

THE ANATOMY OF THE PERFECT LINKEDIN **POST**

(5 Proven Formats)



How to Build Your **Audience** and Grow
Your **Business**

DEPOST.AI



Define Your Ideal Customer Profile (ICP)

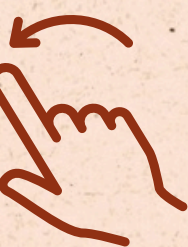
e.g.
Marketing
services



→ What do you **sell**?

→ What **pain point**
do you fix?

→ What does your
ICP want to read?



What to **Post** About

5 Content Pillars for LinkedIn Success



1. Brand-related topics



2. Personal stories



3. Educational content



4. Showcase your services



5. Teach your methodology

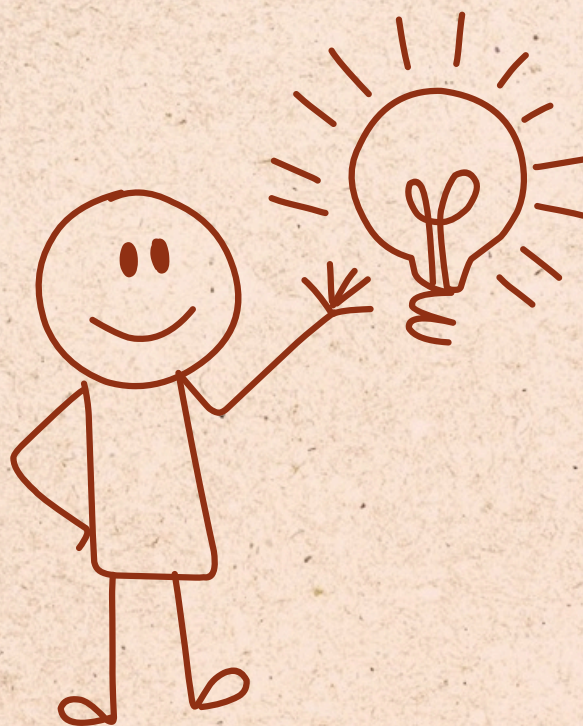
Pro Tip: Start with a 3-second hook
(TikTok style) for videos!



Format 1: The Awareness Post

Hook Example: "If you can work 8 hours for someone else's dream... spend 60 minutes on yours."

- Traction-focused format to grab attention.
- Uses proven ideas for engagement.
- Aligns with your personal brand.



Key Tips: Use pre-validated ideas and Keep it simple and punchy.



Format 2: Personal Story Post

**Be vulnerable to build trust and
Use a clear structure: Challenge → Action → Win.**



1. Hook (First Line)

"I almost quit my business last year..."

→ Grabs attention with vulnerability.

2. Struggle (1-2 Sentences)

"Working 80-hour weeks, zero freedom"

→ Makes you relatable.

3. Turning Point

"Then I tried X strategy..."

→ Creates hope.

4. Results

"Doubled revenue in 3 months"

→ Proves it works.

5. Lesson

"You don't need to burnout to succeed"

→ Gives a takeaway.

6. CTA

"Ever been here? Comment below!"

→ Boosts engagement.



Format 3: Education Post

A post format designed to educate and stimulate your audience on your content pillars.

- Use carousels to simplify complex data.
- Actionable steps > vague advice.



Format 4: The Conversion Post

A post format designed to show how your methodology has previously delivered the exact results your customer is looking for.

- Highlight measurable results.**
- Use a customer success story framework:**
Problem → Solution → Result.

