



Top 10 LinkedIn Post Repurposing Drafts

This document contains a set of ten repurposing templates based on the dominant themes in your LinkedIn archive. Each draft includes a suggested **hook** to capture attention, followed by a short list of bullet points you can expand into a video script, carousel, blog post or podcast segment. Use these as starting points to build out high-impact content that aligns with your personal brand goals.

1. Consistency Over Creativity – Brand Building is 99% Showing Up

Hook: *Ever notice how the people who seem to “get lucky” on LinkedIn are the ones who never stop posting?* Behind every overnight success is a thousand days of showing up when no one is watching.

- The hardest part of brand building isn’t being clever—it’s being consistent. Commit to a publishing cadence and stick to it, even when engagement is low.
 - Share small, authentic updates; don’t wait for the “perfect” post. Your consistency trains the algorithm and your audience to expect value from you.
 - Celebrate milestones (one month of daily posts, 100 posts published). Use these as proof points in your personal story.
 - Encourage others by sharing the messy middle: what it feels like to post when you’re tired or uninspired.
 - Ask your audience: *What’s one habit you’ve stuck with that changed everything?* Invite them into the conversation.
-

2. Your Name Is Your Brand – Treat It Like a Startup

Hook: *Your name is the most valuable brand you’ll ever own. Are you investing in it like you invest in everything else?*

- View your reputation as an asset that compounds. Every comment, post and DM either builds or erodes your personal brand.
 - Invest time in clarifying your niche: who you help and how you help them. Just as startups need a clear value proposition, so do you.
 - Showcase your expertise through stories and case studies rather than generic tips. Demonstrate, don’t just tell.
 - Be patient. Just like a startup, your personal brand takes months of experimentation and iteration before traction appears.
 - End with a call-to-action: *What small “equity investment” will you make in your name today?* Suggest updating a profile or writing an article.
-

3. Win with Authenticity – Genuine Engagement Beats Cold Outreach

Hook: *Tired of mass DMs that feel spammy? So is everyone else. The new “secret sauce” is genuine connection.*

- Explain how the old playbook of sending 1,000 generic messages is dying; people crave real human interaction.
 - Encourage creators to spend time commenting thoughtfully on others’ posts and responding to comments on their own.
 - Share a personal example where a single sincere interaction led to a significant opportunity, client, or friendship.
 - Offer tips for scaling authenticity: voice memos, personalized Loom messages, or quick video replies instead of templated emails.
 - Challenge the audience: *Identify one person today you truly admire and leave a comment that adds value to their post.*
-

4. Stop Learning, Start Doing – The Execution Mindset

Hook: *Consuming another course won’t change your life—executing on what you already know will.*

- Address analysis paralysis: how endless research becomes a comfortable form of procrastination.
 - Encourage readers to start that project, launch that newsletter, or record that video—even if it isn’t perfect.
 - Share a story from your journey where taking action taught you more in one week than months of studying.
 - Provide a simple framework: set a tiny goal (e.g., publish one post), track your progress, iterate based on feedback.
 - Ask: *What’s one thing you’ll start today without waiting to learn more?* Prompt your audience to commit.
-

5. From Burnout to Breakthrough – Free Yourself with Delegation & Automation

Hook: *If you feel like you’re drowning in tasks, it’s time to let go. Delegation isn’t a cost—it’s an investment in your future.*

- Describe the signs of burnout that entrepreneurs and creatives often ignore: fatigue, irritability, declining creativity.
- Share how delegating low-value tasks (admin, scheduling, editing) freed you to focus on high-impact work.
- Highlight simple automation tools (calendars, email sequences, AI assistants) that save hours each week.
- Emphasize that letting go doesn’t mean losing control; it’s about creating systems that support your vision.

- End with a reflective question: *What's one task on your plate that someone else—or a tool—could handle?*
-

6. The Power of Storytelling in Sales – Connect to Convert

Hook: *Facts tell, stories sell. Your prospects need to feel something before they'll buy anything.*

- Explain that decisions are emotional first and rational second; stories bridge the gap between logic and feeling.
 - Outline the structure of a compelling sales story: protagonist, problem, turning point, solution, and transformation.
 - Share a mini case study where a narrative approach outperformed a feature-centric pitch.
 - Encourage sellers to collect customer success stories and weave them into their outreach and content.
 - Prompt your audience: *Think of your favourite brand—what story are they telling? How can you craft yours?*
-

7. Automation Tools That Save You Hours – My Go-To Stack

Hook: *What if you could reclaim ten hours a week with just a handful of free tools? Here's my stack.*

- Introduce a few no-code tools (e.g., Zapier/n8n, scheduling assistants, content repurposing apps) that streamline repetitive tasks.
 - Explain the specific workflow each tool automates (e.g., auto-posting from Airtable to LinkedIn, scraping metrics via Apify).
 - Emphasize staying within terms of service and choosing ethical automation methods.
 - Offer quick setup tips: start with one small automation, test thoroughly, and document the process so others can replicate it.
 - Ask readers: *What's the one part of your workflow you'd love to automate?* Invite them to reply or DM.
-

8. Leadership Lessons from Building a Business

Hook: *Entrepreneurship isn't just about products—it's about people. Here are the leadership lessons I learned the hard way.*

- Talk about the transition from individual contributor to leader and the mindset shift required.
- Share a story of a time you made a leadership mistake and how you corrected course.
- Highlight principles like radical candour, servant leadership, and empowering your team to own outcomes.
- Encourage aspiring leaders to invest in emotional intelligence alongside strategy and operations.
- Finish with a reflection: *What's one leadership quality you admire in someone else that you're working on yourself?*

9. Sales Productivity Hacks – How to Crush Quotas Efficiently

Hook: *Sales is a numbers game—but it's also a systems game. Work smarter and watch the numbers multiply.*

- Encourage sellers to prioritise their top 20% of activities (e.g., prospecting, follow-ups) that drive 80% of results.
 - Share tips for time blocking, using CRM features, and setting daily “mini-goals” to stay on track.
 - Recommend templates for emails and proposals that still feel personal but save time.
 - Explain how tracking your metrics (calls made, replies received, meetings booked) helps you find your winning formula.
 - Ask: *What's one productivity hack you swear by?* Encourage comments and knowledge sharing.
-

10. Building Resilient Personal Brands – Thriving Through Change

Hook: *The only constant is change. Brands that last aren't built on trends; they're built on resilience.*

- Discuss how external shifts (job loss, market changes, platform updates) can be opportunities to reinforce your brand identity.
 - Encourage diversification: don't rely on one channel or format; spread your content across posts, newsletters, videos and events.
 - Share techniques for bouncing back from setbacks—like reframing failure as feedback and leaning on your community.
 - Highlight the importance of aligning your brand with your values so it remains authentic no matter what happens.
 - Conclude by asking: *When was the last time a setback pushed you forward?* Invite your audience to share their resilience stories.
-