



30 Tips

to Help You Grow Your
Influence on LinkedIn in 15
Minutes a Day



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NETWORKING

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Meet the Team

TAMI JOY SCHLICHTER



Tami Joy Schlichter is a data scientist with a PhD in Mathematical Neuroscience from the University of California, Davis. She is the President of the digital marketing agency, Ajax Union, and is a dot-connecting, lightbulb-moment-having integrator and master problem solver whose superpower is UNDERSTANDING. When Tami is not building companies and creating courses she is watching the sunset with her fluffy, white Samoyed, Basil.

JOE APFELBAUM

Joe Apfelbaum is the CEO of Ajax Union, an INC 500 ranked, B2B digital marketing agency based in Brooklyn, NY. Joe is a business strategist, marketing expert, and certified Google trainer. He is the author of a new book High Energy Secrets about how he lost 95 pounds and has more energy than ever. When he is not Mojovating hungry entrepreneurs at events and on social media, he relaxes in Brooklyn with his family.



Why Evyrgreen

WE BELIEVE

in finding a better way for the greater good,

that we are embarking upon a brave new world where everyone will need to learn how to generate business for themselves,

that high-quality continuing education should not be complicated or expensive.

WE ARE

empowering people in this new world by teaching them how to start their own business and generate revenue with evyrgreen strategies that stand the test of time.

WE DO

this by partnering with experts in their fields to create courses, coaching programs, and communities that are accessible to all, easy to use, and super effective.

WE TEACH

you how to use LinkedIn to network and generate leads for your business, how to close deals, and how to set and achieve your goals

WE HOLD

you accountable with a daily check-in when you join our accountability group.



#1

HOW DO YOU KNOW IF YOUR LINKEDIN POSTS HAVE GOOD ENGAGEMENT?

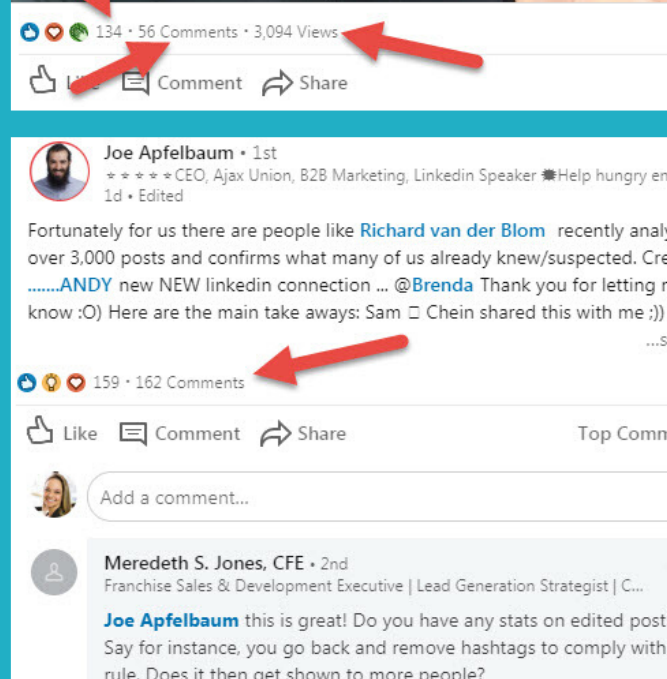
People ask us all the time: "How do I know if the level of engagement on my posts is good or not?"

The first thing to examine is the ratio between how many views the post has as well as how many likes and comments it received.

If your post gets anywhere between a 5 to 10 percent ratio of views to likes, then the post is going to do really well. For instance, if your post has 300 views and 30 likes, you post is getting good engagement!

Look back through your posts and analyze those with good engagement. Note what that post was about, whether it had an image, what time of day it was posted, etc. That way you have a better idea of what posts do well and you can repeat it in the future.

Can't see how many people have viewed a post? You can only see this from your own profile view. Go to your profile to view your activity and track the views on various posts.





#2

WHAT IS THE MOST IMPORTANT PART OF YOUR LINKEDIN PROFILE?

WHAT WE DO

“Our team of digital marketing experts help your business and we implement the latest edge technology to help you accomplish your business goals. We don't just come up with ideas, we get things done and we can achieve a positive ROI.”



Tami Joy Schlichter, Ph.D. · 1st 
President, AjaxUnion. We create solid B2B Marketing Strategies & Achieve ROI w/ Seamless Execution
#gettingthingsdone 
New York, New York · 500+ connections · [Contact](#)

There are a lot of things you can do to your profile on LinkedIn. So many that it can sometimes seem overwhelming!

