



# The LinkedIn 360Brew Playbook

For B2B Sales

# Why LinkedIn Feels Different Now

---

Over the last 12–18 months, creators and professionals have noticed:

- Strong posts underperforming
- Engagement bait losing reach
- Smaller but more relevant audiences seeing content
- Consistency outperforming “viral moments”

LinkedIn is no longer optimizing for activity.

It's optimizing for understanding. And that's where 360Brew comes in.

# What 360Brew is

---

The 360Brew idea is one big foundation model with a textual interface that can generalize across many ranking/recommendation tasks, reducing the reliance on hand-crafted features and sprawling model graphs.

Because a model like this is designed to do something simple but brutal:

- Read your profile + your content together
- Infer what you're "about"
- Predict whether a specific person will find your post valuable
- Prefer relevance and clarity over "engagement games"

That "profile + content together" point is key.

# The biggest shift: from “signals” to “meaning”

---

The old mental model was:

- **Post → early engagement → distribution expands** (plus some timing/hashtags/network effects).

The new mental model (as described by multiple analyses) is closer to:

- **Identity + meaning → relevance match → distribution to the right audience → conversation quality sustains reach**
- Even if traditional signals still exist (dwell time, meaningful comments, etc.), the “why” changes: they’re now interpreted through a model that is attempting to understand **context and professional relevance**, not just count reactions.

# What's less relevant now

---

- Hashtag-stuffing and “tag tactics”
- Posting time “hacks”
- Engagement bait and “comment XYZ for the link”
- “Spray-and-pray” content variety
- Chasing virality instead of resonance

# What's most relevant now

---

If you want to “win” under 360Brew-style logic, optimize for:

- **Identity clarity** (what you're known for)
- **Topic consistency** (what you repeatedly help with)
- **Language specificity** (named skills/tools/problems)
- **Idea quality** (real insight, not fluff)
- **Conversation quality** (credible people, thoughtful replies)
- **Read satisfaction** (strong opening, skimmable structure, payoff)

# Profile setup: build an “expert identity” the model can’t misunderstand

---

Your profile is no longer just a resume. It’s a topic map.

- **A) Headline:** stop being clever, start being findable
- **Bad:** “Helping leaders unlock potential | Growth | Strategy | People”
- **Better:** “B2B Sales Leader | LinkedIn Prospecting & Pipeline Systems | Sales Enablement | GTM Strategy”
- Use named domains + named outcomes + named audience.

Why: the algorithm reads headline/About/skills as part of expertise inference.

# About section: write a tight positioning narrative

---

Use this structure:

- **Who you help** (role + segment)
- **What problem you solve** (pain)
- **How you solve it** (method/framework)
- **Proof** (short credibility)
- **What you post about** (your pillars)
- **CTA** (what to do next)

# Content that gets promoted most (and what gets throttled)

---

- Deep, practical insight (not generic motivation)
- Clear niche relevance
- Posts that generate credible conversation
- High “read satisfaction”
- Consistent series content

## **What tends to be throttled:**

- Engagement bait (“comment LINK for...”)
- Overly promotional posts with thin value (pitch-first)
- Off-topic randomness (identity blur)
- Fluffy AI-sounding content (generic, non-committal, no point of view)

# Final Thoughts: Stop Chasing the Algorithm, Start Training It

---

The biggest mistake professionals make on LinkedIn today is trying to “beat” the algorithm.

- You don't beat it.
- You **teach it who you are.**
- 360Brew doesn't reward noise.
- It rewards coherence.

When your profile, content, and conversation all point in the same direction, visibility becomes predictable again.

Not viral. Predictable.

And that's far more valuable.

# THE LINKEDIN 360BREW PLAYBOOK FOR B2B SALES



**2026**

Chad Johnson

Request Your FREE Copy by  
Sending a DM to:

<https://www.linkedin.com/in/chadljohnson/>

