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How I Completely Changed My Career Using LinkedIn

16 simple strategies to implement straight away and 10X your results



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If you had asked me back in 2015 if I'd be doing anything interesting or career-changing on LinkedIn, I would have laughed. Now, I comfortably (without bragging) reach millions of people every month on there with simple written words.

Let me clarify a few things in case you think it's beyond your reach and I have some secret power. I have no business degree, my best





So my qualifications when I got started right up until today have been pretty dismal and easy for you to mimic if you'd like to transform your own career.

In the world of your career, there is only one platform that matters: LinkedIn. For some reason, there are no competitors and nowhere else you need to be. This makes life easy because you don't need to be on ten platforms for your career and doing a handstand at the same time while feeling nauseous. You can sit back, relax and go all in, in one place.

Finally, in the advice below there'll be no personal branding, selfies, high-fives with Jeff Weiner, or typical advice that you can read in an article with a stock photo of dudes in suits looking happy and winning, of course.

Let's get started.

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2015–2017

These years were lonely on LinkedIn because it took time to find my voice. Also, there was no good advice to follow or mentors to help me. These were the years of building the habit of posting on LinkedIn above everything else.

The mistakes I made

- Not posting enough
- Never engaging with anyone
- Sharing the wrong content
- Being overly selfish
- Caring about followers
- Not having the courage to post the good stuff

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How to Absolutely Crush It on LinkedIn

To get to the point quickly and easily, for every practical tip I give you that has worked for me, I'm going to give you a soft skill that is also required. Basically, if you act like an A-hole, nothing I say is going to help. You need practical and soft skills to win on LinkedIn.

Post a story

If LinkedIn had a currency, then stories would be it, and those who focus on them would be millionaires.

When I first started posting on LinkedIn, I made the mistake of it being my personal journal and a day-in-the-life of someone you don't know or care about. The aim is incredibly simple: Tell stories, share your experiences and get to the point.

What can you teach us all or remind us of that is going to help our career?

Inject humility, get high, and overdose on it

The soft skill that has helped me the most on LinkedIn is being humble. This means remembering that I don't have all the answers, I'm not the best, and the world wasn't built around me and my awesomeness.

This soft skill has transferred into other areas of my life too, which is helpful. When you show up on LinkedIn, dial down your ego, don't ask for followers, don't create your own hashtag, and don't tell us all that you can do it all.





What will my boss think?

This one took me years to understand. The psychology of a LinkedIn user in one sentence is this question. People engage with content with this question in the back of their mind.

Focus your content on building others up or making them successful in their careers. People will not comment on your post if it makes them look bad or tarnishes their company's name.

Your profile page doesn't matter so much

It's easy with all the courses and supposed experts out there to fall into the trap of endlessly updating your LinkedIn profile. Here's the thing: LinkedIn is not so much a resume platform anymore.

Most users are not clicking your profile, they stay in the newsfeed of the app to consume content. Your LinkedIn headline tells people what you do for a living, meaning they don't need to click your profile. The data I've collected on this phenomena backs it up too.

People are not clicking your profile anymore so quit endlessly messing about changing job titles, tinkering with your summary and trying to get endorsements. It. Just. Doesn't. Matter.

Share stories; be useful.

Talk about the good and the tough times

Most people's LinkedIn accounts are nothing more than highlight reels that show that everything they touch turns to gold. Life isn't that straightforward.

What people love on LinkedIn is real people like you and me. Talk about when you got the promotion or started the business, but don't forget to talk about the tough times when you lost your job or your blockchain startup went bankrupt and didn't save the world.

It's easier for people to relate to someone who shares their real experiences, not just the huge wins and awards that can be purchased for cash money.

Create the habit

If you show up once a month, like your career, nothing is going to happen. LinkedIn is a daily task, although you can take the weekend off.

Having said that, you don't need to waste your entire life and never see your family again to use LinkedIn effectively. Many people I have spoken to overthink it. Start by posting one thing every day that takes you two minutes. I told a guy the other day that you could simply go on a website like Brainy Quotes and share a quote a day.

What you post doesn't matter in the beginning; what matters is whether you have built the habit. Once you have been doing that for thirty days, you can switch to sharing something with a little more value. Even nowadays, it doesn't take me more than ten minutes to write something for LinkedIn.

Disconnect from the outcome because you can never predict what will be helpful on LinkedIn.

Disconnect from fear of judgment

When I started getting some traction on LinkedIn, people wanted me to coach them on how they could do it too. The number one thing I found through coaching was that people didn't need to know how to log into LinkedIn, click *create post*, and share a video or a few lines of text (that's all there is to it by the way).

The how-to *need* was actually just a fear of judgment in disguise. Each person I coached was overthinking how they would be seen. You can never predict how people will perceive you, and you will go insane if you try.

Think of it this way





- 25% will hate everything you do
- 10% of people can't make up their mind
- 5% of people will troll you or leave harsh comments
- The rest will just want to go on their lunch break and take advantage of Taco Tuesday (like me)

When you can stop worrying about being judged, your LinkedIn account and your career will explode.