But, we always tell people there are three key elements to primarily focus on when optimizing your LinkedIn profile.

The three most important parts are:

- Your photo
- Your name
- Headline

Why are these three things most important? Because it's what people see MOST on LinkedIn.

When you post something or when you comment on something, people primarily see these three elements. So make them great!

#3 HOW DO I COME UP WITH CLEVER COMMENTS TO POST ON LINKEDIN?

A lot of people ask, "How do you come up with clever comments on LinkedIn?" Well, a lot of our comments aren't just off-the-cuff! We have a list of comments prepared in an easy-to-access list that allows us to post the most relevant one really quickly.

Here's a list of things you can say, for example:

- "What a great post, thank you for sharing."
- "I love this, it's amazing."
- "You're outstanding! Thank you for being you."
- "Following this, I appreciate your post."
- "This is such a valuable post."



#4 HOW TO GET IDEAS FOR CONTENT TO POST ON LINKEDIN

Posting is one of the most important things to do on LinkedIn; it's the best way to get exposure and stay top of mind with your connections. The act of posting, however, is the easy part.

The hard part is coming up with ideas of WHAT to post. Before you sit down to write content, it's important to brainstorm!

Whether you're going to post a video, an image, or text, it's important to sit down and make a list of ideas. It doesn't have to be in a structured format—this isn't writing actual content, just jotting down ideas.

To get the ideas flowing, start by asking yourself some questions:

- What are the things that people ask me consistently?
- What are my weaknesses?
- What are my strengths?
- What do people say is hard about my industry?
- What advice would I give someone trying to break into my industry?

Soon, questions will lead to answers will lead to more questions and the next thing you know, you have AMAZING content!

#5 IS IT OK TO TAG PEOPLE ON LINKEDIN?

People won't get mad at you for tagging them on LinkedIn as long as you do it in a classy way.

Meaning, it's important to only tag people actually in photos you post or those people who might have relevant opinions to share about the post you've tagged them in.

Another classy way to tag people on LinkedIn is if you're showing them gratitude.

If you're tagging people you genuinely have a relationship with, then it's not a problem. The only time it becomes irritating is if you're tagging people over and over on posts that aren't relevant to them.



#6 WHY IS POSTING DAILY ON LINKEDIN IMPORTANT?

One of the most important things you can do on LinkedIn is post DAILY.

It's important to post everyday on LinkedIn because when you post, you become VISIBLE to your network.

LinkedIn is all about networking and building relationships, so it's important to always stay top of mind.

Why is staying top of mind important? Well, if you want referrals and clients from networking, people have to remember you at the right time! Being there at the right time means being there ALL THE TIME.

The more often you post, the more visible you will be, and you'll be top of mind more often!



#7 *HOW CAN I GET THE ATTENTION OF A SUPER BUSY CEO ON LINKEDIN?*

If you're looking for and want to establish a relationship with a super busy CEO on LinkedIn, there are some strategic steps you can follow.

For example, say you want to build a relationship with the CEO of LinkedIn. Chances are, it's going to be very hard to actually contact them via LinkedIn because they have almost 10 million followers and get tons of solicitations.

A better bet for contacting the CEO of a large company is to look for the people who surround them. For instance, search for who their assistants are and email them or try to contact them another way. You can reach out to them through other platforms like Twitter or Facebook, where they're not as busy as they are on LinkedIn.

If someone is an influencer who's a celebrity on one platform, chances are, they're not such a big celebrity on another platform. So try to contact them through those platforms! That way, you may be able to access them, or access their assistants another way besides LinkedIn.

Additionally you can try to contact a CEO or their assistant via email. It's relatively easy to get email addresses, so you can try to send an email to influencers or CEOs on LinkedIn rather than sending messages or trying to connect **ONLY** on LinkedIn.

#8 *IS IT WORTH USING LINKEDIN IF I KNOW MY IDEAL CLIENT IS NOT ON LINKEDIN?*

It is definitely still worth using LinkedIn even if you know for a fact that your ideal client is not on LinkedIn. Here's why: because the people that **ARE** on LinkedIn know your ideal client outside of LinkedIn.

The purpose of LinkedIn is not to sell to your ideal client, but to build a relationship with people that actually **KNOW** your ideal clients. If you build trust and relationships with people on LinkedIn, they are more likely to give you referrals, even if those people aren't on the platform.

If you have a network of 1000, 300, or even just 200 people that know you, like you, and trust you, chances are, those people have an offline relationship with your ideal target market.





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E-learning · Brooklyn, NY · 2,447 followers

We Help You Grow Your Network 📈 and Influence 📊 on LinkedIn in 15 ⌚ Minutes a Day!

