



The 28 Days Later Formula

**LinkedIn is your
newspaper – you
are the editor!**

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Many professionals face the same challenges when they open LinkedIn: irrelevant feed without any return.

A person is sitting on the floor, holding a newspaper open. The newspaper is the 'eXpress' and has several headlines visible, including 'Mehr als Breitwürfel', 'Später Abschied', and 'PROPHETEN DER LINDEN BLAU'. The person is wearing dark clothing and sneakers. The background is a plain, light-colored wall.

**Like reading a newspaper without
being featured, not knowing the right
people and just investing time in it.**

**Only 2-4% use it correctly with a
good **profile** sharing **content** with
right **people** and getting **results**.**

Are our prospects there?
Missed **chance at all?**
How to get **started?**




Life is short.
Do stuff
that matters

**Most people don't realise the
irrelevant feed is based on their own
behaviour and missing action.**





**Social media can only work for us if
we achieve **relevance** and **balance**.
Then we can open **invisible** doors.**



**Therefore let us treat LinkedIn like
our own **newspaper** which is relevant
to our needs – as **we are the editors!****

**My solution: create
magnetic action to let
LinkedIn work for you.**



A person with a beard is sitting at a wooden desk, using a tablet. A cup of coffee is on the desk. A semi-transparent box with a teal border is overlaid on the image, containing the text '1. Correct Your Profile'.

1. **Correct** Your Profile

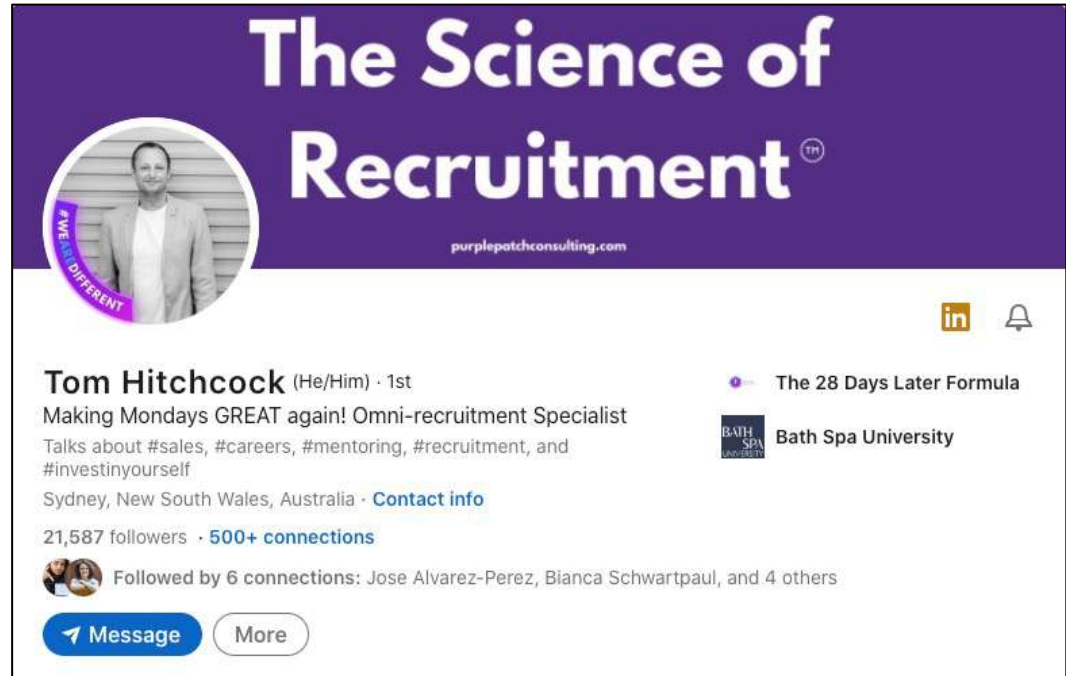
**When did you update your
LinkedIn Profile the last time?**

Answer for yourself honestly

Improve Your LinkedIn Profile

Most important elements

1. **Headline**
2. Photo
3. Background image
4. Location & Industry
5. Contact info
6. **About**
7. Experience
8. Education & Certifications
9. Skills & Recommendations
10. Profile URL



A photograph of two men in business attire shaking hands over a table. The man on the left is wearing a light blue shirt and a dark tie, while the man on the right is wearing a dark suit, a light blue shirt, and a dark tie. They are both smiling. On the table in front of them are several documents, including a large white sheet of paper and a smaller document with a grid. The background is a plain, light-colored wall.

