



9 SNEAKY LINKEDIN TACTICS HARDLY ANYONE USES

Build your business with smart, targeted &
underused strategies



SUCCESS WITH BERNARD

Introduction

If you are fed up hearing the same old advice on how to grow your LinkedIn following & are looking for new ideas, this playbook is about to rock your world

These strategies work because they're smart, targeted, and underused.

You don't need to go viral. You don't need ads or automation. You just need targeted, consistent action.

Ingredients

This book was written by me and not some AI. It's 100% organic and contains no fluff or waffle 😊

Let's get on with it.

1: The Halo Effect

Here is how to leverage the posts of your competitors or big-name influencers.

Instead of just tapping “like” and disappearing, drop a comment that starts with:

“Hey XXXX, I agree 100%, thanks for sharing. I would just add [your additional insight].”

Let me break that down for you

Step 1 – Agree with them 100%. This aligns you with their wisdom and makes you look good.

Step 2 – Add your own insight. Make it valuable and reinforce their original post.

Done well this tactic will position you as an authority in your space. And can **get you noticed by the exact audience you want to reach to** without looking like you’re selling.

Use it liberally, as you don’t want your competitor to block you. Typically, I would go for any posts that are getting a lot of response.

This type of piggybacking is also a great way to drive profile views and website hits.

2: Reverse-Engineer Your Competitors' Audience

Here is how to ethically shoplift your competitor's client list.

Look at their posts (do the same with industry influencers) and see who's liking and commenting. These people have already shown interest in your topic.

Add these people to your prospect list and then warm them up using the next tip

3: Warming Up Your Prospects

Forget firing off cold connection requests and hoping for the best. Try this instead:

Pick 50 high-value prospects and, for the next two weeks, show up where they're hanging out. Drop smart insights on their posts. Ask thoughtful questions. Give genuine encouragement.

By the time you finally send a connection request, you're no longer "*some random person from LinkedIn.*" You're a familiar name someone who's already added value with zero strings attached.

Result? Your request feels more like an invitation from a trusted ally than a stranger sliding into their inbox.

4: The Micro-Comment Follow-Up

This is a short but effective tip.

When a potential prospect likes your comment on a post, don't just leave it there follow up with a friendly message.

Example:

“Hey [Name], thanks for liking my take on [Topic]. Do you work with [Target Audience] too?”

It's light, it's friendly, and it naturally opens a conversation without pitching.

Remember to combine this with tip 3.

5: Consider adding a Feature Button

Feature buttons are links that appear below your name & headline on anything you post and typically says something like ‘Book an appointment’, or as in the example below, “Visit my website’



Bernard Reilly 🤖 in • You

📁 I Show Business Owners How to Get 10–15 Leads a Week Using F...

[Visit my website](#)

2d • 🌐

It is a premium feature; however, I think it’s worth every penny and here is why

I carried out a 3-week test using trackers on my profile links

- 1) Feature Button
- 2) Link to homepage in my contact info
- 3) A link I created in the feature area with a graphic

The feature button delivered more than 3 times more visitors to my site.

In fact, there is a good chance that you are reading this playbook because you clicked my feature button.

6: Turn Visitors into Leads

Instead of just directing visitors to your homepage. Create a **VALUABLE** lead magnet and collect their details so you can nurture and follow up with them.

Please note: Most people's lead magnets don't work because they are not perceived as valuable by prospects.

For a lead magnet to work, it can't be mediocre just because it's free.

The secret is to **deliver insane value** and use strong irresistible hooks that create FOMO (Google it).

Example

3 Ways to Get a Mortgage in Less Than 30 Days, That No One Talks About

Top tip: I set up **all** my lead pages and email campaigns using a free tool.

Check it out here [\[Systeme\]](#) ... Register a free account and try it out, then cancel your expensive services.

7: Build Your Audience with LinkedIn Events

Try hosting short live events like:

“15-Minute LinkedIn Profile Tune-Up” or “How to Find 5 Prospects a Day on LinkedIn”.

People register → you get their details → you follow up with the replay and a relevant resource.

This also becomes an amazing opportunity to introduce people to your lead magnet and get them into your lead funnel.

8: Add a 'Help Me' Question to Your Polls

Polls get good reach because people love to share their opinions.

I only run one every three weeks anymore and they start to lose impact.

Here's a cheeky little twist that creates conversations.

Try adding a "help me" option at the bottom of your poll, like:

I Need Help – call me 

If your poll is relevant and really strikes a chord, you'll be surprised how many people click it.

Remember, only you can see exactly who has voted, which means your competitors can't jump in.

Strike whilst the iron is hot, and make sure you follow up quickly with a message or call.

9: It's a Takeover!

If you're the type who loves interacting and building community on LinkedIn, this one's for you.

I call it **"The Takeover"** here's how it works:

1. Find & join a small LinkedIn group with low activity in your niche.
2. Post useful, expert tips every week until you become the go-to person in the group.
3. Welcome every new member.
4. Offer them a quick welcome call.
5. Build a relationship with the group founder and offer to help as an admin.

I've got a colleague who does this in Facebook groups and has built his entire business from it.

It takes time, but once you're established, the group becomes a constant source of warm leads and opportunities.

Final Word

These tactics take time and practice to roll out properly. But stick with them, and the return on your effort can be well worth it.

As well as using them, if you want me to show you a simple system I created that generates 10–15 quality leads every single week...

✦ Check out My Proven LinkedIn Leads Formula — the low-tech, high-return process I use and teach to grow a business on LinkedIn without the spam or cringe.

[Yes please, I want you to show me a simple way to get more leads!](#)