From LURKER to INFLUENCER 🌟BOOM🌟

#9 *SHOULD I HAVE A COMPANY PAGE?*

First things first: if you have a company, it's VERY important to have a company page! It's really necessary for your company to have that presence on LinkedIn. In order to make sure your brand stays top-of-mind, you should try your best to post to your company page on a daily basis.

However, if you have to choose between updating your company page or your profile page, you should choose to update your profile page instead.

Why? Because people are scrolling through their LinkedIn feed to get information and content from PEOPLE not companies!

If you only have enough time to post through your personal page daily, it's important to share information about your company through that channel because it's much more likely to get likes, comments, and engagement.

#10 *DOES IT MATTER WHAT DEVICE I POST FROM?*

At some point, you may have wondered the following: Does it matter if you post to LinkedIn primarily using your phone? Is it better to use your laptop? Or maybe even a tablet? Does the device you post from affect the exposure you get for the post?

All great questions; but the truth is, there's no real answer. Sometimes content posted from a phone gets more views than posts from a desktop; but this could be due to a number of factors, like the time of day it was posted, the quality of the content, or the day of the week.

However, you should definitely mix up the devices you use to post! If you use an automation tool like Buffer or Hootsuite, you can post using your computer. If you post from your phone, it allows you freedom to post more often while you're on the go.

You shouldn't be that concerned about what device you post from. What's most important is how often you post! Posting FREQUENTLY will get you the exposure you need.

#11

HOW DO I KNOW IF THE RIGHT PEOPLE ARE LOOKING AT MY LINKEDIN PROFILE?

The best way to know if the right people are looking at your profile on LinkedIn is to first know who the right people are. Then, actually SEE who's looking at your profile.

For example, say you want to make sure the CEOs are looking at your LinkedIn profile. If you have LinkedIn Premium, you'll be able to click on "Who's viewed your profile" and then click on "interesting views."

If your target audience is CEOs or Directors of Marketing, you should see them listed in the interesting views section.

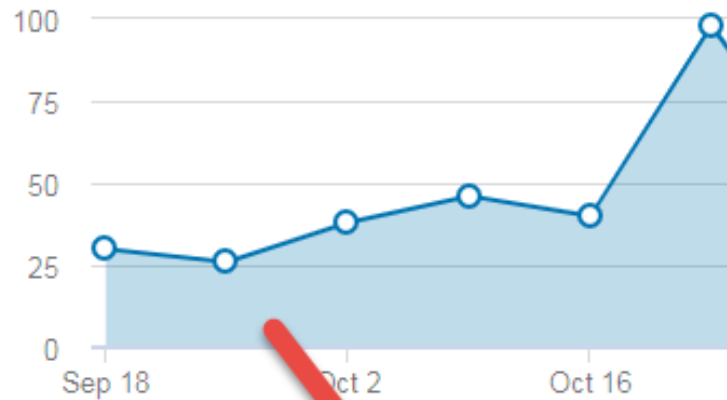
If you go there and you don't see CEOs or Directors of Marketing viewing your profile, then you're targeting the wrong people.

Once you know exactly who you're targeting on LinkedIn, you can see if those are the people that are actually viewing your profile.

Who viewed your profile

532 profile viewers in the past 90 days

-6% since last week



All profile viewers



22 interesting views

#12

SHOULD I USE AUTOMATION SOFTWARE TO POST ON LINKEDIN?



Automation software is a collection of tools that do things for you on LinkedIn. For example, these automation tools might browse profiles on LinkedIn for you or send connection requests on your behalf. However, a tool that allows you to schedule posts, like Buffer, isn't considered automation software because it doesn't go against the terms and conditions of LinkedIn.

Using a tool to automatically do things on your profile, however, IS against LinkedIn's terms and conditions. There are plenty of people who get banned for using these types of automation tools. If you want to be a little risky, you can test it out and see if it works for you, but generally, it's not worth risking your account for automation.

#13 WHO SHOULD I ACCEPT AS A CONNECTION ON LINKEDIN?

There are lots of people on LinkedIn, but sometimes it's difficult to know who you should accept as a connection. First of all, if it's someone you already know, then it's a given—certainly accept them as a connection. But secondly, if you're looking through connection requests and find someone you'd LIKE to know, accept them!

Here is a list of people you should accept as connections on LinkedIn:

- Somebody that you already know
- Somebody that you'd like to get to know
- Somebody that you can possibly do business with, or can refer business to you
- Somebody who mentioned that they are a fan of your content



#14 SHOULD I GET LINKEDIN PREMIUM?

