

Communi-tea!



LinkedIn Tea

5 tips to build a
community
on LinkedIn



01

Document your journey



Jasmin Alić • 2nd

I make writing & LinkedIn easy for everyone 🙌

2w • Edited • 🔄

+ Follow

I grew from 1,000 to 100,000 followers in 1 year.

But...

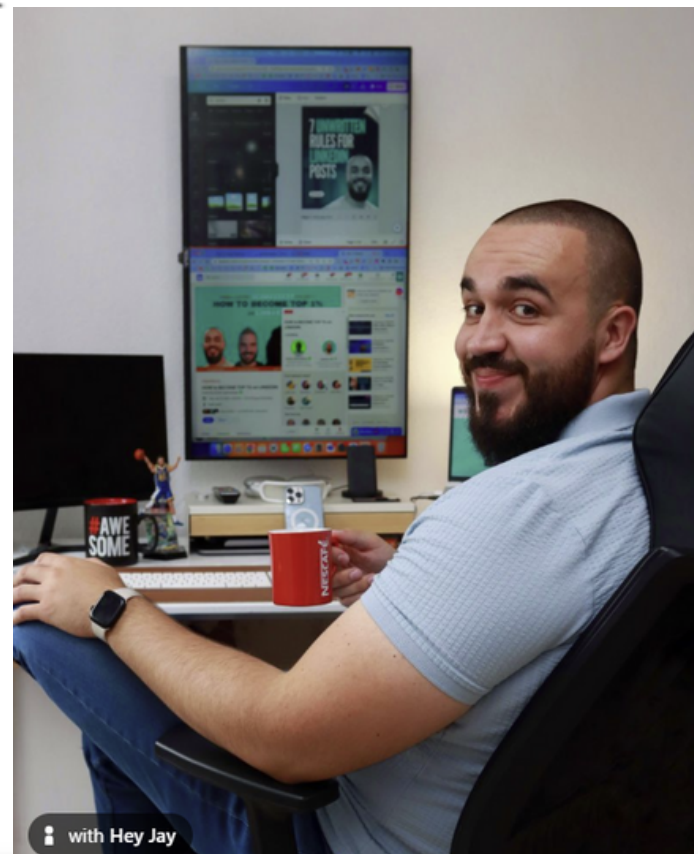
- I also spend over 10 hours on every carousel post
- I rewrite text posts 10+ times before publishing
- I've done 500-1,000 comments on most days
- I share knowledge freely in every live event
- I've offered 1,000+ free advice in the DMs
- I gave away \$30,000 worth of products
- I study LinkedIn like a "mad scientist"
- I coach other creators to get better

Do I have my own LinkedIn team?

No. It's just me. All this time.

It's easy to say I "have it easy now".

"You get 1,000 comments per post, Jay".



Robert Šefman and 2,795 others

1,425 comments • 21 reposts

Why this works?

1. Builds Trust & Relatability.

- Your audience feels more connected to you when they know YOUR story.

2. Keeps your audience invested.

- They feel like an important part of your journey.

3. Strengthens your authority.

- Your story adds to your credibility.

Example



Justin Welsh is an online educator who writes about solopreneurship.

What adds authority to his content is:
His own journey of being a solopreneur.

He himself escaped the "rat race" years ago.

And he often talks about it which makes him appear **credible** in his niche.

His Story



Justin Welsh • Following
The Diversified Solopreneur | Building my
1yr • 🌱

I escaped the rat race 2.5 years ago.

My secret sauce is less ambition.

I don't:

- want to change the world.
- want to build the next unicorn.
- want to be featured on any lists.
- want to get the highest valuation.

Instead:

- I want to spend my time working on things
- I want to be able to travel wherever I want
- I want to spend way more time with my friends
- I want to stop doing things I don't like doing

Thinking about what you actually want in life

Take you down a different path.

A path towards living more intentionally.

Are you copying someone else's life?

Or designing your own?

His Advice



Justin Welsh • Following
The Diversified Solopreneur | Building my one
8mo • 🌱

If you say you want to be an Solopreneur but you

- Take any risks
- Invest in yourself
- Ask hard questions
- Learn about people
- Overcome your fears
- Put yourself out there
- Try new and unusual things
- Network with interesting people

Then, you don't really want to be one.

You just love the talk.

But, Solopreneurship requires the opposite of talk.

So fall in love with the action.

And make November the month you take some

P.S. Have a question on getting started?

