

60 LINKEDIN POST IDEAS

+ 20 BONUS CHAT
GPT PROMPTS
& A WEEKLY
CONTENT CALENDAR

ANNA SAMKOVA

FROM IDEAS TO IMPACT: YOUR LINKEDIN CONTENT PLAN STARTS HERE

If you ever find yourself wondering “*What should I post today?*” You’re not alone.

This guide is here to take the pressure off and make content creation on LinkedIn feel simple, purposeful, and most importantly... doable.

Inside, you’ll find:

- **60 content ideas** to help you show up consistently and authentically
- **20 bonus prompts** designed to turn conversations into potential leads
- **A weekly content calendar** to help you stay organised and visible

Each idea is easy to adapt, tailored for service-based and retail businesses, and written with connection in mind, because that’s where the real magic happens on LinkedIn.

So whether you're building your personal brand, growing your audience, or just trying to stay consistent, you’ve got everything you need to get started.

Let’s dive in.

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60 LINKEDIN POST IDEAS



Share Stories & Experiences

1. Your biggest business lesson this year.
2. A recent win or success story.
3. A challenge you overcame.
4. The story behind your first client.
5. A business risk that paid off.
6. A failure that taught you something.
7. A pivotal moment in your journey.
8. A personal milestone and its impact.
9. A time you stepped outside your comfort zone.
10. The one thing you'd do differently if you started over.



Share Tips, Insights & Learnings

11. A tip that's changed how you work.
12. A common industry mistake—and how to avoid it.
13. A quick productivity hack.
14. How you approach goal setting.
15. A sales or marketing tip that works.
16. A leadership lesson you live by.
17. A tool you use daily (and love).
18. Your favourite business book or podcast.
19. Advice for someone starting in your industry.
20. A framework or strategy you rely on.

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Start Conversations

- 21. A hot take or industry opinion.
- 22. Your thoughts on a recent trend or news item.
- 23. A myth or misconception in your field.
- 24. A question you're currently exploring.
- 25. A quote you love (and why).
- 26. A personal insight that others might relate to.
- 27. A moment that changed your perspective.
- 28. An unpopular opinion you stand by.
- 29. A business or life principle you follow.
- 30. A mindset shift that helped your growth.

Show Behind-the-Scenes

- 31. A peek at your workspace or workday.
- 32. How you prep for meetings or big days.
- 33. A tool or template you've created.
- 34. A recent project or launch (and the process).
- 35. Your approach to planning or content creation.
- 36. A mistake you made—and what you learned.
- 37. Something your team is celebrating.
- 38. Your planning rituals for the week/month.
- 39. A look at your to-do list or daily setup.
- 40. How you prioritise or manage your workload.

60 LINKEDIN POST IDEAS



Talk About People, Culture & Clients

- 41. A client testimonial or story.
- 42. A collaboration that worked well.
- 43. A mentor who's shaped your journey.
- 44. A great piece of advice you received.
- 45. A leadership insight from managing a team.
- 46. How you support team culture or values.
- 47. What you've learned from your clients.
- 48. A client milestone or result.
- 49. Your approach to client onboarding.
- 50. A conversation that left an impact.



Promote & Share Value

- 51. A free resource you've created.
- 52. An upcoming event, webinar or workshop.
- 53. A recent blog post or podcast episode.
- 54. A tip from your latest client session.
- 55. A service or offer you're highlighting.
- 56. A key benefit of working with you.
- 57. A problem you solve and how.
- 58. How your approach is different.
- 59. Who you help and how.
- 60. What someone can expect when working with you.



BONUS: 20 CHATGPT- READY LEAD GENERATION PROMPTS

1. "What's one challenge you're currently facing in your business? DM me - I might have a solution."
2. "Want my free guide to [X]? Drop your email or send a DM."
3. "Need clarity on [specific topic]? Book a free strategy call. Link in comments."
4. "Not sure how to move forward with [challenge]? DM me for a few tips."
5. "Want my checklist on [topic]? Send me your email and I'll send it through."
6. "Curious how we helped a client achieve [result]? DM me 'Success' for the breakdown."
7. "Spots are limited, join my next webinar on [topic]. Link in comments."
8. "Stuck on [problem]? Message me your situation and I'll share a tailored suggestion."
9. "Want access to a powerful case study? DM me 'Case Study'."
10. "Need quick wins in [area]? I'll share three with you. Just DM me."

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BONUS: 20 CHATGPT- READY LEAD GENERATION PROMPTS

11. "Take my quiz on [X] to discover how optimised your process is. DM 'Quiz' for the link."
12. "Got a question about [area of expertise]? Let's chat in the DMs."
13. "Missed my last session? DM me for the replay link."
14. "Want access to my full resource library? DM me and I'll share the link."
15. "Want my latest thoughts on [industry trend]? DM 'Insights'."
16. "Use this free template to level up your [X]. DM me or drop your email below."
17. "Join my exclusive event on [X]. DM me for an invite."
18. "Help me out with a quick survey on [X]. I'll share the results!"
19. "Get the latest news, tips and resources by joining my newsletter. DM me to sign up."
20. "Want to see how [tool/product] works? Book a demo, link in comments."



WEEKLY LINKEDIN CONTENT CALENDAR

Day	Personal Post (Connection)	Sales Post (Promotion)
Monday	Share a personal win or story	Share a client result or success case
Tuesday	Talk about a challenge you're facing	Share a free resource (guide, checklist, etc.)
Wednesday	Share a tip or tool that's helped you	Promote an offer or event
Thursday	Shoutout a mentor or team member	Share a framework or strategy
Friday	Ask a reflective question or run a poll	Share a testimonial or review
Saturday	Behind-the-scenes from your weekend or setup	Recommend a tool or service
Sunday	Recap what you've learned this week	Soft CTA to work with you or join your newsletter

HOOK IDEAS

Hooks are the first line your audience sees.

They're designed to stop the scroll, spark curiosity, and pull people into your message.

A strong hook increases the chances that someone will actually read and engage with your post.

Examples of great hooks:

- This changed the game for me...
- Ever felt like this?
- Let's talk about what no one's saying...
- Want to see behind the scenes?

CTA IDEAS

A CTA is how you guide your audience to take the next step.

Whether you want them to comment, message you, or share your post—your CTA makes that clear.

Great CTAs turn readers into responders.

Examples of effective CTAs:

- Drop a 🙌 if this resonates.
- DM me if you want the guide.
- What's your take on this?
- Tag someone who needs to see this.

YOU'RE READY TO SHOW UP AND STAND OUT

You don't need to be posting every day or chasing trends to make LinkedIn work for you.

With the right ideas, a clear strategy, and a little consistency you can build trust, grow your audience, and turn connections into real opportunities.

This guide has given you:

- **60 LinkedIn post ideas** to help you share your story, value, and expertise
- **20 lead generation prompts** to drive real conversations
- **A weekly content calendar** to keep you consistent and visible
- **Tips for writing strong hooks and CTAs** that move your audience to action

Use it as a reference, revisit it when you're stuck, and most importantly, make it your own. Your voice and your story are what will resonate most.

You've got everything you need to show up with confidence and clarity.

And if you ever need support? We're always just a message away.

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