LINKEDIN CONTENT TEMPLATES

IDEAS FOR WHAT TO WRITE, WHEN YOU DON'T KNOW WHAT TO WRITE
BY AMY LESTER

EXAMPLE CONTENT

- My favourite thing about running my own business is _____. What's yours?

- My ideal client is _____. What's yours?

- My name is [name] and I help [your target client] with [saving time / making more money / streamlining processes / unnecessary admin]. What do you do?

- The thing I struggle most with in my business is ____. So I outsourced it / I'm planning to outsource it. What are your pain points?

- I started my own business because ____ [talk about your story / your history / why are you doing this].

- My why is [my family / financial stability / other motivation]. What's yours?

- I'm struggling with what to write today - what do you want to know about me?

- Share a positive piece of feedback from a client (remember to anonymise!)

- I really love helping my clients with [list a particular task] because [explain why].

- I'm [name] and I work with [number] clients to help them with [list the main things you do]. I currently have capacity for another [number] of clients - should we chat?

Things to consider:
- Add images where you can.
- Try and ask open-ended questions
- Speak to your target audience - what are their struggles? How can you tie those into your experiences?
- People buy from people, so don't be afraid to be honest and authentic.
- Re-use content; people won't remember what you have posted before, so definitely use it again if it gets a lot of engagement.
- Utilising hashtags can help you get your content in front of relevant eyes - but just use a few.
- Sharing relevant news articles with an opinion is another great way to become a 'thought leader' in your space.
- Make sure you're engaging with comments on your posts to further boost their reach
- Always look for other conversations to join in as well! (You never know, it may give you inspiration for another post!)

EXAMPLE CONTENT

TEMPLATED POSTS FOR LINKEDIN TO GET YOU STARTED

- One thing you don't know about me is ____.

- I failed at ___ when I was [number] years old. And here's why that's a good thing.

- How did you end up doing what you do? Tell your story.

- The best lesson I ever learnt in business was ____. Here's what happened ____.

- My best piece of business advice came from [name the person]. What's yours?

- I can't tell you the details about my work, but I can tell you that so far this year I have worked with [number] of clients on tasks such as _____.

- Share a picture of your pet / favourite pastime / favourite person and talk about why they mean so much to you.

- Talk about the software and tools you use every day. Why are they so important? How much time do you think they save you?

- When I was younger I wanted to be a ____. [Talk about how this is different from the role you're doing now].

- Throwback pictures / throwback stories - particularly if they are relatable!

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for purchasing this guide

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