The theme you're starting to see, hopefully, is that as you get better at LinkedIn, the skills are transferrable into your everyday career and life.

Publish when it terrifies you

Spoiler alert: The content people have loved the most from my LinkedIn account that got shared hundreds of thousands of times was the content I was scared shitless to post.

If you feel as though you need some courage to hit post, that is the one bit of content that will be helpful. Why? When you're afraid, that's you breaking out of your cocoon and transforming your career. It's the level of heart and vulnerability that champions are made of.

Right now, I have two posts I've been sitting on for a few months, and in the next two weeks, I'm going to post them.

I'm shit scared, which means it's time to be useful.

Accept your insecurities

Not having a business degree, failing at multiple startups, being an asshole for the first few decades of my life — these are my insecurities. Each of these shows up in my career, and LinkedIn is the drug I use to combat them with a baseball bat to the face.

Your insecurities will show up in your content and that is fine. Accept them rather than let them hold you back.

Join group chats

I'm currently in three group chats on LinkedIn with like-minded people. The conversation is amazing and it's one of the rewards you don't expect. When I'm being silly or thinking too small, these people hold me accountable.

The point of social media is to be social and once you've been on LinkedIn for a while, you too will get invited to these group chats.

Acknowledge others' achievements

Don't be envious when someone gets a promotion or has an article they wrote reach millions of people. Be incredibly happy for them. Shoot them a message, leave them a comment, and be happy when people win.

You rise on LinkedIn and change your career by lifting others up in the process.

Sublimely talk to people

This one is going to sound bonkers and it's incredibly cool.

You can subliminally talk to customers, future employers, your boss, and your colleagues using LinkedIn. They won't see everything you post, but if you say the same thing enough times, they will.

You can check whether your messages are getting through to them by checking their LinkedIn activity on their profile page. If they liked or commented, you were heard.

Take a break

You can quickly become overwhelmed if you overdo it. You don't need to be on LinkedIn while in the lift or posting while you're supposed to be in a work meeting. Take a chill pill, relax, and focus on your time on being helpful daily, not every minute of every day.





A question that helps me reflect and take a break is: *What would my 104-year-old grandmother think about what I'm doing?*

This helps me reflect and see if I'm being kind, humble, useful, and not a smart ass.

Be social

There are lots of people that post on social media and never engage with the audience. They want all the perks, high-fives, and free lunches yet they won't get out of their own little world and answer a question or be kind to another human being.

If you want to 10X your career on LinkedIn

- Reply to some comments
- Answer questions in your direct messages
- Start conversations

If all you do is post and never be social, it's going to feel like you're in the middle of a national park screaming at the top of your lungs and only hearing back the echo of your own voice.

Don't overdo it though. I don't respond to everything because it just takes too much time. However, I try to be as social as I can and be helpful in those encounters. Do the same.

Test comments as content ideas

One of my favorite people to follow on LinkedIn is Oleg Vishnepolsky. He gave me this advice and it's brilliant.

If you're not sure what content to share, try going on someone's post and leaving a comment with an idea. Oleg does this all the time, and then based on the comments he gets back, he learns whether his thought or advice was helpful.

The comment section is gold if you use it as a place to test your experiments.

Take content off other platforms

This is one way I am able to generate so much content on LinkedIn. Articles that I publish elsewhere on the internet are posted again on LinkedIn.

Before using this strategy, be thoughtful. Every social media platform has its own voice and purpose. Not everything I write is good for LinkedIn. Content that is too personal or could be deemed offensive is generally best left off LinkedIn.

One tip I tell people all the time is that everything in life can be tied back to business or your career. A common comment on LinkedIn is "isn't this post meant for Facebook?"

The answer after being on the platform so many years is no.

Business is life. Life is business. Everything that happens to you affects your career and therefore is worthy of posting on LinkedIn. It's how you present it that counts.

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The Four Dont's of LinkedIn

Here are a few quick points on things to avoid that will stop your progress and screw up your career, which we don't want.

1. Quit personal branding

It's overwhelming how much advice there is to build a brand. The person you show up as every day is your brand, so aim to be a better





It's not a competition, and none of us are freaking Einstein.

3. Don't post offensive content

Harsh political posts, nudity, and using LinkedIn like Tinder are considered offensive content that is best left to other platforms. Watch your language too and try not to drop too many F-bombs (guilty, occasionally, your honor).

4. Don't tear others down

People will make mistakes, including me. I posted about Jordan Belfort, The Wolf Of Wall Street, and then later regretted it when I did a little more research. We all make mistakes and your job is not to be the LinkedIn police and stroll in on your chariot with blue and white flashing lights and issue a speeding fine. Build others up instead.

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Learning how to use LinkedIn and become helpful has completely changed my career. It has given me passive income, a voice, new careers, awesome friends, and opportunities that I could never have dreamed of. It wasn't followers, algorithm hacks, overnight success, posting videos, or getting help from influencers, it was learning to become a better person.

LinkedIn has made me a better person and that has transferred into other areas of my life and given me a career that I could never have imagined.

If you want to completely transform your career, then you need to become a better person first and that's entirely achievable.

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