



Rohit
G H A I

interacting on LinkedIn

My experiences in getting from

Zero to 30,000

In **two years**

from Zero in 2017...

to 30,,000 in 2020

all organically

Sounds good?

Here are some learnings that I got on the way

OBJECTIVE | OPTIMISE | POST | INTERACT

and

JUST BE YOURSELF!

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Objective

Why?

Optimise

How?

- Decide what you want from it
- **Demonstrate** your capabilities
- Sort out the basics on your profile
- Be real and practical

Focus on **Quality**



Objective

Why are you on LinkedIn?

What do you want to achieve from it?

How much time do you want to devote to it?



Optimise

Cover image, about, featured sections

Add media

Recommendations instead of endorsements



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let's chat, I can learn a lot
from you!

Founder | Investor | Speaker

follow me
@rohitghai

mail me
rohit@rohitghai.com

www.rohitghai.com

Add profile section

More...

Shihan Rohit Ghai रोहित घई

Helping connect founders, business and investors, and sometimes, helping you connect with yourself through yoga:) Founder | Investor | Author | Yoga | Kyokushin Karate | Living life...one book at a time...

United Arab Emirates · [500+ connections](#) · [Contact info](#)

10 Leaves

Dr. Ambedkar Institute of Technology

#OpenToWork

Chief Executive Officer, Director, Director of Operations, Senior Consultant and Principal...
[See all details](#)

Providing services

Management Consulting, Business Consulting, Marketing Consulting, Legal Consulting,...
[See all details](#)

Cover

Image

helps!

Post

Reach the right audience

Interact

Connect like in the real world

- DO NOT COPY
- Reach and effectiveness, not likes and shares
- NOT Facebook or Instagram
- Be consistent

Focus on **connecting**



Post

Originality, and keep it simple

Use videos and teasers

Post consistently, takes time to traction





Shihan Rohit Ghai रोहित घई

Helping connect founders, business and investors, and sometimes, helpin...

1mo • Edited •



The 4 am club, the 5 am club, the 6 am club...

is waking up early enough to guarantee achievement and success?

I keep reading a lot of posts on LinkedIn that mention the 5 am (or 4, or 5.30) club - people who say they wake up super early and by 7, finish more than we get done in a day.

Exercise, run, swim, yoga, journal, healthy breakfast, and at work by 7.

Good for you, but does it work for the others as well?

I read an article in an Entrepreneurship magazine that most billionaires wake at 4 am. That is really early!

What if you wake early, just to try to emulate these 'super-achievers' and end up feeling groggy all day?

Or do you think that waking early itself sets you on the path to success?

Or, you like to wake up when your eyes open, and feel that as long as you get a good night's sleep, any time is a good time?

I wake at 4.30 am, even on weekends, not because I am a super-achiever, but because I've been this way since childhood. It works for me, but may not work for others!

And so, my question to you today is -

What 'club' do you belong to? Super Early (4 am to 5 am), Early (5 am to 6.30 am) Normal (6.30 am-7.30 am) or Blissful (post 7.30 am)?

You can see how people vote. [Learn more](#)

Team Super Early!	12%
Team Early!	19%
I'm normal (and ok with it)	25%
Team Blissful (and happy!)	44%

Interact

Like in the real world

Mutual benefit – find what you can offer

Genuineness – wishes, congratulations

Be yourself

find your secret sauce

My secret sauce is

Writing about what matters to me

LinkedIn Stories

Repositioning

LinkedIn Polls

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KEEP LOOKING!

Questions?



Two parallel diagonal lines, one orange and one grey, running from the bottom-left towards the top-right of the page.

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Get in touch for

Mentoring | Book discussions | Speaking Engagements | Training | Wellness

www.rohitghai.com