I began with advising CEOs (present on the LI network) on their current state of online presentation, pointing out possible mistakes and offering to meet and discuss those.

I didn't realize at that moment that I was coming across as a door-to-door salesman. This method worked but not nearly as well as I would have liked. Nowadays, I discuss whatever topics we are both interested in and business opportunities are somehow emerging from these discussions on their own.

It doesn't matter what you are offering or searching for. Communicate with people on LI in the most humane way possible and your goals will fulfill on their own because your circle of connections will keep you in their minds. They will accept you as you are and when in need, they will reach out on their own.

LI is so full of these "aggressive door-to-door salesmen" that the moment you only slightly resemble them, your chances dramatically decrease.

 ***Pragmatic view:***

A desperate attempt to sell at all costs is counter-productive, because it can go against the prospect's current needs. Even when in congruence with the prospect's needs, it will most likely fail, as it comes across as an extremely untrustworthy kind of behavior.

 ***Romantic view:***

No one likes when something is imposed or pushed onto them. You don't like it; they don't like it. On the other hand, to make new acquaintances and friends is, at the end of the day, a much more pleasant process with a higher added value than a closed sale.

Reactions



Like



Comment



Share



Send



80 views of your video



Add a comment...



Most relevant ▾



Karel Papik • 1st
Co-Owner at Product Fruits

3d ...

great stuff

Like | Reply · 1 Reply



Steven McIntosh **Author**
✓ Bringing you key business with #storymattersonline Copyw...

2d ...

Thank you :)

Like | Reply



Emily Clarkson • 11:00 AM

Our key direction is Smart TV solutions and different OTT/VoD services. Btw, for now we have 2 enterprise projects in Europe :)

Does it sound relevant for your need?



Steven McIntosh • 11:21 AM

Thanks for the message Emily. Actually I'm not sure. I looked at Aligned Code web. It's somewhat clear what you do - but not completely.

Do you have something you could send me to give me a better idea?



Emily Clarkson • 11:28 AM

Sure. TO be honest we have really bad website. And it's funny, cuz we're those experts who build such products for clients and even much more difficult solutions than a simple website. But our website isn't a key task for us, as I see it :))

Here I attach a short presentation of Aligned Code. If you have more precise questions after looking through it - you're welcome!



AUG 22

The eighth LI condition

is to convert online relationships into offline ones. Or at least make a video call.



Some people organize workshops, some open days, some visit expos or conferences, some network.

There are countless options to convert an online connection into an offline meeting. Breakfasts, lunches, and dinners.

Often you're visiting a city that you don't visit regularly, and you have an interesting LI connection living there. Often you need professional advice from people in the right fields. There are always enough reasons to meet.



Pragmatic view:

The art of converting a LI connection into an offline acquaintance is the key to success, as most of your objectives cannot be achieved just online



Romantic view:

Many times, I have met with people with whom we shared an understanding, but I haven't offered them anything because there was no reason to do so in their situation. They wouldn't need my services. And what happened? I gained great acquaintances who recommend my services to others.



Nebojsa Stankic • 1st

Southeast Europe Manager at ZEBRA SYSTEMS - IT Security solution distribut...

1mo •



I love my children. I love business. And sometimes business is like my children. That's why I'm happy to announce the Zebra Summer Academy. When we started preparing it, we knew what we were getting into - and we've been loving it every step of the way. So, we're excited to announce the event. **Zebra Summer Academy starts on 24th of August.** Participate in a series of technical webinars prepared for you on solutions and vendors represented by Zebra Systems. Expand your knowledge and stay ahead of the curve for free!

You can pick the webinars covering the topics you are most interested in, or you can participate in all webinars and win a special prize.

- Protect your customer's networks and email communication
- Protect and accelerate e-shops and websites
- How to start with MSP?

Join to see what else is happening. **The link to sign up is in the comments.**

[#itsecurity](#) [#backupsolutions](#) [#mspartner](#)



The ninth LI condition

is to recommend others and to provide values for free.



Whenever you can honestly recommend a person/company/establishment, do so. Whenever you can advise/consult/help without it costing you a lot of effort and energy, do it free of charge.

Maybe you are a passionate lounge lizard and you can recommend a great café in any city. Maybe you understand ways of work organization and you can advise on the proper processes and patterns. It doesn't matter if it's your profession or a hobby.

 ***Pragmatic view:***

Thanks to your advice and help, others will see you as someone they can rely on and they will more likely turn to you when they need help with problems that are in your area of expertise and that you are most likely paid for.

 ***Romantic view:***

LI is not just about earning money. Know-how and advice from others are really helpful. That's why it makes sense to give and receive them.

The tenth LI condition

is patience and endurance.





My approach:

LinkedIn brought me and my company first business results after two months and that was (now looking back at it) when I was doing it all wrong. I know that business-related results happen within one to three months of activity, based on my clients' feedback. Results, not ROI (return of investment). You need to wait for your ROI typically twice as long.

B2C business (= business to customer, selling goods and services to end customers) is at a disadvantage here because the revenue from one transaction is thousands or lower tens of thousands, while B2B revenues are often much higher.



My opinion:

If your average profit from a client is less than 200 euros, LI as a business channel doesn't make much sense. Unless, of course, you figure out your own unique way that will make my claims false.

That's as for business results. Results in terms of new employees or subcontractors usually show within weeks. Results in terms of a new job are quite individual, and I am not able to say what the average time is here.

A result in terms of a strong brand can be expected after six months of intensive work. Results in terms of growing your know-how and gaining feedback are almost immediate.

When you comment on a worthwhile post you considerably increase a chance of it displaying to other users. Mainly to those connected to you. You then become a valuable "content filter" for your connections. Thanks to you they can access quality posts and that means making a name for yourself.



Your approach:

LI is a tool for a long-term success building; if you lack the patience or endurance, don't even start. The worst thing is to invest a lot of work into your LI profile and then leave it because it no longer meets your expectations after several months.

Conclusion:

This manual alone by far doesn't include all the information and experience we have at our disposal. The reason for this is not a bad intention or a business trick such as "you'll learn more during paid consultations". The actual reason is that every company faces different circumstances and different needs. And it's on the basis of those we can provide individual consultations. This way, we avoid a burden in the form of information you don't need while paying a lot of attention to what can actually help you.

All the information in this manual is up to date. Nevertheless, a few of the major updates are missing. These, however, can be found in posts that I regularly publish on my LinkedIn profile.

I wish you all the best and "offline" meetings with lots of new, interesting people you'll connect with on LinkedIn. I am also looking forward to our potential meeting!

