



LinkedIn 10X Content Guide

**The step-by-step process of how I got 193,000 views
and 3,000 comments on LinkedIn**



LinkedIn 10X Content Guide - Bluewire Media

How I got 193,000 views on a LinkedIn post

This is the process I follow that helps me get 10X more traction on my LinkedIn posts. It's the same process that saw several posts get 100k views and one that got [193,000 views](#) and 3,000 comments.

It's based on being a 'good guest'. Here's what I mean.

5 steps to being a good guest on LinkedIn (and to 10X your results)

Getting 10X higher traction on LinkedIn, all comes down to being a good guest!

Imagine you were invited to a business function -- for free -- and all your ideal clients were also in the room. **(Hint: this is LinkedIn).**

Imagine if every time you spoke to a fellow guest, you tried to recruit them away from the event to your office. **(Hint: this is like linking off to your own website from LinkedIn).**

The host (aka LinkedIn) probably wouldn't be that pleased, and they wouldn't be in a rush to introduce you to other people. **(What happens: LinkedIn will restrict the visibility of your post).**

However, if you stay at the function and start good conversations, add value and connect with new people, your fellow guests will have a good experience, stay longer and enjoy it, which of course the host loves!

(Encourage interaction in the comments and start conversations in direct messages DMs which keeps people on the LinkedIn platform).

The host will love you, invite you back and be delighted to introduce you to everyone else.

(Impact: LinkedIn will give your post lots more visibility, even to people in your 2nd and 3rd degree network.)

In this PDF guide, I'll show you exactly how to do it, step-by-step.

10X Results

This approach has seen my videos go from 1,000 views with a dozen comments to videos that consistently get 10k, 20k, 50k and sometimes 100k+ views --- with 1,000s of comments from ideal clients.

#1. Share insightful and useful posts

Whilst video is certainly the format that gets the most traction, text and image posts will still get significantly more traction when you follow this process.

Tip: Offer useful insights in the text part of your post, and in the video if that's the format you choose. Post videos natively, rather than post a link to YouTube. Ensure the text marries up to the message in the video, so if people don't watch the entire video they still understand your point.

Most people stop here, but the magic happens when you do the following.



LinkedIn 10X Content Guide - Bluewire Media

#2. Offer a companion PDF as a bonus

Create a companion PDF that complements the post, and offer to send it to people who leave a comment.

eg. When I talked about my marketing tips at the start of the year, I offered our Web Strategy Planning Template as a companion PDF.

Adam Franklin
Social Media Speaker, Bestselling Author, CEO @ Bluewire Media. I help hig...
9mo

My marketing tips for 2018, as well as the new version of the Web Strategy Planning Template that I co-created with **David Meerman Scott** and Toby Jenkins. Type "yes" in the comments and I'll send you a copy.

I started giving away valuable PDFs...

And more people started requesting my giveaways.

102 Likes **265 Comments**

eg. When I talked about tips for your LinkedIn Profile, I offered a LinkedIn Profile Checklist as a companion PDF.

Adam Franklin
Social Media Speaker, Bestselling Author, CEO @ Bluewire Media. I help hig...
4mo

Please type "LinkedIn Profile" in the comments and I'll send you my LinkedIn Profile Checklist (PDF, no opt-in). *Just connect with me, so I can DM it to you easily.*

I kept refining my process and the results got even better!

Some videos were more popular than I ever expected.

