THE ANATOMY OF THE PERFECT LINKEDIN

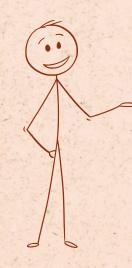
POST

(5 Proven Formats)

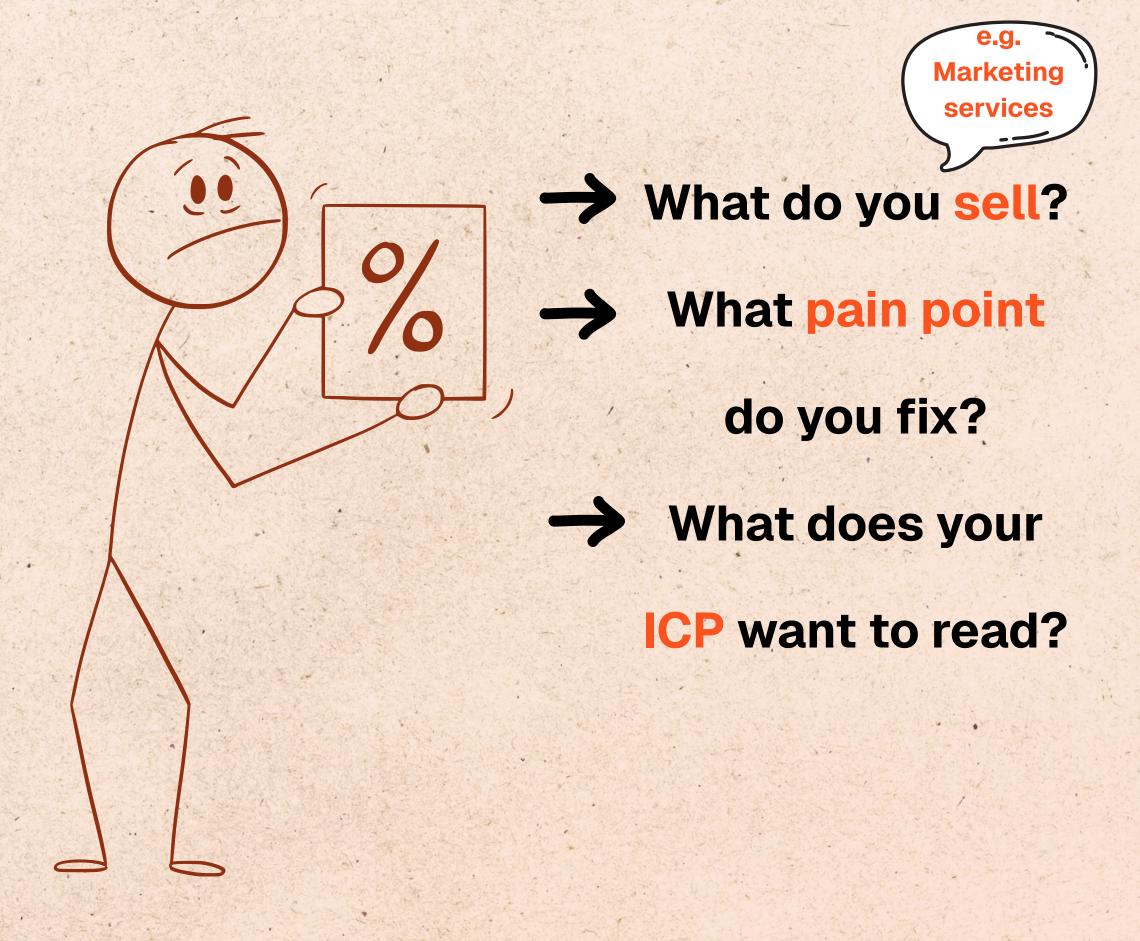


How to Build Your Audience and Grow Your Business





Define Your Ideal Customer Profile (ICP)





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

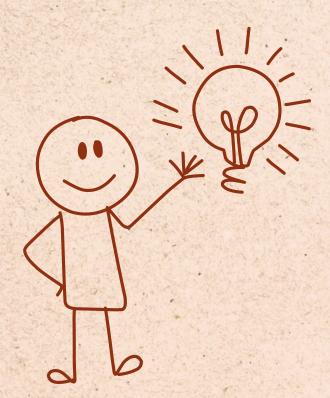
Pro Tip: Start with a 3-second hook (TikTok style) for videos!



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 \rightarrow Action \rightarrow Win.



