

8 Ingredients  
**OF THE  
PERFECT  
LINKEDIN  
POST**

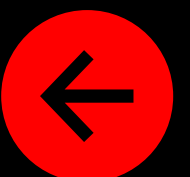
Get ready to cook  
some awesome content!



# #1 - INCLUDE A SCROLL STOPPER

The average LinkedIn member will scroll for **less than 2 minutes**, seeing **only 16 posts**.

Make sure you have something to **catch** their attention. Picture(s), different font, a visual.



# #2 - TRIGGER IN THE FIRST 3 LINES

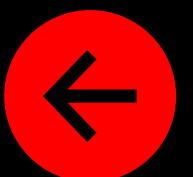
Questions, bold statements, a quote. Make sure you **spark** the curiosity of the reader to click on **“see more”** as this already will grow your audience



# **#3 - HAVE BETWEEN 12 AND 16 LINES OF TEXT**

The best performing posts have between **1.200** and **1.600** characters.

**Dwell time** is still important, relevance is key, keep the reader engaged.






# #4 - USE TAGS WISELY

Tag people and companies when it's in **their benefit**, not only in yours.

**Unanswered tags** have a **negative impact** on your reach.

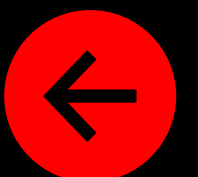


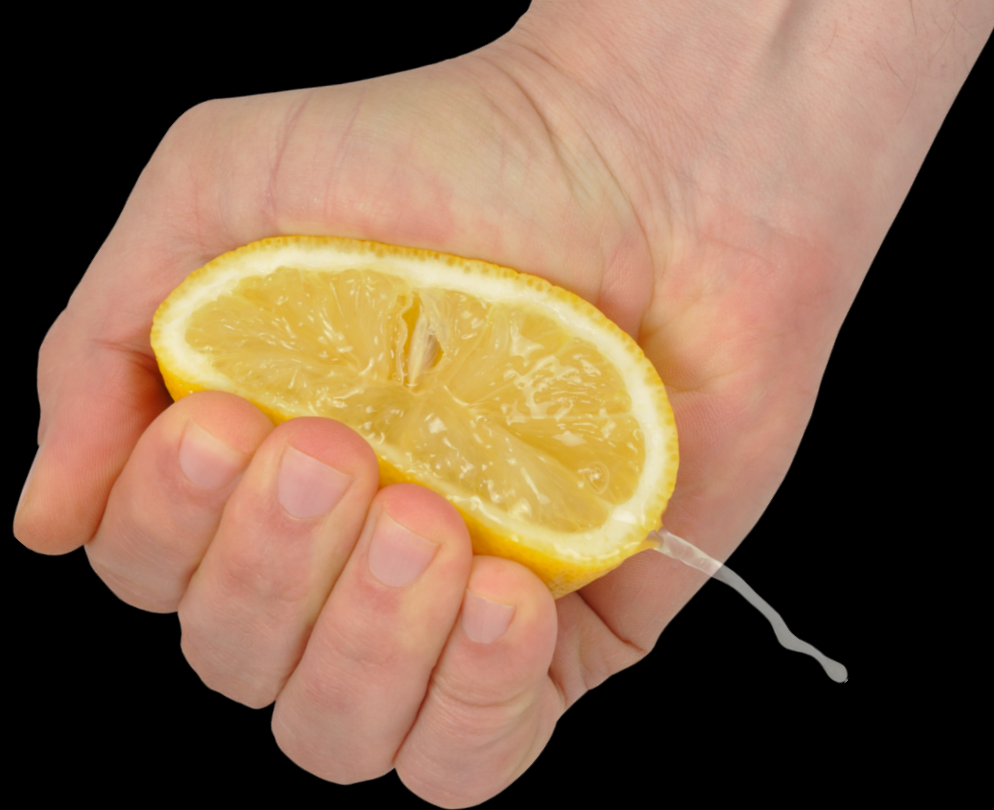


## #5 - USE HASHTAGS

Ideally between 3 and 5.  
Position - included in the text, or at the bottom of your post - does **not** influence reach.

**Mix** unique ones with the hashtags that have a lot of followers

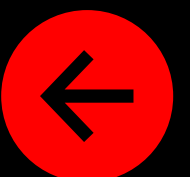




# **#6 - A CTT OR CTF INCREASES ENGAGEMENT**

Goodbye Call-To-Action (CTA)!  
Hello Call-To-Think (CTT) or  
Call-To-Feel (CTF).

Make people **think** and **feel**  
about their needs and how you  
could offer a solution.

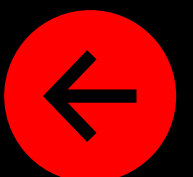


# #7 - CREATE AND USE A LINKEDIN SIGNATURE

**Build and Grow** your  
Community with every Post.

Ask people to ring your bell,  
follow your profile or hashtag.

Include this **signature** at the  
bottom of each Post

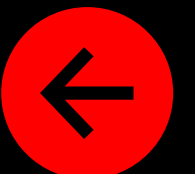




# #8 - STICK AROUND AFTER SERVING YOUR POST

Engage with at least 3  
Posts of others, respond  
to all the comments  
you receive in the  
first **15 minutes**.

Add a comment of your  
own after 1 hour.



# #Follow #Connect

I am **Richard**.

Trained over 250.000  
professionals  
Worked with over 800  
companies in more than 30  
countries

Liked the post?

Follow or Connect with me.  
Ring the Bell on my Profile

+10 million views on  
LinkedIn in 2022.





**RICHARD VAN  
DER BLOM**

