

LinkedIn Post Templates

Template #1

The Template:

How I can tell you're using {tool or common approach} in your {content, work, process} every time:

→ *{Pattern #1: A specific formatting or stylistic quirk} (ex.: "{example of how it appears in use}")*

→ *{Pattern #2: A repetitive phrase, word, or structure that stands out} (ex.: "{example of how it appears in use}")*

→ *{Pattern #3: A structural habit that makes it obvious} (ex.: "{example of how it appears in use}")*

→ *{Pattern #4: A closing habit that feels templated or predictable} (ex.: "{example of how it appears in use}")*

Come on guys, at least TRY to {improve, personalize, refine} your {content, approach, process} before you {publish, share, submit} it!!

Why the Post Works:

1. It lists recognisable patterns that make the audience feel “in the know”:

People love calling out common habits they see everywhere. This post works because it points out small, specific details that instantly click with anyone who's noticed them. Identify recurring trends in your niche and highlight them in a fun way to get engagement.

2. It uses real examples to make the points stick: Instead of just saying “ChatGPT overuses emojis,” it *shows* an example like "🌀 Strategic Insights To Note." Use specific examples to illustrate your point and make your content more relatable.

3. It ends with a playful challenge instead of a soft close: “Come on guys, at least TRY to edit your stuff before you post it!!” feels like a lighthearted call-out, making people want to either agree or defend themselves in the comments. Close your post with a direct challenge or playful call-to-action to spark discussion.

4. It plays on frustration that the audience already feels: A lot of people have noticed generic AI writing, but haven’t put words to it. This post does that for them, which makes it highly shareable. Tap into unspoken frustrations your audience already has to create content that resonates.

5. It has an “insider knowledge” feel that makes people want to engage: By pointing out these patterns, the post makes the reader feel like they now “see behind the curtain.” Content that reveals hidden patterns, tricks, or industry secrets often performs well because it makes people feel smarter.

When to Use This Template:

Middle of funnel, industry insight content

3 Examples in Different Niches:

1. Podcasting & Content Creation

How I can tell you're new to podcasting every time:

→ *Your intro music is way too loud compared to your voice. (ex.: "Welcome to the show!! [BLARING MUSIC])"*

→ *Your guest’s audio is significantly worse than yours. (ex.: "So tell us about your journey! [crackling AirPods mic])"*

→ *You spend 5 minutes talking about how excited you are for the episode before getting to the point. (ex.: "Wow, we’ve got an AMAZING guest today, seriously so pumped for this one!!")*

→ *You end the episode with ‘If you liked this, please subscribe and leave a review!’ without giving a reason why. (ex.: "It really helps! No, really. Please.")*

Come on guys, at least TRY to level up your podcast game before hitting publish!!

2. Restaurant & Food Reviews

How I can tell you're reviewing a restaurant on Google for the first time:

- *You start with "I NEVER leave reviews, but..." (ex.: "I NEVER leave reviews, but I just HAD to after this meal!")*
- *You either rate it 1 star or 5 stars—nothing in between. (ex.: "Worst meal of my life" or "I would die for this pasta.")*
- *You describe the portion sizes like they personally offended you. (ex.: "WAY too small for the price" or "Huge portions, I could barely finish!")*
- *You complain about the wait time and then admit you didn't have a reservation. (ex.: "Had to wait 45 minutes. Annoying! But we were walk-ins, so I get it.")*

Come on guys, at least TRY to leave a review that actually helps people!!

3. Self-Help & Personal Development

How I can tell you're new to self-improvement books every time:

- *You highlight every single sentence instead of just the useful ones. (ex.: "Page 14, fully highlighted. Page 15, same.")*
- *You repeat generic advice like it's a revelation. (ex.: "You have to believe in yourself. GAME-CHANGER.")*
- *You try to apply 10 new habits at once and burn out immediately. (ex.: "5am club, cold showers, journaling, meditation, gym, intermittent fasting, deep work, social detox... why am I so tired?")*
- *You post an inspirational quote with no context and call it a mindset shift. (ex.: "'Discipline equals freedom.' Think about it.")*

Come on guys, at least TRY to implement before preaching!!

Template #2

The Template:

It's the BIGGEST scam in {industry or platform}

And you know who they are:

It's the {content, trend, or approach} like:

- *"{example #1 of a repetitive or overused statement}"*
- *"{example #2 of a repetitive or overused statement}"*
- *"{example #3 of a repetitive or overused statement}"*

Blah. Blah. Blah!