Since you can use LinkedIn for free, some people are unsure if paying for LinkedIn Premium is worth it.

LinkedIn Premium has numerous benefits compared to the free version. For instance, you can send messages to people you're not connected to and it also gives you access to unlimited profile browsing.

However, the best feature of Premium is allows you to see who has viewed your profile. Being able to see who's viewed your profile is like caller ID for LinkedIn!

It's important to know who has looked at your profile because they could be potential clients.

With Premium, you also get a badge by your name that shows people you are a LinkedIn Premium member. This can be a signal to your network and potential connections that you're invested and take LinkedIn seriously.



Joe Apfelbaum · 1st 

★★★★★ CEO, Ajax Union, B2B Marketing

☀️ Help hungry entrepreneurs from Frustrat

#Mojovation 🍏

Brooklyn, New York · 500+ connections · Co

Who viewed your profile

13,020 profile viewers in the past 90 days

2,000

1,500

1,000



#15 CAN I REALLY GET RESULTS FROM LINKEDIN?

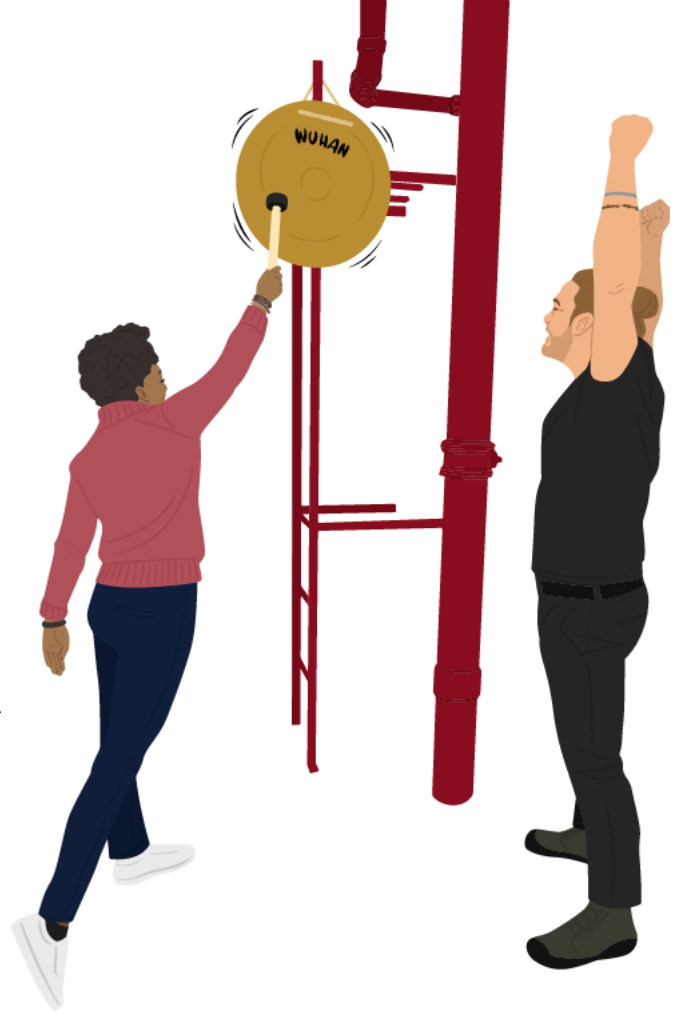
The first step to getting results from LinkedIn is having a solid business goal.

Getting results from LinkedIn is just like getting results from any type of marketing. It means you need to have a plan, strategy, and goal.

For example, a lot of people don't see results from marketing because they want to make as much money as possible from anyone and everyone.

Meaning, they don't take the time to identify their competitive advantage, they don't have the correct messaging set up, and they don't have a good product to sell. And if you don't have a good product to sell, no one is going to buy!

LinkedIn is a tool that has the ability to get you results, but you need the RIGHT strategy to be successful.



#16 WHAT DO I DO IF SOMEONE HARASSES ME ON LINKEDIN?

Just like other social media platforms, harassment happens sometimes on LinkedIn. Unfortunately, there are some people who are just trolls, that's just the way it is. A really common way that trolls harass people on LinkedIn is by leaving negative comments on posts.

Even if you don't know the person, a negative comment is still hurtful.

I once heard an influencer say that the way he deals with trolls is to just delete the comment. He doesn't even engage with them because that's exactly what they're looking for—attention. If it makes you feel more comfortable, it's totally acceptable to delete a negative comment.

