



Show Notes

Season 4, Episode 4:

How writers can get results on LinkedIn, with guest John Espirian

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to self-confessed LinkedIn nerd John Espirian about how to harness the power of the LinkedIn platform.

John's bio

John Espirian is the relentlessly helpful technical copywriter and author of **Content DNA**.

John writes B2B web content to help his clients explain how their products and services work. He also helps people to build a better presence on LinkedIn.

More about John

- ... find him on LinkedIn www.linkedin.com/in/johnespirian/
- ... visit his website espirian.co.uk/
- ... read his book espirian.co.uk/book/
- ... watch this themarketingmeetup.com/blog/linkedin-john-espirian/
- ... Other podcasts he's appeared on <https://espirian.co.uk/podcasts/>

What we talk about in this episode

- essential profile tweaks
- the kind of content to write (and why the algorithm favours comments over likes / shares)
- the dangers of automating posts and nicking off, as opposed to sticking around and engaging with people, encouraging comments and starting conversations

Got a question? Email us at thecontentbyte@gmail.com



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- whether premium accounts are worth the money
- tapping into the hidden / silent jobs market
- finding clients to reach out to
- how to take a 'softly-softly approach with potential clients rather than being a bull in a china shop
- and much more!

LinkedIn posts on Rachel's List

<https://www.rachelslist.com.au/blog/how-to-pimp-your-linkedin-profile-to-find-more-work/>

That's it for this episode. Hope you've found these show notes useful.

Cheers, Rachel and Lynne