2. Connect Properly



You don't need just prospects in your network, also consider existing **clients, suppliers, supporters, and influencers.**

Personalise Your LinkedIn Invite

On mobile press here

From collecting to connecting

- Watch the profile to prepare your hook
- Helps to remember later in messages
- Add a personalised invite

Your invitation has been sent

Would you like to add a note to personalize your invitation to **Joseph McCarthy**?

[Add a note](#) [No](#)

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Joseph,

We chatted about BrightTALK recently, looking forward to talking to you soon.

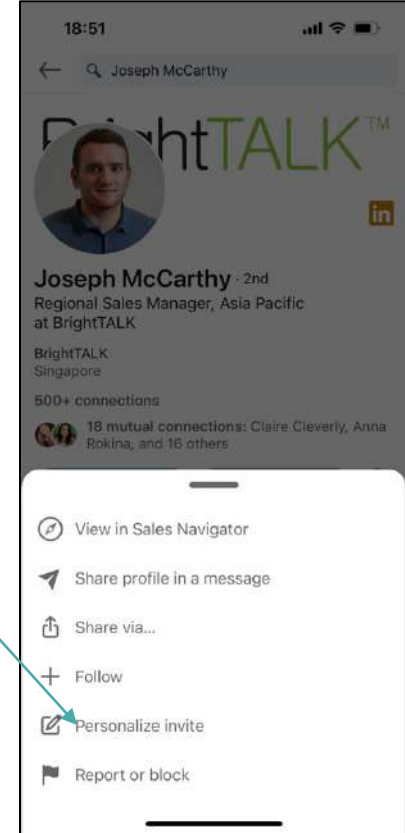
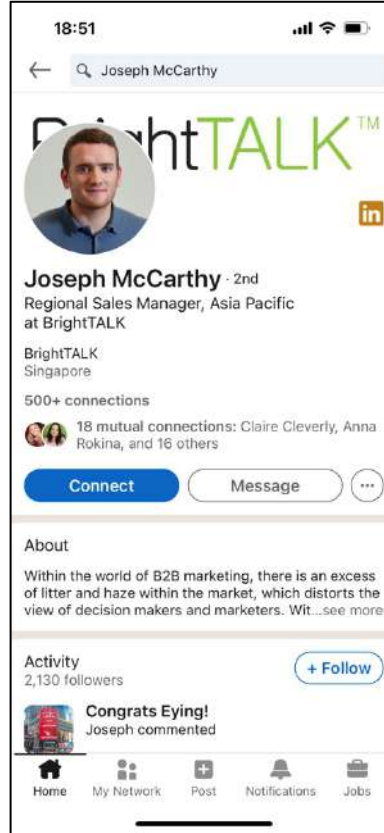
In the meantime it would be good to connect with you on LinkedIn:

Kind regards

Gunnar

122 / 300

[Cancel](#) [Send](#)



A top-down view of a vintage typewriter on a white marble surface. A person's hands are typing on the keyboard. To the left is a white cup with gold trim containing yellow liquid and a spoon. Below it is a notepad with a grid pattern and a pair of gold scissors. To the right is a gold-colored pineapple. A semi-transparent white box with a thin blue border is centered over the typewriter, containing the text '3. Consider Content in Context'.