They rack up {likes, engagement, attention} They go {viral, mainstream, everywhere}

But they add absolutely nothing.

It's the same recycled nonsense, over and over.

{Short punchy statement calling it out in a new way}.

Same {format} Same {structure} Same {problem}

It's not {true expertise, skill, value} but a formula for {gaming engagement, manipulating responses, easy reach}.

I'm done seeing them, so I'll be {blocking, ignoring, muting} anyone who does these from now.

Do you {LOVE or HATE} these types of {content, posts, trends}?

Why the Post Works:

1. It opens with a strong, emotional hook: “It’s the BIGGEST scam on LinkedIn” instantly grabs attention. The all-caps and bold claim make people curious. Start your post with a big, emotional statement that makes people stop scrolling.

2. It uses repetition to drive the point home: “Same posts, same structure, same empty advice.” Repeating words like this makes the post feel more powerful. Use short, punchy repetition to make your message more memorable.

3. It taps into frustration that people already feel: Most LinkedIn users have seen these types of posts, so calling them out makes people nod along. Pointing out common frustrations in your niche makes your post more relatable and shareable.

4. It builds momentum with short, fast-paced sentences: “Blah. Blah. Blah!” and “Empty words dressed up as wisdom.” These lines are quick, punchy, and keep the reader moving. Use short bursts of text to make your writing feel more dynamic.

5. It ends with an engaging question to spark discussion: “Do you LOVE or HATE those posts?” This invites people to share their opinions, which increases comments and engagement. End your post with a clear, direct question to encourage replies.

When to Use This Template:

Top / Middle funnel, opinion / industry call out content

3 Examples in Different Niches:

1. Fitness & Wellness Industry

It's the BIGGEST scam in fitness content.

And you know who they are:

It's the influencers who say:

• "Abs are made in the kitchen!"

• "Just move more and eat less!" • "This one secret will transform your body!"

Blah. Blah. Blah!

They rack up likes They go viral

But they add absolutely nothing.

It's the same recycled nonsense, over and over.

No real education, no real science, just catchy slogans.

Same advice Same quick fixes Same false promises

It's not real coaching, just engagement bait.

I'm done seeing them, so I'm muting anyone who keeps pushing this BS.

Do you LOVE or HATE these fitness myths?

2. Startups & Business Advice

It's the BIGGEST scam in entrepreneurship.

And you know who they are:

It's the "business gurus" who say:

- *"You just need to hustle 24/7!"*
- *"Passive income is the key to wealth!"*
- *"Mindset is everything—just believe in yourself!"*

Blah. Blah. Blah!

They rack up engagement They sell overpriced courses

But they add absolutely nothing.

It's the same recycled nonsense, over and over.

No real strategy, no actionable advice—just feel-good fluff.

Same motivational posts Same generic advice Same empty promises

It's not business expertise, just a marketing play.

I'm done seeing them, so I'm ignoring anyone who peddles this nonsense.

Do you LOVE or HATE this type of business content?

3. Music & Entertainment Industry

It's the BIGGEST scam in the music industry.

And you know who they are:

It's the music execs and labels who say:

- *"You need to be on every social media platform!"*
- *"Going viral is the key to success!"*
- *"Just put out great music and you'll get discovered!"*

Blah. Blah. Blah!

They rack up industry buzz They make big promises

But they add absolutely nothing.

It's the same recycled nonsense, over and over.

No real artist development, no real guidance—just empty hype.

Same outdated strategies Same unrealistic expectations Same tired excuses

It's not about talent anymore, just a numbers game.

I'm done seeing them, so I'm tuning them out for good.

Do you LOVE or HATE the way the music industry operates?

Template #3

The Template:

It took me {timeframe} to realize my mistake.

After {consistent action} for {timeframe}, I finally understood that {common belief} is only part of the equation.

When it comes to {goal or result}, whether it's {metric #1}, {metric #2}, or {metric #3}, it all starts with {unexpected but fundamental action}.

{Action #1}. {Action #2}. {Action #3}. {Action #4}. Do one, two, three, or all.

Be {mindset shift}. Only then will {desired outcome}.

ps. {Engaging question that invites discussion}?

Why the Post Works:

1. It starts with a reflective hook that creates curiosity: “It took me two years to realize my mistake.” This makes people wonder, *What was the mistake?* Start with a sentence that teases a personal lesson to hook the reader.