Another option is to block the person right away. For example, if someone said something very negative, you can go to their LinkedIn profile and click "More." There you have the option to either remove the connection or block them so you never see them again.


So overall, if a person is harassing you on LinkedIn, it's definitely okay to block them and just move on.

#17

WHAT ELEMENTS SHOULD I INCLUDE IN MY HEADLINE ON LINKEDIN?

WHAT WE DO



Tami Joy Schlichter, Ph.D. · 1st 
President, AjaxUnion. We create solid B2B Marketing Strategies & Achieve ROI w/ Seamless Execution
#gettingthingsdone 🐼

“Our team of digital marketing experts learn about your business and we implement the latest cutting edge technology to help you accomplish your business goals. We don't just come up with innovative ideas, we get things done and we strive to help you achieve a positive ROI.”

AJ
is a
age



Your headline is what appears under your photo and name on LinkedIn.

You should include your job title, the company that you work for, one word that describes what you do as a company, and any additional things that you want to be known for.

For example, Joe wants to help hungry entrepreneurs go from frustration to motivation. Tami tells her target market that her company creates B2B marketing strategies.

Your headline should make very clear WHAT you do as a company and WHO you do it for.

#18

WHAT IS THE BEST TIME OF DAY TO POST ON LINKEDIN?

This is one of those questions with more than one answer. The best time of day to post really depends on your target market! Before posting, ask yourself "Who am I trying to reach?"

For instance, if you're trying to target CEOs and executives, some LinkedIn influencers say the best time of day to post on LinkedIn is between 8:30 am ET and 9:30am ET.

However, if you're targeting people that are mid-level managers or marketing managers, the best time to post on LinkedIn is during lunchtime; so anywhere between 12pm ET and 1pm ET.

But the truth is the best time to post on LinkedIn is whenever you can! Try to post at least once a day, but it would be ideal if you could post every time you're on LinkedIn. It doesn't matter if it's 3am on a Sunday, if that's when you have time to post, then do it!



#19

WHAT IS THE FIRST MESSAGE I SHOULD SEND TO A NEW LINKEDIN CONNECTION?



So you made a new connection on LinkedIn; awesome! But now, what do you say?

The first thing you should say to a new connection is "Thank you for connecting with me on LinkedIn."

It seems really simple, but the thing is, you wouldn't believe how many people make connections and then NEVER speak to them!



You can either send this message after you connect, or you can add it to the connection request message. Something like, "Thanks for checking out my profile. Would love to get to know you. Thank you for connecting with me on LinkedIn."

#20

WHY SHOULD I CUSTOMIZE MY URL ON LINKEDIN?


The reason it's important to customize your URL on LinkedIn is to have a URL that's clean and elegant and shows you actually customized it.

For example, having a customized URL means you can easily tell people how to visit you on LinkedIn, you can put it on your business card, and it looks really good on your website.

Back to LinkedIn.com

Public profile settings


You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.




WHAT WE DO

“Our team of digital marketing experts learn about your business and we implement the latest cutting edge technology to help you accomplish your business goals. We don't just come up with innovative ideas, we get things done and we strive to help you achieve a positive ROI.”

AJAX UNION is a full-service digital marketing agency based in Brooklyn, NY

 *Tami Joy Schlichter*
Tami Joy Schlichter - President of Ajax Union

Tami Joy Schlichter, Ph.D.

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Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/tamijoyschlichter

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

#21 WHAT ARE THE ELEMENTS OF A GREAT LINKEDIN PROFILE PHOTO?

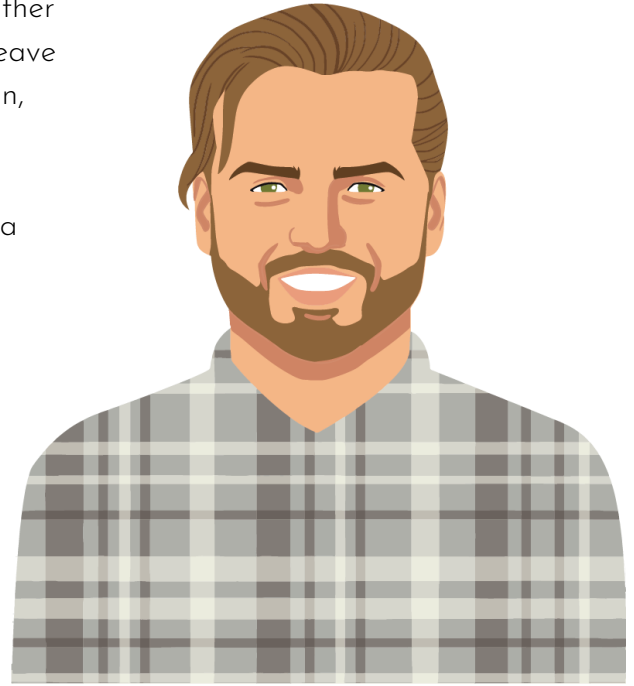
First impressions matter! And on LinkedIn, one of the best ways to make a great first impression is by having an excellent profile photo.

