

0 to 5,000

# LinkedIn Followers





# Step 1: Fix Your Profile

## Profile Photo



- 1000 x 1000 px
- Solid color
- Professional

## Headline

- Short headline
- What you do, who you help, how you help them.

## Featured

- 1200 x 627px
- Newsletter
- Lead magnet
- Your offer
- Book a call
- Cohesive color



### MJ Jaindl

Help scale e-commerce businesses | Chief Revenue Officer @ Miva

New York, New York, United States · [Contact info](#)

[Scale Your Business With AI](#)

16,982 followers · 500+ connections



Miva, Inc.



Questrom School of Business, Boston University

### Featured



### About

#### My results:

- ↳ I grew from Project Manager to Chief Client Officer in 4 years.
- ↳ I've sold over 100M+ in SaaS subscriptions
- ↳ I helped grow Buddy Media from \$0 → \$800M (exit to Salesforce)
- ↳ I grew a company I founded from \$0 → \$3,000,000 in revenue in 18 months.
- ↳ I 2x Miva's GTM efficiency in 1 year. (doubled our team's output)

### Activity

16,982 followers

Posts

Comments

Videos

Images

Documents



MJ Jaindl · You

I help scale e-commerce businesses | ...

1d · 🌐

Old way: Text, carousel & image posts only



MJ Jaindl · You

I help scale e-commerce businesses | ...

2d · 🌐

The reason your LinkedIn posts d

## Banner

- 1584 x 396px
- Clear headline
- Stay concise
- Use social-proof
- Add a large photo of yourself to show your personality
- Leave space for your profile photo

## About

- Short intro
- What you do
- Your results
- What you post

## Activity

- Your content is your resume
- Potential followers want to see consistency



# Step 2: Find Your Tribe

Identify creators you  
admire & support them

## FIND CREATORS THAT:

1. YOU ADMIRE
2. ALIGN WITH YOUR INTERESTS
3. SHARE VALUABLE CONTENT

## MAKE A LIST (15-50)

1. BROWSER BOOKMARK LIST
2. GOOGLE SHEET
3. MIX OF SMALL, MED, BIG ACCTS

## ENGAGE DAILY

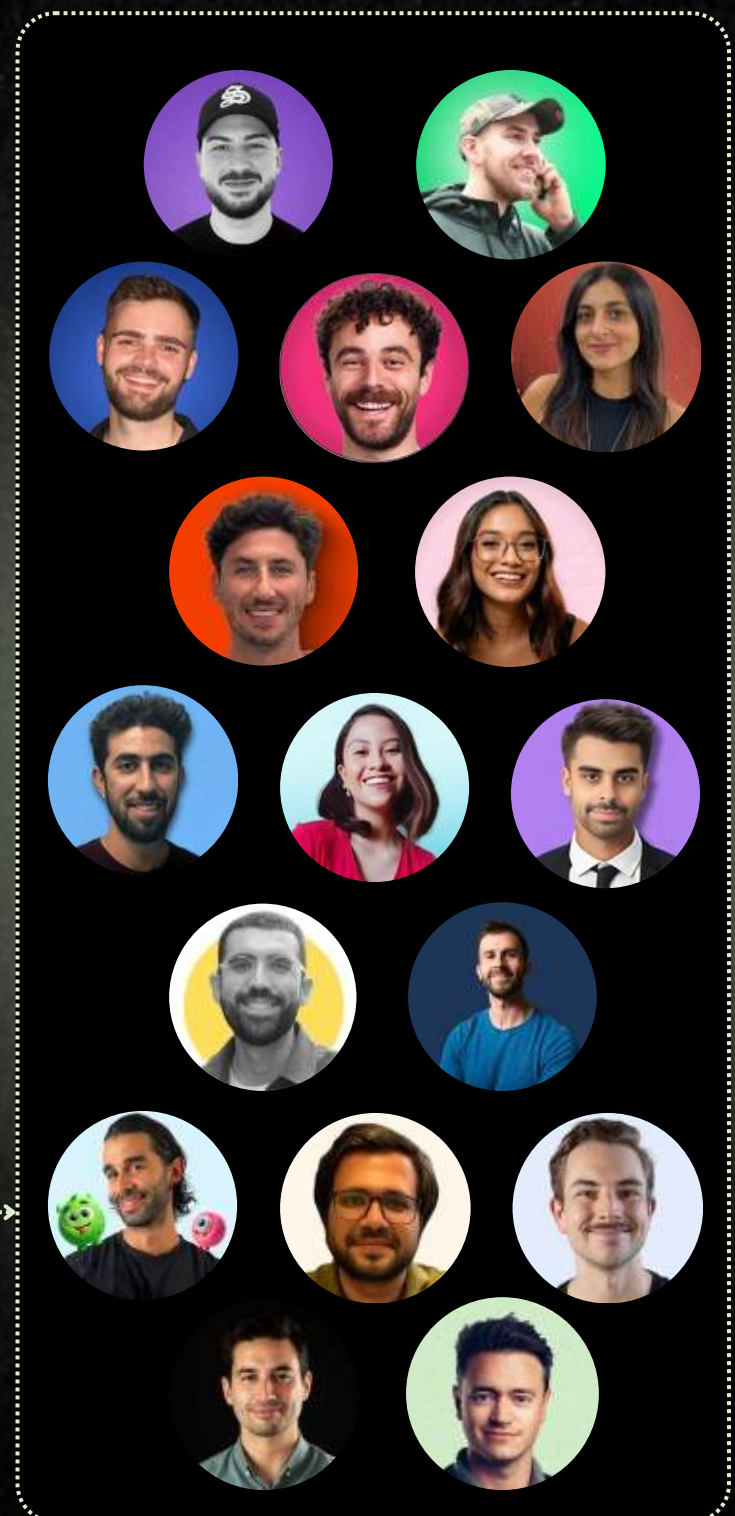
- WRITE THOUGHTFUL COMMENTS
- DM TO SHOW YOUR SUPPORT