3. Consider Content in Context

Trello

My method to choose content



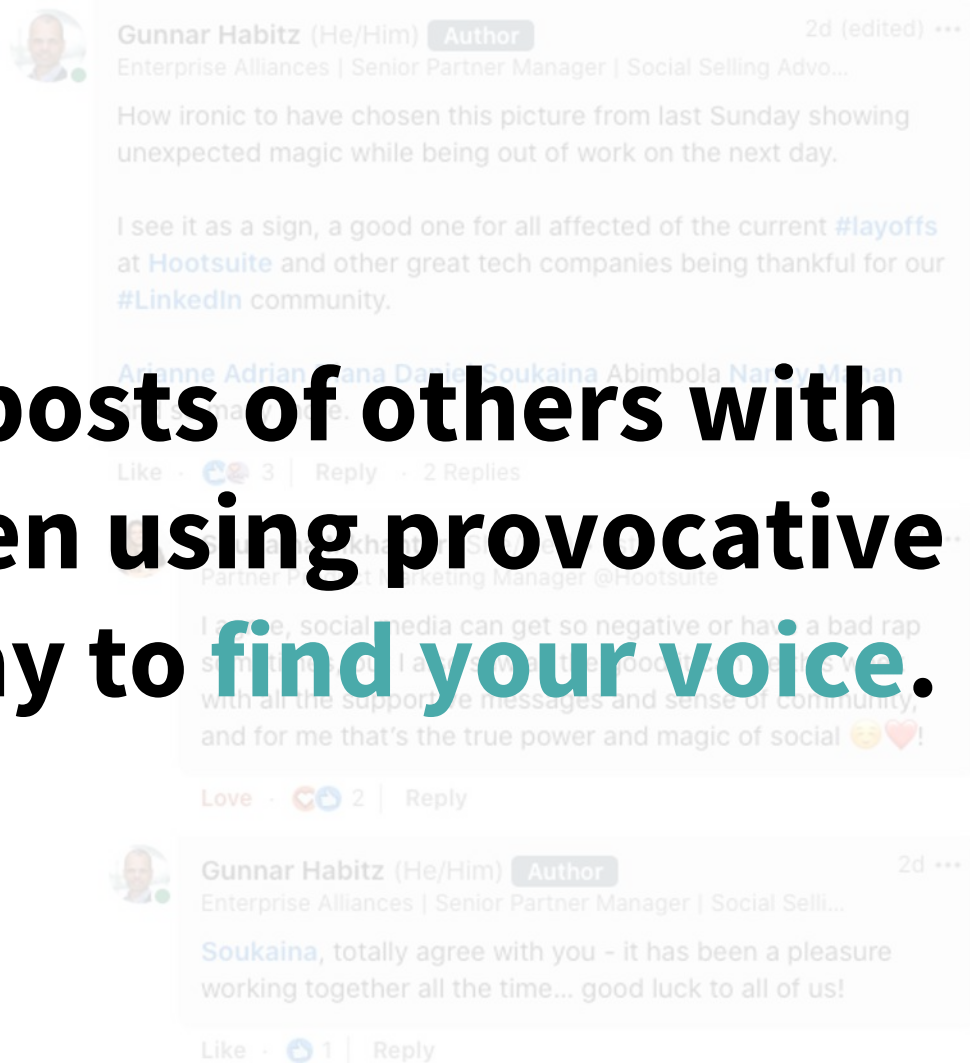
Trust
Results
Enthusiasm
Learning
Lifestyle
Oppportunity

- Provide value in all posts
- Post once per day, max. twice
- Pitch never
- Produce in batches



4. Comment With Style

Comment on the posts of others with further **insight, even using provocative thoughts – best way to **find your voice**.**



The background of the image is a close-up of a weathered brick wall. Three newspapers are hanging from the wall by their top edges, which are held by three metal clips. The newspapers are open, showing various pages with text, images, and advertisements. One of the visible advertisements is for Dior, and another is for Salesforce, which is labeled as the '#1 CRM'. The text 'The New York Times' is also visible on the top pages of the newspapers. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text '5. Curate Material From Others'.

5. **Curate** Material From Others

**Where do you find suitable content
worth sharing with your network?**

Answer for yourself

Sharing with Magic Intro

Example: England will be the first country to require new homes to include EV chargers

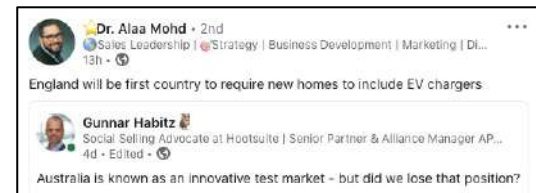


- [Curated good content from www.electrek.co](http://www.electrek.co)
- Started with hook and provocative question
- Summarised key takeaways
- Kept the post very brief to encourage reading
- Tagged original author
- Used only 5 hashtags, #innovation (39M foll.)