2. It flips a common assumption on its head: “Posting content is only part of the equation.” People assume content alone drives success, so this line makes them rethink their strategy. Challenge a popular belief to grab attention.

3. It gives simple, actionable steps: “Like. Tag. Comment. Repost.” These short, direct actions make it easy for readers to apply the advice. Use concise, one-word instructions to keep your message clear and actionable.

4. It includes a mindset shift that reframes the approach: “Be interested in others first. Only then will people find you interesting.” This takeaway is sticky because it feels counterintuitive at first, but makes perfect sense when you think about it. Use a counterintuitive insight to make your lesson more memorable.

5. It ends with an open-ended question to drive engagement: “What has surprised you the most about LinkedIn?” This invites discussion, increasing the chances of people commenting. End your post with a broad question that makes it easy for readers to chime in.

When to Use This Template:

Top of funnel, personal / mistake / realisation content

3 Examples in Different Niches:

1. Public Speaking & Communication

It took me six months to realize my mistake.

After speaking at multiple events for half a year, I finally understood that knowing your material is only part of the equation.

When it comes to delivering a great speech, whether it's {engaging your audience}, {keeping their attention}, or {getting them to take action}, it all starts with {reading the room and adjusting in real time}.

Pause. Observe. Adjust. Engage. Do one, two, three, or all.

Be aware of your audience first. Only then will they listen to you.

ps. What's the best public speaking tip you've ever heard?

2. Personal Finance & Investing

It took me three years to realize my mistake.

After saving aggressively for the last three years, I finally understood that cutting expenses is only part of the equation.

When it comes to building wealth, whether it's {saving more}, {investing wisely}, or {growing income}, it all starts with {increasing your earning potential}.

Learn. Network. Upskill. Invest. Do one, two, three, or all.

Be focused on growth first. Only then will financial freedom come easier.

ps. What's one money lesson you wish you learned sooner?

3. Music & Songwriting

It took me five years to realize my mistake.

After writing hundreds of songs, I finally understood that creating music is only part of the equation.

When it comes to getting heard, whether it's {streaming numbers}, {fan engagement}, or {building an audience}, it all starts with {putting yourself out there and promoting your work}.

Perform. Share. Collaborate. Connect. Do one, two, three, or all.

Be visible first. Only then will people discover your music.

ps. What's the best songwriting advice you've ever received?

Template #4

The Template:

{Audience}: {Main point—3 key takeaways to improve their approach}

{Key Takeaway #1}

{Audience's current struggle and why their usual approach isn't working}.

{Why their mindset or strategy needs to change}.

{Alternative approach that will get better results}.

{Simple, actionable way to apply this immediately}.

{Key Takeaway #2}

{Personal experience or example that reinforces this point}.

{Specific step that made the difference}.

{How they can replicate this method for better success}.

{Key Takeaway #3}

{Common mistake people focus on that doesn't actually matter}.

{What hiring managers, clients, or decision-makers actually want instead}.

{Tactical advice on what they should be doing differently}.

{Encourage them to take action, possibly linking to helpful resources}.

Why the Post Works:

- **It directly calls out a specific audience to grab attention:** “Data analyst job seekers” immediately tells readers if this post is for them. Start your post by calling out the exact people you’re speaking to so they stop and pay attention.
- **It uses bold subheadings to structure the content:** The “**Stand out. Be Early. Stop focusing on certifications!**” structure makes it easy to skim and digest. Use bolded subheadings to break up key points and keep readers engaged.
- **It challenges common but ineffective job search habits:** Instead of saying “just apply more” or “get more certifications,” the post challenges these ideas and provides a better alternative. Challenge your audience’s current thinking to make them pay attention.
- **It gives a real-world example to make the advice feel proven:** The story about applying early and beating out a more experienced candidate adds credibility. Use a short, personal example to show that your advice actually works.
- **It includes an easy-to-implement tactic at the end:** “I linked to a post in the comments on how to do this” nudges readers toward taking action. Include a simple next step to help people apply your advice immediately.

When to Use This Template:

Middle of funnel, educational content

3 Examples in Different Niches:

1. Freelance Design

Freelance Designers: Get Clients Faster Without Waiting for Job Listings

Stand out.

You've probably applied to dozens of freelance gigs and heard nothing back. Tweaking your portfolio won't magically bring clients. You need to change your approach. Start connecting with businesses before they even post a job. That means being active on LinkedIn, sharing your work, and engaging with potential clients. I linked some posts in the comments that show you how to do this effectively.

Be early.

