

If you want results from LinkedIn, disconnect for 8 hours.



Posting more and more with no results?
The problem usually isn't the content.
It's that there's no clear strategy behind it.

@AvivLevi

Most people don't fail because they don't write. They fail because they write without direction.



What they ask:

- How do I get more reach?
- How do I write a good post?
- How do I come up with more content?



But the right questions are:

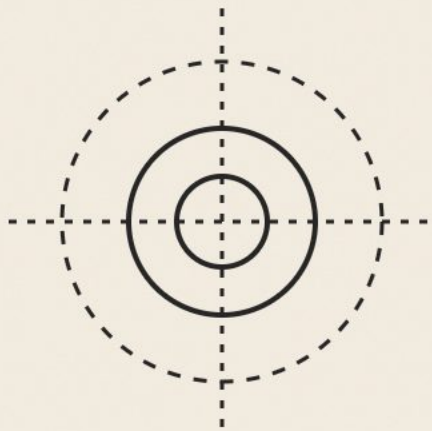
- Who is the client I want to attract?
- What really matters to them now?
- What's worth talking about again and again?

Without answers to these, even good content is just noise.

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Question 1: who is the client you really want to attract?

Not everyone



Not every CEO

Not every founder

Define a clear ICP

- Who already knows they have a problem
- Who is willing to invest in solving it
- Who could turn into a real conversation

When you know who you're writing for, you know what to write.

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Question 2: what really matters to your clients right now?

Look for what keeps coming up in calls, sales and messages.

1

The pain

What frustrates them again and again?

2

The outcome

What do they want most?

3

The mistake

What do they keep getting wrong?

That's where content worth posting lives.

Question 3: what are your content pillars?



Method and process

How you work



Pains

What hurts them



Misconceptions

What they get wrong



Personal stories

What you went through and what it teaches



Proof and results

Why to trust you

If a post doesn't sit on one of these pillars, it probably isn't strategic.

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How does one pillar turn into dozens of ideas?



1 Content pillar

2 A client's question

3 Content angle

4 Post / carousel / video

Build 5 angles for every pillar:

- ✓ 1. Mistake
- ✓ 2. Myth
- ✓ 3. Story
- ✓ 4. Checklist
- ✓ 5. Example

That's how one idea becomes a whole content system.

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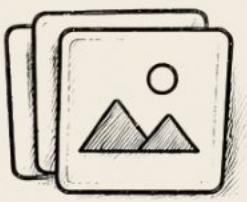
Only now do you pick a format.

Format doesn't come before strategy.



Post

When you have one sharp, clear idea



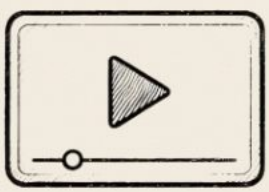
Carousel

When you need to explain in depth



Image post

When you need to stop the scroll



Video

When you want to build trust

Format is the vehicle. Strategy is the engine.

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Save this carousel for your next thinking day.

Before you post again, ask:

Who am I writing for?

What really matters to them now?

Which content pillar does this sit on?

Which content pillar is most missing from your content today? Tell me in the comments.

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