

LinkedIn Top 10 Posts CheatSheet



Post Ideas Which Will Get Your Content Noticed!

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You may not have posted content on LinkedIn before. Or perhaps you are posting content but are hearing crickets.

Posting regular, quality content that speaks to your audience is a sure fire way to position yourself as an authority in your industry; to demonstrate your credibility and regularly engage with the audience you want to serve can result in paying clients and customers.

We've tested out a lot of different content ideas for posts on LinkedIn; some we wouldn't bother with again..

But others have seen us with endless invitations to connect, discovery call bookings in our online calendar and new clients!

All From Posting Content!

Here are our top 10 tried and tested posts to help you along the way...

1. Client Testimonials

Never underestimate the power of social proof. Proof that you are making a significant change to the lives of others, that your clients are getting results from the service you provide and proof that what you do actually works.

Have you got a Customer Testimonial Page?

Ask every customer you work with for a testimonial & put them on your website. Then occasionally, pull them out & post them.

2. What Are You Doing Today?

Are you running a workshop? Are you attending an industry event? Did you just have a great meeting with a new client? Tell your audience about it. All this will add to the picture of you being successful at what you do and will build your personal brand.

It will also demonstrate your knowledge and involvement in your industry.

3. Those That Can Teach...

Show your audience how to do something which is going to help them in their own life or business. Video posts are great for doing short tutorials. Here's one we made earlier <https://capaldimarketing.com/viral-post/>

4. Ask For The Sale!

Yes you can go wrong with only ever posting about you product or service offer BUT, you can also go wrong when you don't tell people about it either. Maybe your running a promotion, perhaps you have space to work with some new clients... whatever it is let people know about it.

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5. Don't You Just Hate It When X...

We all have pet peeves or something that really grinds our gears. Having a little rant (light hearted and well meaning) of course can show a lighter side of your personality and generate great engagement with your audience. It can start great discussion and debate not to mention helping you to establish common ground with people.

6. The Hero's Story

Tell your audience about a challenge or hurdle you have overcome in order to be where you are now. Show your vulnerability and what you have learnt that will help your clients and customers.

7. Industry News

We all follow industry leaders, trends, read articles to keep us better informed. You can share these articles with your audience on LinkedIn BUT... don't forget to tell them why you are sharing it. What, in your opinion will they gain from reading the article and why is it so important to them.

8. Free Value

From time to time you can offer your audience something of huge value for... nothing! Nothing in return... value first. A resource or template that's going to help them move forward in some way which will allow you to generate more 1:1 conversations.

9. Facts & Figures

Share an interesting stat or figure which would be of interest to your perfect clients.

For example, we could post about how there are only 3 million LinkedIn users posting content on a weekly basis and comment on what I believe the impact of this is. This is another opportunity to position yourself as an expert.

10. Tell Me Your Problems

Discuss a problem you see emerging which affects your *Perfect Clients'* and offer a solution to the problem. Show empathy, be authentic and again, position yourself as a credible expert.

These content ideas should get you started and start getting you some engagement.

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Summary

Of course engaging content is a small part of a much bigger strategy.

Unless all of the components of your strategy are working together; then you are unlikely going to get High Value Leads & Sales on LinkedIn.

To go all in on your LinkedIn Lead Generation strategy you can currently apply for a free strategy call here: <https://capaldimarketing.com/consultation/>

Slots are limited and we will be closing them soon..