

# HOW TO MASTER LINKEDIN NETWORKING

7 NETWORKING LESSONS

**TO MAKE LINKEDIN YOUR B\*TCH:**



# 1. TREAT LINKEDIN LIKE A NETWORKING PLATFORM

- Comment on posts
- Send DMs
- Send connection requests

The **LinkedIn algorithm will reward you** with all of the above in the form of pushing your content in front of more eyeballs.

## 2. GAMIFY NETWORKING

Look I love networking.

I love meeting new people. I love learning. I love connecting with folks.

But I also get tired easily. So I need limits, I need targets.

The solution? **Gamify it:**

# THE NETWORKING SCORECARD

- 1 comment = 1 point
- 1 DM = 2 points
- 1 repost = 5 points

Aim for 10 points per day.

Start small, grow sustainably.

# 3. MAGIC HAPPENS IN THE DMS

This black magic has happened countless times to me:

- I DM someone
- They DM back
- We talk for 5 minutes
- They like and comment on my post

**Why?** Because when you DM someone, **your post gets pushed** to the top of their feed. **Unreal hack.**

# 4. DON'T NETWORK WITH THE INTENTION OF GAMING THE ALGO

People aren't stupid (well alright some are).

But 99% of people can smell a rat. I've smelt those rats many a time. It is so obvious.

**Write a sincere message** to someone you genuinely find interesting, then take it away.

# 5. THERE ARE MASSIVE HUMAN BENEFITS TO NETWORKING

- You build a tribe
- You build a network of supporters
- You build relationship with people you can trust

It can give you a **huge amount of confidence** knowing a large group of people have your back.

# 6. RUNNING A ONE PERSON BUSINESS IS LONELY

Buddy up, create a group chat, talk about stuff.

- Share tricks
- Share mistakes
- Share stupid memes

Who cares - just **find some pals** who you can share pains + wins with.



# 7. NETWORKING IS JUST SIMPLE MATH

With every new relationship you create,  
you get +1 support.

+1 like

+1 comment

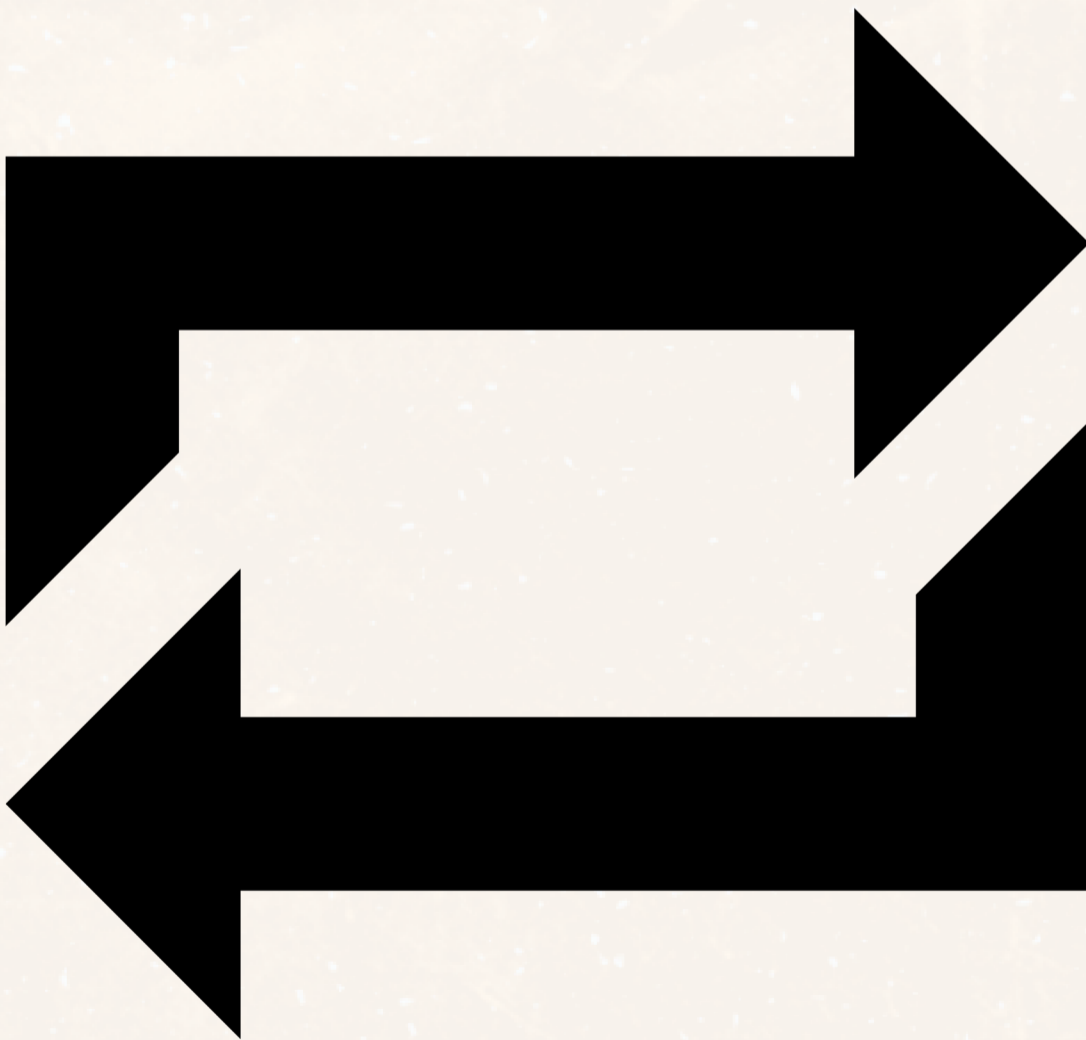
**Create 1 new relationship every day.**

After 1 year, that's 365 people  
supporting your content. You're all set.

# TL;DR:

1. Treat LinkedIn like a networking platform
2. Gamify networking
3. Magic happens in the DMs
4. Don't network to game the algo
5. There are human benefits to networking
6. Find your crew
7. Networking is just simple math

P.S. **repost** this if you  
think your network  
will like it.



## Enjoy this?

1. Follow me
2. Click the  notification
3. Never miss a post

I post **every week day**,  
to help you become a  
**better digital copywriter.**

# I'M LAUNCHING A NEW CONTENT CONSULTANT OFFER

I give you actionable feedback (post by post) to help you write better content and grow your business faster.

I'm only taking on 3 clients:

- You are an agency CEO
- Your biz does \$1m+ annually
- You currently post 3-5 per week

**DM me 'content consult'  
and I'll share details.**