It's much easier for people to recognize you based on a photo rather than just seeing your name. On LinkedIn, every single time you leave a comment, post something, or appear anywhere else on LinkedIn, the first thing people will see is your profile photo.

So, if you don't have a nice photo, it's kind of like showing up to a networking event with a paper bag over your face. No one will recognize you!

Here are some best practices for profile photos:

- Have a clear photo of the front of your face and shoulders
- Solid background
- Great lighting
- Smile!



#22 WHY DO SOME POSTS HAVE LESS REACH THAN OTHERS?

If you're active on LinkedIn, you've probably noticed that some people's posts get a lot more reach than other people's.

The reach of posts on LinkedIn has to do with how many followers you have. For example, if you only have 100 followers, you're probably not going to get many views on content that you post. This is because the LinkedIn algorithm only makes your posts visible to a small percentage of your connections at one time in order to test if the content is something that people want to see.

While there are multiple steps you can take that impact how many people see your post, the first and most important thing you need to do is build up your connections on LinkedIn. The more connections you have, the more opportunity there is for people to engage with your content!

A second step in ensuring your LinkedIn posts get more reach is to post as often as you can. The more you post, the more people will engage with and share your content to their own networks, increasing your reach even more.



#23

WHAT TOOL ARE YOU USING TO COMMENT SO QUICKLY ON LINKEDIN?

It's super important to engage with your network on LinkedIn by liking and commenting on their posts. However, sometimes it's really difficult to think of things to comment on content you see on LinkedIn.

Especially if you only have 5 minutes to engage on LinkedIn each day. So, what do you do?

The easiest way to come up with comments to quickly post on LinkedIn is to have a list of comments prepared in advance!

This way you don't have to take time thinking of what to say, you can just quickly copy and paste.

If you have a much longer post that you want to write, you can automate this process using templates. A great Chrome extension to use is Gorgias templates.

You can put longer comments in Gorgias and use it quickly for direct messages.

#24 WHAT IS THE BEST WAY TO SHARE ARTICLES ON LINKEDIN?

If you have already written articles on LinkedIn, you should try to share one every single day.

In order to share articles on LinkedIn, first go to your profile. Scroll down to the Articles & Activity section. Next, click on "See All Articles" to see a list of all your articles.

The best way to share an article is to open it and search for a piece of content in the article you'd like to post, then copy it and click "Share." Once you've done this, in the pop-up, paste in the content you copied from the article.

Add a call to action, tag someone or add hashtags to expand the reach. Finally, make sure to add something that catches people's attention.

#25

HOW DO YOU CONTROL WHAT YOU SEE ON YOUR LINKEDIN FEED?

Most people sign on LinkedIn and just waste their time scrolling through the feed. The way to really take advantage of LinkedIn is to stop wasting your time in the feed and instead focus on engaging with relevant content.

Your LinkedIn feed contains tons of content and there's no reason to just randomly scroll through it.

It's important to strategically engage with content posted by the people who you want to stay top of mind with.

In order to find the people and the content that's related to your business, a really great hack is to use the search filter on LinkedIn.