Drop it below and I'll do my best to get to it.

02

Share more about "you" in your "comments section"



Jasmin Alić **Author**

3d ...

I make writing & LinkedIn easy for everyone 🙌

📌 HELLO FROM GERMANY!

Flew in from Switzerland 2 days ago. And they had surprisingly SMALL water bottles. 🤔

...see more



Matt Barker **Author**

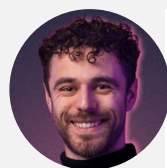
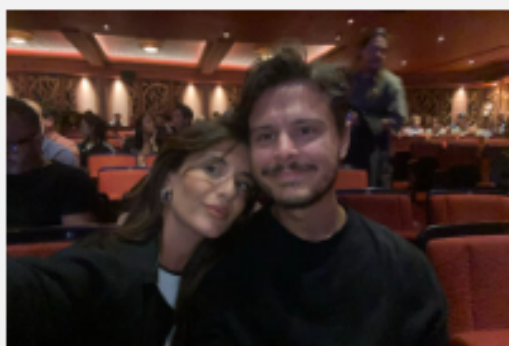
2d ...

Ghostwriter driving \$1,000,000+ for CEOs on LinkedIn.

GB LONDON SUMMER UPDATE

We celebrated **Serine**'s birthday yesterday.

- Bloody Mary's + Brunch



Ruben Hassid **Author**

Master AI before it masters you.

📌 I need YOU.

Should I change my haircut?

Why this works?

1. It breaks barriers to engagement.

→ Not everyone may have an opinion on personal branding, but we all sure have an opinion on pizza...

2. It helps give a glimpse of your personality while appearing approachable & friendly.

→ Friendly creators are everyone's favourite, aren't they?

Jasmin Alic's comment section feels like:

FREE entry to my "house party" with+
FREE Pizza by Luke Matthew's!!



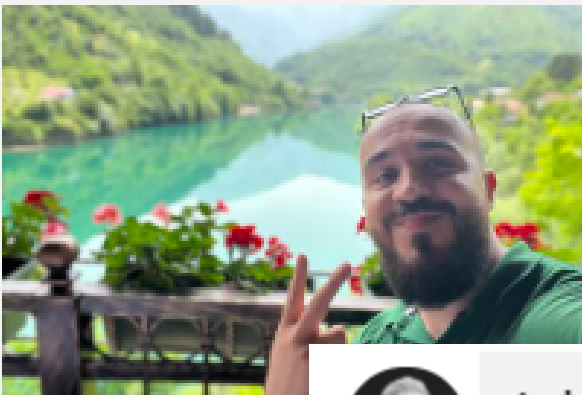
Jasmin Alic Author

I make writing & LinkedIn easy for everyone 🙌

📌 HOW AM I CELEBRATING THIS?!

Road trip + South of Bosnia + Baklava! 🥰

Hello from this beautiful lake where it's 33 C!



Like · 🍷❤️🍷 1



Luke Matthews (That / Wizard) Author

I got 99 personalities & LinkedIn Ghostwriter is one
Pizza contest over. I won.

11 reshares away from another shot tho



Jasmin Alic Author

I make writing & LinkedIn easy for e

Nurjesa Shehadeh, join?? 🥰



Engage back on comments

Why this works?

Having a community is all about having a dialogue.

What I do: Engage with every comment made during the first 30 mins of posting.

- Least you can do is spend half an hour!
- If Justin Welsh replies back to comments with almost **half a million** following, YOU should have no excuse...

Engage back on posts

Why this works?

Having a community is all about having a dialogue.

What I do:

- Engage on posts of the same set of "active" creators daily.
- Engage with creators who comment on my post the first 30 minutes.
(This is an great way to scout for relevant content & actively give back)

Give back to your audience generously

In the form of:

- A community name.
- Free quality content.
- Free audio/video events.
- Shout-outs in posts or comments.

Options are endless. Get creative.

I give a shout-out/week to my active
community members.

On that note...

This week's pick

2 incredible **active creators** from my community



Priyesh Tiwarkar

This guy has some
crazy web-designing
skills.
He's 1 to watch out.



Julia Toth

A fellow digital marketer;
new to the platform, but
already smashing it with
engagement.

TL;DR

1. Document your journey.
2. Share more about you in your comments section.
3. Engage back on comments.
4. Engage back on posts.
5. Give back to your audience generously.



Enjoyed the Tea Spill?

Share it with your network!



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Updates & Tips