I once reached out to a brand before they even realized they needed design work. Two weeks later, they DM'd me asking for a proposal. The key? Positioning myself as the right person at the right time. Start paying attention to growing brands and reach out before they post a job opening.

Stop focusing on certifications!

Clients don't care about how many design courses you've taken. They care about whether your work solves their problem. So, create projects that showcase how your design helps brands convert more customers. Post about your process, challenges, and results.

2. Real Estate

Real Estate Agents: Close More Deals Without Relying on Cold Calls

Stand out.

You're not the only agent trying to get leads. If all you're doing is sending the same cold messages as everyone else, you're blending in. Instead, start building relationships BEFORE clients are ready to buy. Share market insights, engage with local business owners, and become the go-to expert in your area.

Be early.

I once got a buyer client because I connected with them months before they were actively house hunting. While other agents waited for them to request a showing, I was already top of mind when they were ready to make a move. The earlier you build trust, the easier the sale.

Stop focusing on generic listings!

Buyers don't just want another "4 bed, 3 bath" house post. They want to understand WHY a neighbourhood is a good fit for them. Instead of spamming listings, create content around the lifestyle benefits of different areas. This positions you as an advisor, not just another salesperson.

3. SaaS

SaaS Founders: Get Early Adopters for Your Startup Without Spending a Fortune on Ads

Stand out.

If you're launching a SaaS product and waiting for people to "discover" it, you're doing it wrong. You need to build an audience before you even launch. That means posting insights, sharing behind-the-scenes updates, and engaging with your ideal users. I linked a couple of posts in the comments that show you how to do this.

Be early.

I once got my first 50 beta users just by DM'ing founders who had mentioned a pain point my software solved. Because I reached them before they were actively searching for a solution, they were open to trying something new.

Stop focusing on features!

No one cares about your latest update or how advanced your tech stack is. They care about how your tool saves them time or makes them more money. Instead of posting feature updates, post case studies on how people are actually using your product.

Template #5

The Template:

What {traditional approach} taught me about {skill or industry}:

- *{Common but ineffective technique #1}*
- *{Common but ineffective technique #2}*
- *{Common but ineffective technique #3}*
- *{Common but ineffective technique #4}*

What {modern or real-world approach} taught me about {skill or industry}:

- *{Effective principle #1}*
- *{Effective principle #2}*
- *{Effective principle #3}*
- *{Effective principle #4}*
- *{Effective principle #5}*
- *{Effective principle #6}*
- *{Effective principle #7}*

Don't overdo it:

- *{Balance rule #1}*
- *{Balance rule #2}*
- *{Balance rule #3}*

{Final thought reinforcing why simplicity or practicality matters}.

Why the Post Works:

- **It creates contrast between what we were taught vs. what actually works:** The post compares outdated advice with practical, real-world lessons. Using a "**Before vs. After**" format makes your message easy to digest and relatable.
- **The bullet points make it easy to skim:** No big paragraphs, just quick, snappy points. Readers don't have to work hard to get the value. Structure your content so the key takeaways pop out immediately.
- **It reinforces the idea that clarity > complexity:** "Clarity never fails. Simplicity never fails." The post itself proves this lesson by being simple and clear. Show, don't just tell. Let your writing style reflect your message.
- **It ends with a universal truth that applies to everyone:** "The feed is a distracting place. Make consumption easy, not challenging." This speaks to all content creators, making the post widely relatable. Close your post with a statement that applies to your whole audience.
- **It adds balance with a "Don't overdo it" section:** After listing what works, the post reminds readers **not** to go too far. This prevents misinterpretation and adds depth. If you're giving advice, include a "but don't overdo it" disclaimer to keep things practical.

When to Use This Template:

Middle of funnel, educational content

3 Examples in Different Niches:

1. Sales & Cold Outreach

What traditional sales training taught me about cold outreach:

- *Pitch first, build rapport later*
- *Use a script word-for-word*
- *More outreach = more success*
- *Never take no for an answer*

What real-world cold outreach taught me:

- *Relevance beats volume*
- *Personalized messages work better than scripts*
- *People buy when they trust you, not when you pressure them*
- *Follow-ups matter more than first messages*
- *Timing can be the difference between ignored and booked*
- *Nobody wants a 5-paragraph pitch*
- *Prospects don't care about you, they care about their problems*

Don't overdo it:

- *Personalized doesn't mean writing a novel*
- *Following up doesn't mean spamming*
- *Build relationships, not just pipelines*

People aren't waiting for your message. Make it easy for them to say yes.