Co-founder at Depost AI → LinkedIn Growth Tool | Helping Business

1w • 🕟

Why I Started Talking to Myself on LinkedIn

Yaser Abbass · You

"Your voice matters, even if it shakes."

What would your 15-year-old self need to hear today?

The Backstory

For 2 years, I drafted posts that never went live.

Imposter syndrome hissed:

- "Who cares what you think?"
- "Wait until you're more qualified."
- "Someone will figure out you're faking it."

The Breaking Point

That time I:

- → Ugly-cried in a bathroom stall after a presentation
- → Blanked on my own name during a client pitch
- → Nearly declined a promotion because "someone better deserved it

The Shift

started writing to my 32-year-old self instead of "LinkedIn."

Posts became letters.

Ideas became heartbeats on a screen.

What Happened Next

- ✓ DMs increased 10x ("This felt like you were in my head")
- Comments became real conversations
- Connections started sharing THEIR hidden stories

The Reframe That Changed Everything

When self-doubt strikes, ask:

- → "Is this helpful or just impressive?"
- → "What would my teenage self need to hear?"
- → "Can this become someone else's flashlight?"

Your Turn

What's ONE TRUTH your younger self needed?

(I'll start: "You don't need permission to take up space.")

PS - That shaky voice? It's not a liability.

It's how we find our people.



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.



"Ever been here? Comment below!"

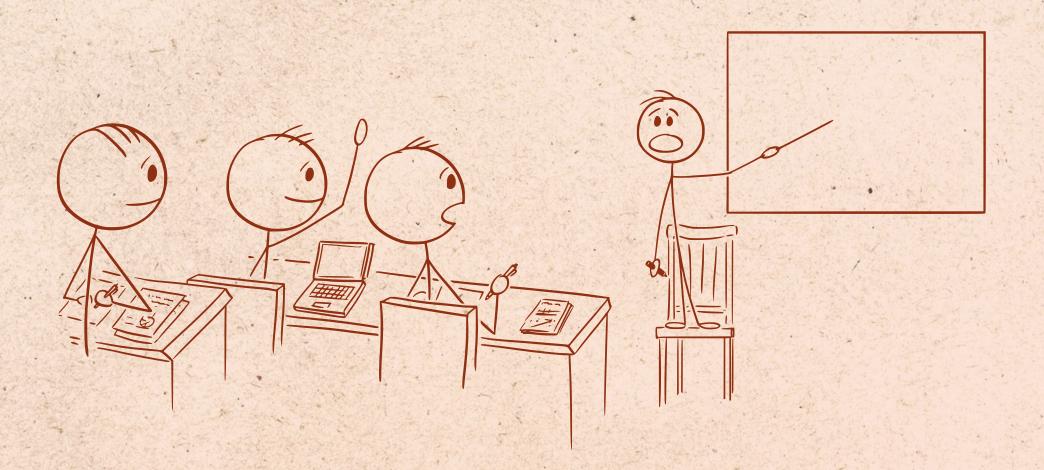
→ Boosts engagement.



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.



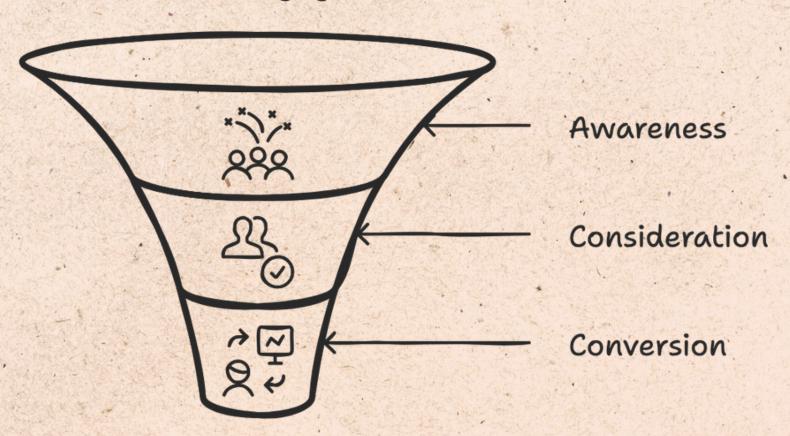


The Conversion Funnel

Guide Your Audience from Followers to Clients

Content Marketing Funnel

Audience Engagement



Increased Sales





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(Follow me for actionable insights on Al, Content Marketing, and growth.)