## CONNECT

- CONTINUE SUPPORTING OTHERS
- OVER TIME, YOU'LL BUILD VALUABLE RELATIONSHIPS

## P.S. I'M INTERESTED IN

- MARKETING & DESIGN
- CONTENT CREATION
- SOCIAL SELLING
- AI





# Step 3: Build A Routine

Create a LinkedIn routine that works for you. **Here's mine:**

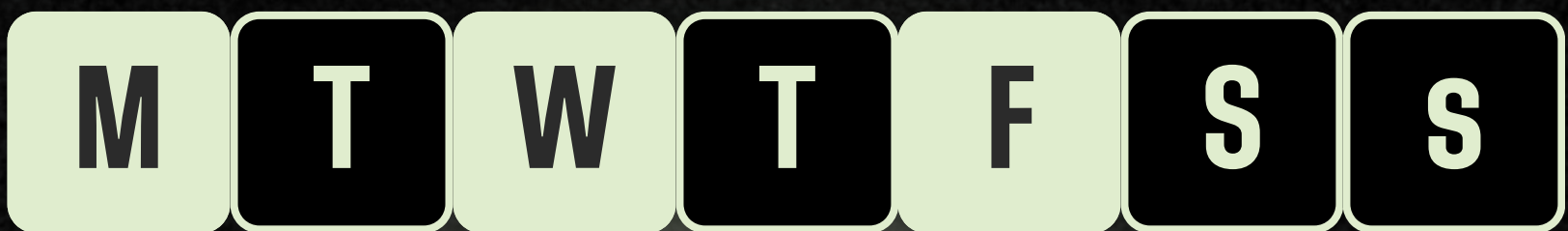
7:30 am	Comment	<b>7:30am - 8:00am</b> <ul style="list-style-type: none"><li>• Create a list of 50 creators you like</li><li>• Bookmark their activity page</li><li>• Visit each daily and comment</li></ul>
8:00 am	Post	<b>8:00am</b> <ul style="list-style-type: none"><li>• Save your post as a "draft" the day prior</li><li>• Post it between 7:50 and 8:10 local time</li></ul>
8:01 am	Comment	<b>8:01am - 8:30am</b> <ul style="list-style-type: none"><li>• Continue commenting on friends</li><li>• Reply to all of your comments</li></ul>
8:30 am	Create	<b>8:30am - 9:00am</b> <ul style="list-style-type: none"><li>• Spend 30 mins creating content</li><li>• Some days you'll comment less ...</li><li>• &amp; spend more time creating, that's ok</li></ul>
9:00 am	Work	<b>9:00am - 6:45pm</b> <ul style="list-style-type: none"><li>• Work on your 9 to 5.</li><li>• Work on building your business</li><li>• Work on whatever pays the bills for you</li></ul>
8:30 pm	Research	<b>8:30pm - 9:15pm</b> <ul style="list-style-type: none"><li>• This isn't critical, but will help</li><li>• Spend time at night researching</li><li>• You'll process the ideas while you sleep</li></ul>



# Step 4: Stay Consistent

Consistency has different forms.  
Find what's right for you and stick  
with it.

THIS IS CONSISTENCY



SO IS THIS



AND THIS





# Step 5: Learn The Basics

## Post Schedulers

Don't use  
post schedulers

## Commenting

Reply to comments in  
the first 2 hours can  
increase reach by 40%\*

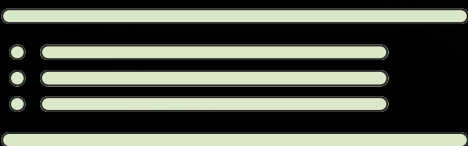
Comment for **15 to 30+**  
**minutes** per day

### Use CTAs

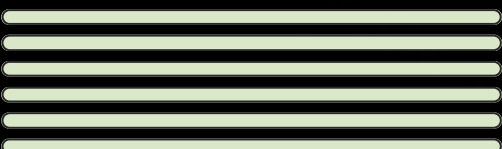
📌 Use **pinned  
comments** on your  
posts

## Post Format

Do This



Not This



Short sentences,  
whitespace, no orphan  
words

## AI Tools



## Short Sentences

Be concise: posts w/ sentences **< 12  
words perform 20% better\***

No orphan words: Sentence wrap to  
after about **45-48 chars**

## Timing

Text+Image  
Mon-Fri  
**8-10:30am**

Personal story  
Sat-Sun  
**8am-12pm\***

## Post Length

Optimal post  
length 900 to  
1,500 characters.\*

Each additional  
300 characters  
may reduce reach  
by about 10%.\*

## Visuals



### Visuals

Choosing relevant  
images can boost reach  
by 15-20%,  
and even more with a  
relevant selfie, up to  
30%\*

## Carousels

They get a  
higher reach of  
**1.44x** more  
than  
Text+Image  
posts.\*

Optimal length  
**6-12 slides\***

## Hooks

The opening 2  
sentences are  
critical  
Start strong &  
potentially  
**increasing  
reader  
retention by  
30%.\***

## Avoid

- ✗ Links
- ✗ Hashtags
- ✗ Tagging
- ✗ 2+ posts  
per day

\***Richard van der  
Blom**-Algorithm  
Insights 2024

**88%**

OF USER  
BROWSE  
ON  
MOBILE