2. Fitness & Weight Loss

What fad diets taught me about weight loss:

- *Cut all carbs to lose weight*
- *Starving yourself = fast results*
- *More cardio = better fat loss*
- *Cheat meals ruin progress*

What science-based fitness taught me about weight loss:

- *Consistency beats extreme dieting*
- *Calories matter more than specific foods*
- *Lifting weights helps you burn fat, not just cardio*
- *One bad meal won't ruin anything*
- *More protein = easier fat loss*
- *Sleep is just as important as workouts*
- *Progress isn't just about the scale*

Don't overdo it:

- *You don't need to count every calorie forever*
- *Don't cut out foods you enjoy*
- *Sustainability > quick fixes*

The best diet is the one you can stick to.

3. Personal Branding & Content Creation

What personal branding "gurus" taught me:

- *Post every day or you'll be forgotten*
- *Flex your wins and success constantly*
- *The more polished, the better*
- *Quantity over quality*

What real-world branding taught me:

- *Authenticity beats perfection*
- *Storytelling builds stronger connections than flexing*
- *Consistency matters, but forcing daily posts doesn't*
- *People remember value, not just visibility*
- *Being known for ONE thing is better than being known for everything*
- *Less polished = more relatable*
- *Your brand is built in conversations, not just content*

Don't overdo it:

- *Posting more doesn't always mean growing faster*
- *Self-promotion is good—until it's all you do*
- *Engagement doesn't always equal impact*

You don't need to be everywhere. You just need to be in the right places.

Template #6

The Template:

*I spent {timeframe} {struggling with or feeling intimidated by something}.
Then I {achieved milestone or joined that group}. Only to realize that {core realization}. 🤔*

Let me save you {timeframe of struggle}.

They're not {perceived advantage #1}.

They're not {perceived advantage #2}.

They're not {perceived advantage #3}.

The only real difference?

- *{Factor #1 that separates them from others}*
- *{Factor #2 that separates them from others}*
- *{Factor #3 that separates them from others}*

The truth:

- *Some are {high-performers}*
- *Some are {mediocre or average}*
- *Some make you wonder {how they even got there}*

But here's what matters:

You don't need {external approval} to {feel worthy/confident/capable}. You don't need {a gatekeeper's permission} to {take action or achieve your goal}. You don't need {a blueprint from the so-called elite} to {succeed or make an impact}.

That feeling that you {don't belong, aren't ready, aren't good enough}?

They felt it too.

Some just got better at hiding it. Others turned it into their superpower. Some {are playing the system and still don't deserve to be there}.

Stop waiting to feel ready - You already are.

Why the Post Works:

- **It starts with a personal transformation hook that builds credibility:** “I spent 10 years being intimidated by executives. Then I became one.” This gets attention because it promises insider knowledge. Start with a **before-and-after personal shift** to pull readers in.
- **It quickly dismantles common assumptions:** “They’re not smarter. They’re not more capable. They’re not more deserving.” This direct, repetitive structure makes the point hit harder. Use **short, punchy statements** to challenge common beliefs.
- **It lists real factors that actually separate people in power:** “Time in seat. Practiced confidence. Political savvy.” These sound obvious once you see them, but most people don’t think this way. Reveal **hidden truths** about success to make your content feel valuable.
- **It plays on emotions like imposter syndrome and self-doubt:** “That feeling that you don’t belong? They felt it too.” This line makes the reader feel seen. Addressing a **shared insecurity** makes your content relatable and powerful.
- **It ends with a direct, empowering statement:** “Stop waiting to feel ready. You already are.” This is short, confident, and memorable. End with a **bold call-to-action that leaves readers inspired**.

When to Use This Template:

Top of funnel, story content

3 Examples in Different Niches:

1. Freelancing & Consulting

I spent 5 years undercharging and feeling unqualified to call myself an expert. Then I raised my rates. Only to realize that clients weren't paying for my time—they were paying for results. 😏

Let me save you the next five years.

They're not better than you. They're not more skilled than you. They're not more experienced than you.

The only real difference?

- *Pricing confidence*
- *Better positioning*
- *A willingness to ask for more*

The truth:

- *Some consultants are incredible.*
- *Some are mediocre at best.*
- *Some are just winging it and charging 5x what you do.*

But here's what matters:

You don't need a fancy certification to charge premium prices. You don't need permission from the industry to be seen as an expert. You don't need someone else's roadmap to build your business.