20 reshares

- from 2nd and 3rd grade connections
- Most share it without their own commentary





6. Create Your Own Content

From Idea to Post

Start a scrapbook of brainstorming ideas today

Formats


- Text with image/s
- Text with carousel
- Text with document
- Text only
- Video
- Newsletter series
- (Poll)

Templates

- List post (5 best X...)
- Event/webinar summary
- Curiosity question post
- Customer story
- Result post
- Create once and reuse!!!

Example Post

www.linkedin.com/posts/gunnarhabitz_contentmanagement-socialselling-socialsellingmonday-activity-6726241300737351680-1tcw

**Gunnar Habitz**
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manag...
10h • 🌐

Where can you find suitable contacts for your network without even searching for them?

If your search strategy is highly targeted or you ask everyone to follow you instead, there is another way to find beyond regular search activities.

The comments within your content are a great source to engage with second-grade connections.

You may ask who might comment on your material if they are not connected in the first place?

Clever content drives conversations to convert. An interesting conversation is a starting point for others to chip in.

Here are my tips to setup this approach to win suitable members for your tribe.


1. Create or curate really good content providing well-perceived value to your audience, published at a time when they are available.
2. Tag others into the post, only a few inside the text itself, then add a comment with those who might benefit from it. Also share this post in a direct message to others.

3. Engage with the receiving comments from your first-grade connections, ask them something back and start visible dialogues enticing others to jump in.

4. Connect with those people who comment on your post who now become your new tribe members.


How do you entice others to comment your work?

#contentmanagement #socialselling #socialsellingmonday:




with Roger Christie

Share Image

**Gunnar Habitz** **Author**
Social Selling Advocate at Hootsuite | Senior Partner & Alliance M...
10h ...

Commenting on content has been the start to an ongoing dialogue with **Roger Christie** of **Propel Group (Australia) Pty Ltd** - helping organisations get more from social media. Without that no chance to meet him and enrich our network conversations

Like • 🌐 1 | Reply • 2 Replies

**Roger Christie** • 1st
Helping organisations get more from social media | Govern...
9h ...

We're a living, breathing example of the advice I give our clients all the time, **Gunnar**!

Personally I like the 'iceberg analogy'. Too many people focus on what they can do 'above the surface' on LinkedIn - what they post, their articles, direct connection requests. But what lies under the surface - reacting, commenting, sharing - often drives strongest relationships.

Glad to have connected and to keep sharing insights!

Like • 🌐 1 | Reply

Episode 101 of my series
#socialsellingmonday

A woman with long brown hair has a wide-eyed, open-mouthed expression of shock or surprise. A man is leaning in from the right, whispering into her ear. The background is dark and out of focus.

7. **Convert** With Direct Messages

A person with long, light-colored hair is seen from the back, holding a smartphone. The background is a soft-focus bokeh of warm, golden-yellow lights, suggesting an indoor setting with decorative lighting. The overall tone is warm and professional.

**LinkedIn Messaging is a search engine.
Communicate with keywords to find
later. Use voice and video to surprise!**

Summarising the 7 Steps

1. **Correct** Your Profile
2. **Connect** Properly
3. **Consider** Content in Context
4. **Comment** With Style
5. **Curate** Material From Others
6. **Create** Your Own Content
7. **Convert** With Direct Messages



A woman with dark hair, wearing a white button-down shirt and a dark fedora-style hat, is holding a newspaper. She is looking down at the paper in her left hand while her right hand is raised, gesturing. The background is a light, neutral color. Overlaid on the image is a large, bold text block in black and teal.

**Therefore let us treat LinkedIn like
our own newspaper relevant to our
needs – as we are the editors!**

How can I Help You?

Prepare for the next steps



Profile Refresh

CV style to story-telling
Advisory or done for you



Online Course

Enhance your knowledge
Practical steps to action quickly
Included in **28 Days Later Formula**



Content Coach

Get to the next level together
4 sessions for your success

A close-up photograph of a person's hand holding a red pen, poised to write on a page of an open book. The background is softly blurred, showing more of the book and the person's arm. A semi-transparent white rectangular box is centered over the image, containing the text 'Q&A'.

Q&A

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