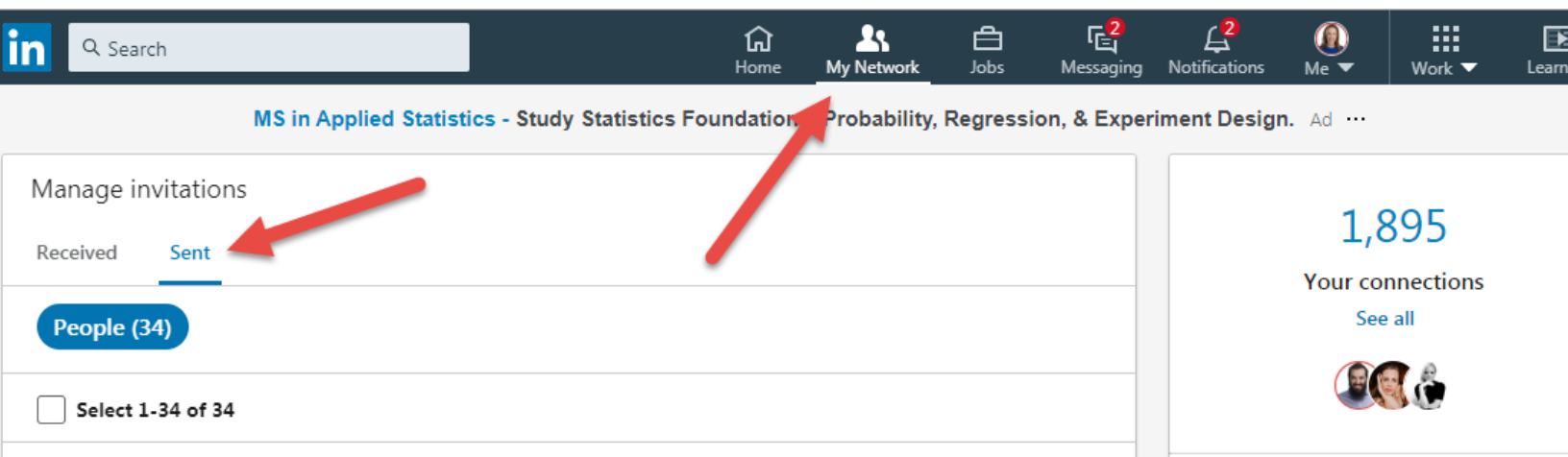
#26

HOW CAN I MAKE SURE I DO NOT GET BANNED FROM SENDING A CONNECTION?

If you're super active on LinkedIn, you may know that there's actually a limit to how many pending requests you can have at any given time. So if you're serious about LinkedIn and send a lot of connection requests, it's important to make sure that you don't have too many pending at one time.

In order to see how many connection requests you have pending, click on "My Network" and then "Manage Invitations." This will allow you to see how many connection requests you've sent as well as how many you have received.

You should avoid having too many people that you're waiting to connect with. If people aren't accepting your invitation, you can select "Withdraw" and clear up your pending requests.



The screenshot shows the LinkedIn web interface. At the top, the navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging (with 2 notifications), Notifications (with 2 notifications), Me, Work, and Learning. Below the navigation bar, there is an advertisement for 'MS in Applied Statistics - Study Statistics Foundation Probability, Regression, & Experiment Design.' The main content area is divided into two sections. The left section is titled 'Manage invitations' and has two tabs: 'Received' and 'Sent'. The 'Sent' tab is selected, and a red arrow points to it. Below the tabs, there is a blue button labeled 'People (34)' and a checkbox labeled 'Select 1-34 of 34'. The right section shows '1,895 Your connections' with a link to 'See all' and three profile pictures of connected users. Another red arrow points from the 'My Network' link in the navigation bar to the 'Manage invitations' section.

#27

HOW DO I FIND THE BEST KEYWORDS TO USE ON MY SITE?

You can open up a free Google Adwords account on adwords.com. First click on "Tools," then "Keyword Planner" tool, and you'll be able to easily figure out what your most important keywords for your LinkedIn profile or your website are.

The best way to start is by typing in your website and you'll start to get ideas of phrases and keywords that Google sees on the site. If you know the keywords that are important to you, add those as well. This tool will also help you understand potential cost per click for particular keywords.



#28










HOW CAN I ADD OR REMOVE INTERESTS FROM MY LINKEDIN PROFILE?

If you scroll to the bottom of your LinkedIn profile, there's a section called "Interests." If you click on "See All," there will be a list of all the interests that you have: Companies, Groups, and Schools.

If you want to remove an interest, all you have to do is click on "Following" and this will let you unfollow whatever the interest is.

If you want things to show up on your Interests, just search for those companies, groups or schools on LinkedIn that you want to show up and like or follow them.

Interests

	BBC News 5,065,878 followers		Ann Handley  Digital marketing & content expert. Wall ... 400,394 followers
	Amazon 10,751,910 followers		Forbes 11,892,455 followers
	Bill Gates  Co-chair, Bill & Melinda Gates Foundation 23,312,905 followers		Tony Robbins  #1 New York Times best-selling author, lif... 5,137,038 followers