935 Likes **3,076 Comments** 193,145 Views

Like Comment Share

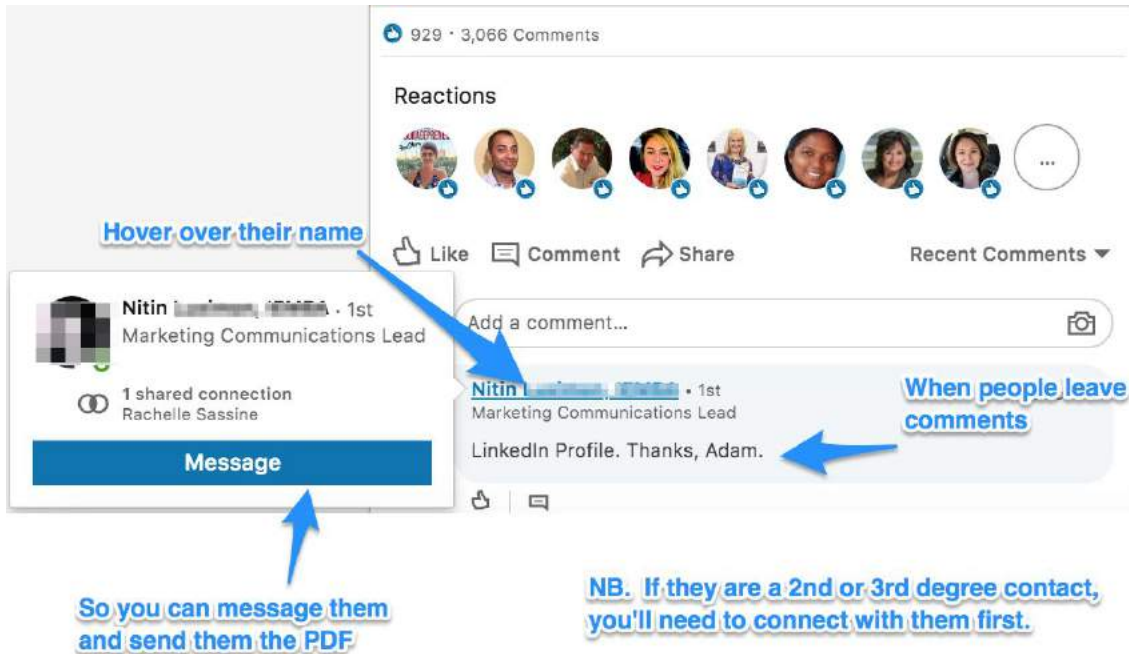
193,145 views of your video



LinkedIn 10X Content Guide - Bluewire Media

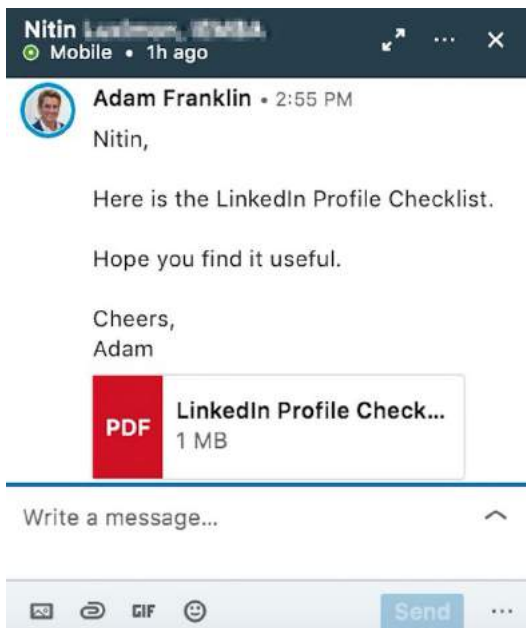
#3. Open up a direct message (DM) with the people who comment

As people leave comments, hover over their name so you can open up a direct message conversation.
*NB. If they are a 2nd or 3rd degree contact you'll need to connect with them first.



#4. Send the PDF via direct message

Simply attach the PDF to your direct message.



After you do this, you can follow up and continue the conversation however you see fit.



LinkedIn 10X Content Guide - Bluewire Media

#5. Close the loop and reply to their original comment



That's it.

You don't need to be in a rush to drag people back to your website or make them opt-in to something. It's way better to be a good 'party guest' instead. It's not only 'good etiquette' but ultimately will result in much better results for you too.



About Adam Franklin

Adam Franklin is the author of *Web Marketing That Works* -- an Amazon #1 best seller. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog** and his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**. Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

Feel free to connect

For more tips, templates and videos please connect with me: www.linkedin.com/in/adamfranklin

Are you my next coaching client?

If want to use LinkedIn to **grow a lucrative pipeline** of high-value B2B clients, I'm looking for my next intake of **5 consultants or advisors** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn.
5. Are **friendly and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

Either email "**LinkedIn Program**" to me at adam.franklin@bluewiremedia.com.au or book a **LinkedIn Growth Session** with me via: www.bluewiremedia.com.au/growth



LinkedIn 10X Content Guide - Bluewire Media

You may also like these free templates (email opt-in required)...

LinkedIn 10 Minute Daily Plan



www.bluewiremedia.com.au/linkedin-daily-marketing-plan

LinkedIn Profile Checklist



www.bluewiremedia.com.au/linkedin-profile-checklist

LinkedIn Content Plan




www.bluewiremedia.com.au/linkedin-content-plan



LinkedIn 10X Content Guide - Bluewire Media

You can also watch my [free, on-demand LinkedIn Masterclass webinar](#).

ON DEMAND RECORDING
Any-time access



Presented by
ADAM FRANKLIN
CEO of Bluewire Media
Author of Web Marketing That Works

LinkedIn Masterclass - starting now.

In my 45 min 'pitch free' masterclass you'll learn...

- ✓ How to **win new business on LinkedIn** today and into 2020.
- ✓ How to **optimise your LinkedIn profile** to appeal to your ideal clients.
- ✓ How to **find your ideal clients** on LinkedIn.
- ✓ Also **Ask Adam Anything** -- it's an open forum for Q&A.
- ✓ **"No pitch** - nothing for sale".
- ✓ **BONUS: 9 LinkedIn PDF** resources when you register.
- ✓ Total length: **45 minute webinar**

[Yes! Claim My Spot Now! »](#)

[Click here to register for free.](#)

Finally, if you're ready to learn the complete playbook, you may also like to enrol in my flagship course [LinkedIn Leads for High Value Clients](#)



[Click here to check it out >>](#)