That feeling that you're not "qualified" enough?

Your competition felt it too.

Some just got better at ignoring it. Others turned it into their selling point. Some are bluffing their way through—charging more than you with less experience.

Stop waiting for someone to tell you you're worth it.

You already are.

2. Fitness & Body Transformation

I spent years thinking fit people had some secret advantage. Then I became one. Only to realize that getting in shape isn't about genetics or luck—it's about showing up, over and over. 🙄

Let me save you the next few years of trial and error.

They're not naturally gifted. They're not more disciplined than you. They're not more motivated every day.

The only real difference? • Consistent habits • A system they stick to • The ability to start again after setbacks

The truth:

- *Some are highly dedicated athletes.*
- *Some just show up and do the basics.*
- *Some make you wonder how they stay in shape with their habits.*

But here's what matters:

You don't need to "feel" motivated to work out. You don't need a perfect diet to get results. You don't need to train like a pro to see progress.

That feeling that you'll never be consistent?

Everyone starts there.

Some just push through the hard part. Others find a system that works for them. Some look fit but have no real discipline at all.

Stop waiting to be "ready" to start.

You already are.

3. Career & Job Searching

I spent years thinking hiring managers knew exactly what they were looking for. Then I became one. Only to realize most of them are just guessing too. 🤔

Let me save you the next few years of stress.

They're not better than you. They're not smarter than you. They're not more qualified than you.

The only real difference?

- *They know how to position themselves*
- *They're confident in what they bring*
- *They take up space in rooms that matter*

The truth:

- *Some hiring managers are strategic and sharp.*
- *Some just follow HR checklists.*
- *Some are making it up as they go along.*

But here's what matters:

You don't need 100% of the job qualifications to apply. You don't need a recruiter's approval to be confident. You don't need to wait until you "feel" ready to make a move.

That feeling that you're not good enough?

Most professionals felt it too.

Some just learned to ignore it. Others built their careers by taking action anyway. Some are benefiting from outdated systems and still don't belong there.

Stop waiting for the perfect time to go after what you want.

You already are ready.

Template #7

The Template:

A must-have for each {industry or process} → {key element that adds value}.

No {common obstacle}? No problem!

You don't need {expected resource} to {achieve goal}. Often, you won't have access to them at all. That doesn't mean you can't {demonstrate value or prove success}.

You need to shift your thinking. Think {phase 1} / {phase 2} / {phase 3}.

Compare before and after:

- *How did {your work} improve {previous version or process}?*
- *How did you streamline {workflow/system}?*
- *How did you make it more {accessible/efficient/effective}?*
- *What {evaluation method} shows improvement?*
- *How did {performance metric} change?*

During the process:

- *How did you improve {collaboration/efficiency/delivery}?*
- *How did you contribute to {system, process, or culture}?*
- *What insights did {testing or analysis} reveal?*
- *How did you enhance {documentation, communication, execution}?*
- *How did you {help a key team or stakeholder}?*

After completion:

- *What feedback did you receive? • How did {end users or customers} react?*
- *How does your work support {long-term success, future scaling}?*

There are things only {hard data or numbers} can prove. Even without them, you can still show the value of your work.

P.S. {Engagement question to invite discussion}?

Why the Post Works:

- **It starts with a direct, must-have element to grab attention:** “A must-have for each design case study → impact.” This makes the reader think, *Am I including this?* Start with a **clear, direct must-have statement** to immediately set up the post’s value.
- **It removes an excuse right away:** “No business metrics? No problem!” This eliminates a common barrier upfront. Addressing objections early makes it easier for readers to accept your advice.
- **It reframes the reader’s thinking in a simple way:** “Think before/during/after.” This gives them an easy framework to remember. Use **simple mental models** to make complex ideas more actionable.
- **It breaks things down into practical, scannable sections:** The bullet-point lists keep things easy to skim. Readers can quickly pick what applies to them. Use **structured lists to keep your content digestible and engaging**.
- **It ends with an open-ended P.S. to drive engagement:** “P.S. Share your ways to show design impact.” This invites responses, boosting engagement. End your posts with a **clear invitation to contribute**.

When to Use This Template:

Top of funnel, educating beginners in your niche

Middle of funnel, education content

3 Examples in Different Niches:

1. B2B Sales & Cold Outreach

A must-have for each sales call → trust.

No past relationship? No problem!

You don't need a warm intro to build trust. Often, prospects won't know who you are at all. That doesn't mean you can't create a connection.