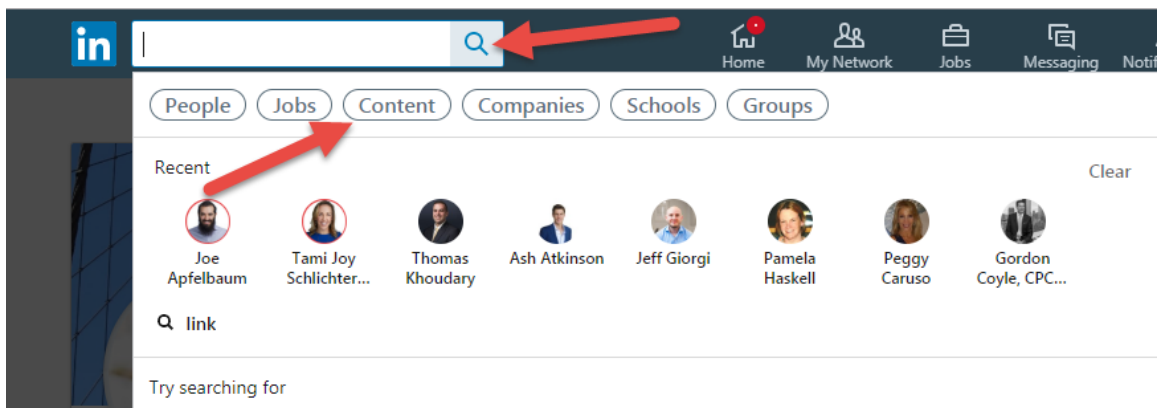
[See all](#)

#29 HOW TO FIND RELEVANT CONTENT ON LINKEDIN

Most people don't know this, but you're wasting your time on your feed. Your feed has lots of advertisements and things that your connections are engaging with that aren't really relevant to you or your business..

Of course, there is the option to change your feed, but if you really want to just see your connections' posts and not advertisements, you can actually search through the content of your connections that happened within a certain time frame.

To do this, click on "Search," then click on "Content." Once you do that, you can adjust the filters to find the content that's relevant to you.



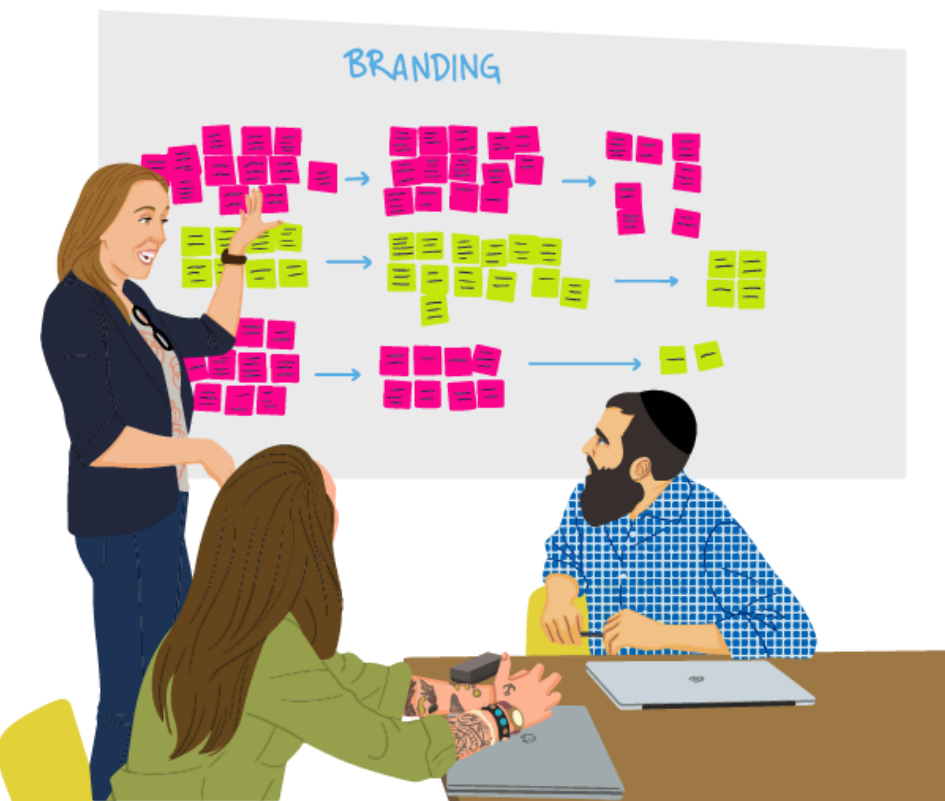
#30 WHAT IS THE BEST WAY TO SHARE A VIDEO ON LINKEDIN?

YouTube is a powerful search engine and we highly recommend uploading videos to YouTube

However, when it comes to your post ranking on LinkedIn, videos that get embedded into LinkedIn using the embedding tool get 10 times more exposure than videos shared as just a link.

The only problem with embedding a video on LinkedIn is that the video can only be 10 minutes long. So if you want to share a longer video, you have no choice but to share the link.

In this case, you should put the link to the video in the comments rather than in the post itself.





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