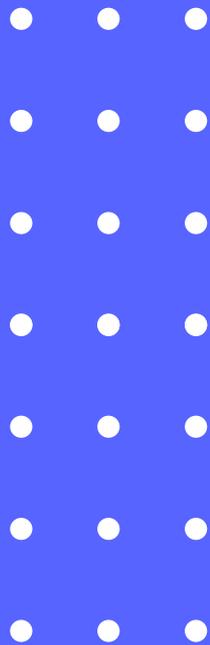


# **NEST**

## **FRAMEWORK**



**10X LinkedIn  
Presence and Results**



## Foreword.

The number of opportunities you have in your life exponentially grows with the number of relationships you make, but these relationships are more than just LinkedIn connections. Here's where NEST changes the whole relationship-building game.

NEST is a framework that allows anyone to grow their LinkedIn presence and results by following its simple components.

With this guide, you will not only increase the number of connections you have, but also followers, and opportunities, and build a great foundation to achieve your goals.

### How to read:

The guide includes **practical examples of goals** you might want to achieve with **simple actions** that, if repeated daily, will lead to you achieving these goals.

Every step of the framework also includes the best tips we gathered to make the process as efficient as possible. **Each tip is linked to more resources** that will help you 10X your LinkedIn Presence and Results.

Ved  
CEO&Co-Founder of leaddelta.com

Try it free here:  
[#1 LinkedIn Network Manager](#)



# Network



**The Goal:** Increase # of connections that add value to you & vice versa, 5k+ new connections in a year.

## HOW TO ACHIEVE IT

1. Create your ideal target. Focus on the industry you want to connect with. What do they talk about. What is your goal for connecting with them.
2. Only connect with active users on your current level, usually between 1 and 10k connections. 25k+ will be much harder to connect with.
3. You can send ~150 NEW connection requests every week.
  - a. The trick that they don't tell you about; LinkedIn is more forgiving of your limits if you go premium or get Sales Navigator.
  - b. You can use an invite via Email to bypass the imposed limit.
  - c. You should be have a 30-35% success rate. If not, rethink your approach.
4. Connect through different channels: LinkedIn search, posts, groups, events, and introductions. Never focus solely on one source of new contacts.
5. Do monthly network cleanups by deleting old and irrelevant connections.
6. Keep track of your connection requests with a custom pipeline. Don't forget to regularly check and re-send connection requests if they haven't been accepted for 3 months.

## PRO TIPS

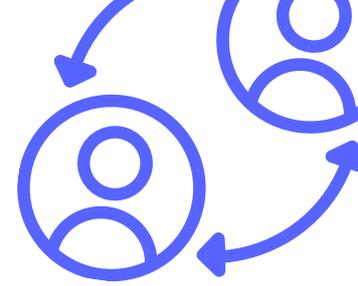
[How to set purposeful networking goals.](#)

[Use LeadDelta to bulk disconnect connections that don't add value.](#)

[Lesser known tips to grow your LinkedIn connections.](#)

[Leverage Your Network to Drive Business Results.](#)

# Engage



**The Goal:** Increase # of followers 3 - 10 times.

## HOW TO ACHIEVE IT

1. Make a list of the top 50-100 influential LinkedIn profiles (you like their content, or they're in your target industry).
2. Follow them and turn ON the bell on their profile. This will help you get to their post the minute it's out.
3. Create a tracker (with LeadDelta or Sheets) of your target profiles and go through it each day.
4. Ideally, set ~1h a day to leave 30+ meaningful comments. Doing it twice a day will let you engage with creators that post at different times.
5. Don't just like. Comment with value, create more discussion, and show your expertise. Guide people to your profile.
6. Connect with other commenters who are in your target niche.
7. Bonus: Reuse the best comments and turn them into personal posts.

## PRO TIPS

[List of the top 200+ LinkedIn creators.](#)

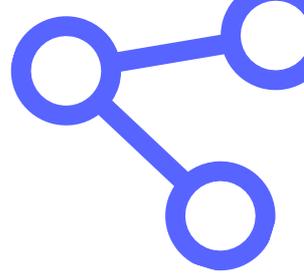
[Effective ways to find top LinkedIn influencers.](#)

[How to comment properly dos and don'ts.](#)

[How to create a system for fast comments.](#)

[How to gain followers through comments.](#)

# Share



**The Goal:** Increase visibility and engagement. Get 1M+ views in a year.

## HOW TO ACHIEVE IT

1. Post at least 5 times a week. LinkedIn awards users who post regularly.
2. Post at the same time every day. This develops a habit in your audience to check your posts, and the LinkedIn algorithm likes consistency.
3. Invite people to engage with your post by conversing in the comments.
4. Support other up-and-coming creators. Work together, push one another.
5. Commenting before posting is very important. This signals the algorithm that you are ready to post giving you a boost in visibility.

## PRO TIPS

Understand the algorithm:

- [The latest LinkedIn Algorithm report by Richard van der Bloom.](#)
- [LinkedIn Algorithm and how it works \(simplified\).](#)

Inspiration:

- [Top 100 viral hooks for your next LinkedIn post.](#)
- [A simple copywriting formula that works for top creators.](#)
- [Systematize your content.](#)

Utilize AI to assist you with writing:

- There are 100s of copywriting tools like [Nichess](#), [Jasper](#), and [Peppertype](#)... that can help you write better content.
- [Group of posts to help you utilize ChatGPT to write.](#)

Trends, posts:

- [Make your posts more visually appealing.](#)
- [Use Carousels to create visually engaging content.](#)

# Text



**The Goal:** Close deals, talent, fundraising, or market your product and digital assets.

## HOW TO ACHIEVE IT

1. Start conversations with every new connection to get to know them better.
2. Leverage introductions and help from your connections to start new conversations and close deals.
3. Label your Connections and keep notes on them to better remember who they are and if they could help your growth.
4. Pin the most important conversations to the top of your inbox using tools like LeadDelta.
5. Send your contacts content they are interested in. Engage them privately through a conversation about their latest posts. Offer them help.
6. Respond to your messages in 48 hours based on priorities.
7. Test utilizing auto-responders for not-so-important messages.

## PRO TIPS

[How to organize your LinkedIn inbox blueprint.](#)

[50 LinkedIn message templates for every situation.](#)

[Utilize AI to help you write better messages.](#)

[13 tactics to monetize LinkedIn.](#)

[How to utilize bulk messaging in your outreach strategy.](#)

# How To Implement NEST



Follow this model every day, for a year.

## Results After One Year:

Add a minimum of 5k NEW relevant connections.

3-10x the number of your existing followers.

Get 1M in post views, if not more.

Get ready to hire someone, or get hired.

10x the number of opportunities in your network.

Close 10X more sales deals.



**LeadDelta — #1 LinkedIn Network Manager  
built for teams and professionals**

**[leaddelta.com](https://leaddelta.com)**