You need to shift your thinking. Think before/during/after.

Before the call:

- *How can you personalize your outreach?*
- *What key pain points can you address?*
- *How can you show you've done your homework?*
- *What credibility can you bring upfront?*
- *How can you lower resistance early?*

During the call:

- *How do you make it a conversation, not a pitch?*
- *What questions uncover their real challenges?*
- *How do you make them feel heard?*
- *What objections can you proactively address?*

- *How can you position your solution as a no-brainer?*

After the call:

- *How do you follow up effectively?*
- *How can you provide value without asking for anything?*
- *What keeps you top of mind until they're ready to buy?*

There are things only time can build. Even without a prior relationship, you can create trust quickly.

P.S. What's your favourite way to build trust on a sales call?

2. Content Creation & Thought Leadership

A must-have for every LinkedIn post → engagement.

No big audience? No problem!

You don't need 10,000 followers to get engagement. Often, your best content will reach beyond your network. That doesn't mean you can't get seen and shared.

You need to shift your thinking. Think before/during/after.

Before posting:

- *What will make people stop scrolling?*
- *What emotion or curiosity does your hook create?*
- *How does this relate to your audience's biggest challenge?*
- *What structure makes it easy to read?*
- *Is your CTA clear and direct?*

During posting:

- *How do you respond to early comments?*
- *What can you add to spark discussion?*
- *How do you encourage shares?*
- *What stories or insights make this post stand out?*
- *How do you keep it visually clean and scannable?*

After posting:

- *How do you re-engage with new comments?*
- *What key takeaways can you repurpose into future posts?*
- *How can you use insights from engagement to improve next time?*

There are things only time and consistency can build. Even without a huge audience, you can still create impact.

P.S. What's your best tip for writing engaging posts?

3. Career & Job Searching

A must-have for each job application → relevance.

No "perfect experience"? No problem!

You don't need a flawless resume to get hired. Often, the best candidates don't check every box. That doesn't mean you can't stand out.

You need to shift your thinking. Think before/during/after.

Before applying:

- *How can you tailor your resume for the role?*
- *What key skills make you a strong fit?*
- *Who in your network can refer you?*
- *What unique angle can you bring to the table?*
- *How can you show potential over perfection?*

During the process:

- *How do you make your LinkedIn profile match your resume?*
- *What's your strategy for reaching out to decision-makers?*
- *How can you showcase your impact in a cover letter?*
- *What's your elevator pitch when someone asks, "Tell me about yourself"?*
- *How can you stand out in follow-up emails?*

After interviews:

- *What follow-up message keeps you top of mind?*
- *How can you address any concerns they had?*
- *What lessons can you take into the next opportunity?*

There are things only time and persistence can control. Even without a “perfect” background, you can prove your value.

P.S. What’s one way you’ve successfully stood out in a job application?

Template #8

The Template:

My {platform, business, skill} grew from {starting point} to {milestone} in {timeframe}.

But, I spent {longer timeframe} getting nowhere.

Here's what I was doing wrong:

X {Common mistake #1}

X {Common mistake #2}

X {Common mistake #3}

X {Common mistake #4}

X {Common mistake #5}

X {Common mistake #6}

X {Common mistake #7}

X {Common mistake #8}

A few {small wins happened}... But my {bigger goal} didn't improve.

So, {timeframe} ago, I changed things up.

This is exactly what I do now:

☑ {New success habit #1}

☑ {New success habit #2}

☑ {New success habit #3}

☑ {New success habit #4}

☑ {New success habit #5}

☑ {New success habit #6}

☑ {New success habit #7}

☑ {New success habit #8}

{Timeframe} of mistakes.

But, a lot of learnings that I share with you → {how often you share}.

The biggest lesson learned: {Main lesson that changed everything}.

- Know your {goal}.
- Know your {key factor}.
- Know your {internal alignment}.
- Then {take consistent action} every day.

What's one thing you wish you knew earlier?

Why the Post Works:

- **It opens with a before-and-after contrast to hook readers:** “My LinkedIn grew from 0-20K in 5 months. But, I spent 3 years getting nowhere.” This makes people curious. *What changed?* Use a dramatic contrast at the start to grab attention.
- **It lists mistakes in an easy-to-read format:** The “✗” symbols make the mistakes visually clear and easy to skim. Format mistakes with consistent symbols or bullet points so they stand out.
- **It sets up a transformation story with a shift in approach:** “So, 5 months ago, I changed things up.” This signals a turning point and makes people want to read on. Create a clear transition from failure to success to keep engagement high.
- **It lays out the winning formula in a simple checklist:** The “☑” list makes the solution feel structured and doable. People love checklists. Break your strategy into simple, repeatable actions.
- **It ends with an empowering, shareable takeaway:** “Consistency is the key to success. But, without clarity, consistency doesn’t matter.” This sounds like something people would repeat. End your post with a memorable lesson to increase engagement.