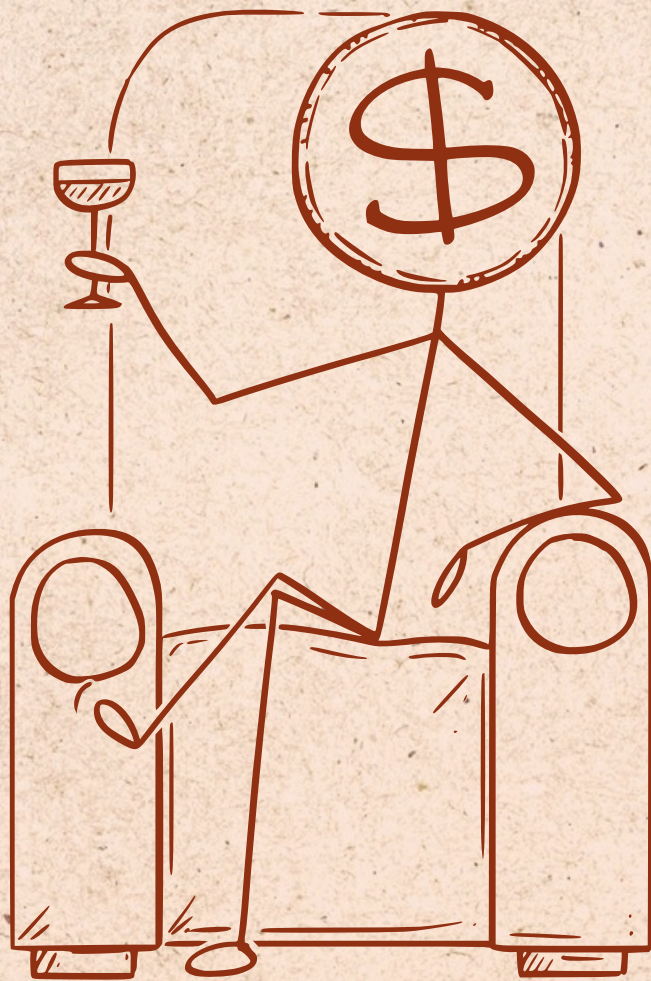


Format 5: How We Do It

Post

A post format designed to educate your audience on your methodology, IP and what you do.

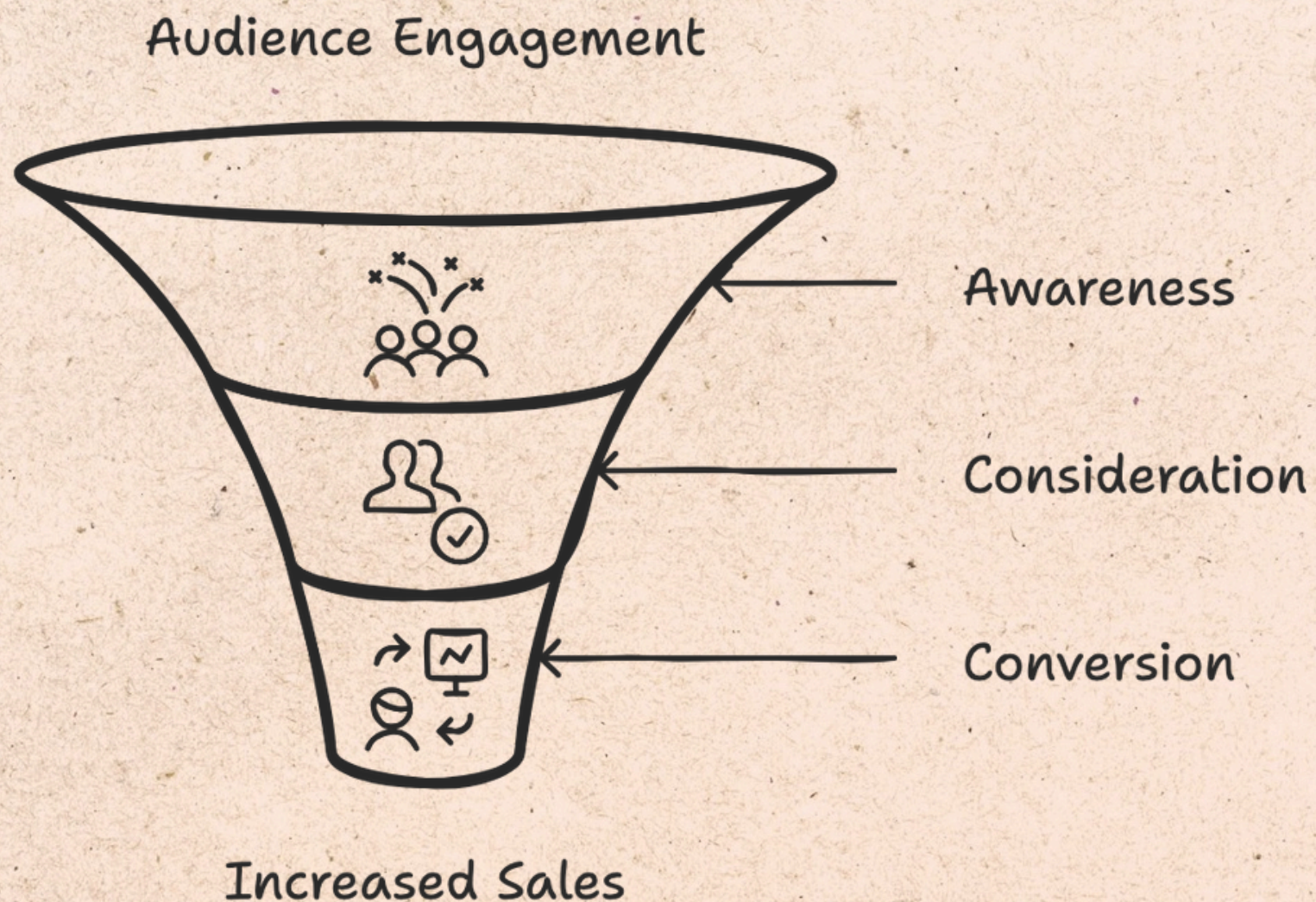
- Differentiate with your IP.**
- Show, don't just tell.**



The Conversion Funnel

Guide Your Audience from Followers to Clients

Content Marketing Funnel





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Marketing, and growth.**)*

