

Triple Win Commenting on LinkedIn - 7 Secrets

By Bill Ringle



1. Understand Your Audience

Principle: Know your target audience's key interests and pain points.

Best-level template: "This insight is especially relevant because [specific issue the audience faces]. I've also noticed [relevant experience or data]."

2. Contribute Value, Don't Just Praise

Principle: Make your comments value-added instead of just giving praise.

Best: "This is insightful, and it aligns with my experience when [specific scenario]. Here's an additional angle to consider."

3. Comment Early to Stand Out

Principle: Comment early when posts are fresh to maximize visibility. Avoid: Delaying.	Best: Commenting within the first 90 minutes, sparking engagement and increasing visibility.
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4. Be Authentic, Not Opportunistic

Principle: Show genuine interest without appearing self-promotional. Avoid: Only sharing or contributing when it is self-serving.	Best: "I've explored this topic before, and one insight that might help is [summary]."
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5. Acknowledge and Amplify Others

Principle: Lift others up by acknowledging their contributions. Avoid: Being selfish with mentioning others or crediting their contributions.	Best: "[Name] makes a great point here. To add, I think [extension of their point]."
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6. Use Personal Experience

Principle: Relate content to your own experiences to make comments more credible and engaging. Avoid: Only repeating what's said without any personal context.	Best: "I had a similar experience where [specific details], and this is what I learned..."
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7. Ask Thought-Provoking Questions

Principle: Engage others by asking questions that drive discussion. Avoid: Asking closed-ended or shallow questions.	Best: "How do you think this will change [specific aspect of the industry] in the future?"
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