When to Use This Template:

Top of funnel, platform relevant progress

Middle of funnel, educating from experience content

3 Examples in Different Niches:

1. Fitness & Weight Loss

My fitness went from struggling to stay consistent to hitting my goals in just 6 months.

But, I spent 3 years getting nowhere.

Here's what I was doing wrong:

X Jumped from one program to another

X Tried to out-exercise a bad diet

X Had no structured workout plan

X Thought more cardio meant faster fat loss

X Tracked weight but ignored body composition

X Let one bad day ruin my progress

X Didn't focus on sleep or recovery

X Made my routine harder than it needed to be

I made some progress... But I never stayed consistent.

So, 6 months ago, I changed things up.

This is exactly what I do now:

- ☒ *Follow one simple program consistently*
- ☒ *Focus on strength training over endless cardio*
- ☒ *Eat protein with every meal*
- ☒ *Track body composition, not just weight*
- ☒ *Sleep 7-8 hours every night*
- ☒ *Make workouts realistic, not extreme*
- ☒ *Stay consistent even after a bad day*
- ☒ *Optimize for progress, not perfection*

3 years of mistakes. But, a lot of learnings that I share with you → every day.

The biggest lesson learned:

- *Simplicity and consistency beat overcomplicated routines.*
- *Know your goal. Know your plan. Know your body.*
- *Then show up every day.*

What's one fitness tip you wish you knew earlier?

2. Freelancing & Client Acquisition

My freelancing income went from unpredictable to six figures in 9 months.

But, I spent 2 years struggling to find clients.

Here's what I was doing wrong:

X Focused only on getting more leads, not better ones

X Took on projects outside my expertise

X Charged too little for my services

X Didn't follow up with past clients

X Had no clear niche or messaging

X Relied only on inbound leads instead of outreach

X Didn't showcase past client results

X Waited too long to raise my prices

A few clients found me... But my business wasn't growing.

So, 9 months ago, I changed things up.

This is exactly what I do now:

- ☒ *Target high-value clients instead of mass outreach*
- ☒ *Specialize in one niche instead of being general*
- ☒ *Charge based on value, not just hours*
- ☒ *Follow up with past clients regularly*
- ☒ *Position myself as an expert, not just a service provider*
- ☒ *Actively pitch instead of waiting for clients to come to me*
- ☒ *Use testimonials and case studies in my marketing*
- ☒ *Raise prices based on demand and results*

2 years of mistakes.

But, a lot of learnings that I share with you → every day.

The biggest lesson learned:

- *You don't need more leads. You need better clients.*
- *Know your offer. Know your audience. Know your value.*
- *Then show up every day.*

What's one freelancing lesson you wish you learned sooner?

3. Public Speaking & Personal Branding

My confidence as a speaker went from shaky to solid in 12 months.

But, I spent 4 years avoiding the spotlight.

Here's what I was doing wrong:

X Overprepared and still felt nervous

X Memorized every word instead of speaking naturally

X Focused on “sounding smart” instead of connecting

X Didn't practice in front of real people

X Ignored body language and vocal tone

X Thought slides were the most important part

X Tried to be perfect instead of engaging

X Didn't tell enough stories in my talks

A few speeches went well... But my confidence didn't grow.

So, 12 months ago, I changed things up.

This is exactly what I do now:

- ☒ *Focus on audience connection, not perfection*
- ☒ *Practice in front of real people, not just a mirror*
- ☒ *Use bullet points instead of full scripts*
- ☒ *Vary my vocal tone to keep people engaged*
- ☒ *Make eye contact and read the room*
- ☒ *Use storytelling to make my message stick*
- ☒ *Accept that small mistakes are normal*
- ☒ *Get on stage as often as possible*

4 years of mistakes.

But, a lot of learnings that I share with you → every day.

The biggest lesson learned:

- *Public speaking is about connection, not perfection.*
- *Know your message. Know your audience. Know your style.*
- *Then show up every day.*

What's one tip that made you a better speaker?