**Exercises**

For the exercises section, there are a range of exercises using the OpenAI api - they ask questions, give insights and feedback, and the final summaries and insights are stored in the users database to contribute to their ‘beige-ometer’, help to personalise their posts, fill in the ‘target audience’ dropdown on the post writing page etc…

Below is a list of the exercises we want for launch, along with the category these are in. I will include the custom instructions for each in a separate document.

**IMPORTANT: Exercises ONLY need to ask a question if they don’t already have the answer stored in the user’s database (supabase) from previous exercises etc - if the information already exists, an exercise should skip that question and the system can autofill it.**

**Categories**

* Overcoming barriers to writing regularly
* Deciding on what to write about - your niche / personal brand
* Understanding your audience and their needs
* Coming up with content ideas and planning
* Measuring success
* Your Linkedin profile

**Category 1: Overcoming barriers to writing regularly**

**1. Why am I doing this?**

**Exercise: Why: 7 levels deep***Uncover your true LinkedIn motivation*Guides users through the transformative '7 Levels Deep' exercise to reveal the core motivations behind their desire to build a presence on LinkedIn.  
  
**Benefits:**  
Helps users uncover authentic, deeply rooted reasons for using LinkedIn, serving as a foundation for meaningful and consistent personal branding efforts.

### **Why it’s necessary:** Understanding your core motivation fosters clarity and purpose, empowering users to approach LinkedIn with authenticity and focus, which is critical for establishing thought leadership and building trust.

**Category 2: Deciding on what to write about - your niche**

**1. How to align my identity and my brand’s identity**

**Exercise: Who do you work for?***Understand your brand better*A guided exercise to help users analyse their company’s mission, values, and public persona to craft LinkedIn content that reflects the company’s identity.

**Benefits:**Empowers users to create LinkedIn posts that align with their company's brand voice and values while showcasing their unique perspective and role.

**Why it’s necessary:**Understanding a company's identity is crucial for creating authentic, engaging LinkedIn content that builds professional credibility and aligns with organizational goals.

**2. How to find where I’m an expert**

**Exercise: Time travel: everyone is an expert***Self-reflection*A reflective journey that helps users uncover their professional growth and personal achievements over the past years to craft sharable insights for LinkedIn.  
  
**Benefits:**Guides users in identifying expertise and learnings, transforming them into authentic and engaging stories that highlight their growth and value.

**Why it’s necessary:**Reflection on personal and professional growth not only builds confidence but also provides meaningful content to establish thought leadership and authenticity on LinkedIn.

**3. Personal brand vs company vision***Getting the balance right*A guided exercise to help users identify the alignment between their personal brand and their company's vision and values for impactful LinkedIn content creation.  
**Benefits:**   
Empowers users to craft LinkedIn posts that authentically integrate their personal brand with their company's ethos, enhancing engagement and professional visibility.

**Why it’s necessary:**   
Aligning personal and company branding fosters consistency, credibility, and relevance on LinkedIn, key elements for building thought leadership and professional authority.

**4. Only I (find your thing)***Discover your unique Linkedin voice*A guided exercise to help you identify unique angles for your LinkedIn content based on personal and professional experiences.  
  
**Benefits:**Enables users to uncover their distinct strengths and perspectives, translating them into meaningful and engaging LinkedIn content.

**Why it’s necessary:**Crafting authentic LinkedIn content rooted in personal uniqueness is essential for standing out as a thought leader and building a strong professional presence.

**5. Marry the personal with the professional***Connecting Personal Insights to LinkedIn Content*A guided exercise to uncover personal passions and experiences, aligning them with professional learnings to create impactful LinkedIn posts.  
  
**Benefits:**Helps users discover unique storytelling angles by integrating personal history and values with professional goals, enhancing LinkedIn presence and engagement.

**Why it’s necessary:**Authentic storytelling grounded in personal insights builds credibility, fosters connections, and sets users apart as thought leaders on LinkedIn.

**6. Discover your 5 Linkedin content pillars***Linkedin ‘niche’ discovery*Guides users step-by-step through a tailored process to define their LinkedIn niche and uncover five core content pillars for professional profile building.  
**Benefits:**   
Provides a structured and personalized approach to crafting engaging, audience-relevant LinkedIn content that amplifies visibility and thought leadership.

**Why it’s necessary:**   
Understanding your LinkedIn niche and content pillars ensures consistent and strategic posting, which is essential for building authority, fostering engagement, and achieving career or brand goals on LinkedIn.

**7. Finding your niche**

**Category 3: Understanding your audience  
  
1. Understanding your audience (basic)***Who/why framework*A guided tool that helps users identify their primary LinkedIn audience and create tailored content ideas by analyzing their professional roles and expertise.  
**Benefits:**   
Provides clarity on who your LinkedIn posts are for, ensuring your content resonates with the right audience and drives meaningful engagement.

**Why it’s necessary:**   
Understanding your target audience is critical for building thought leadership on LinkedIn, as it allows you to craft content that meets their specific needs and strengthens your professional presence.

**2. Understanding your audience (advanced)***Linkedin audience finder*A guided tool to identify LinkedIn audience groups for building your personal and professional brand and boosting visibility both within and beyond your organization.  
**Benefits:**   
It provides actionable insights and a tailored audience strategy based on your role, industry, and goals, helping you create impactful LinkedIn content that resonates with the right people.

**Why it’s necessary:**   
Understanding your audience is a critical step in building thought leadership and authority on LinkedIn, ensuring your content aligns with the interests of key internal and external stakeholders.

**3. SMART Goals generator**

**Category 4: Coming up with content ideas and planning**

**1. Linkedin post ideas generator***Transforming Ideas into LinkedIn stories*Guides users through pairing their key LinkedIn themes with storytelling archetypes to generate engaging, varied content ideas.  
**Benefits:**   
Empowers users to create diverse, compelling LinkedIn posts that align with their expertise and resonate with their audience.

**Why it’s necessary:**   
Helps users break out of content ruts by exploring multiple angles for their key topics, building a consistent yet dynamic LinkedIn presence essential for thought leadership.

**2. Content theme helper**

**Category 5: Measure success**

**Reflect and celebrate***Look how far you’ve come!*A guided reflection tool that encourages users to recognize their achievements, solidify new habits, and celebrate progress in their LinkedIn journey.  
  
**Benefits:**Helps users consolidate their learning, boost confidence, and establish a strong foundation for ongoing personal and professional development.

**Why it’s necessary:**Reflection is a crucial step in building thought leadership on LinkedIn, as it enables users to internalise their growth, identify unique strengths, and confidently share their accomplishments with their network.

**Category 6: your linkedin profile**

Linkedin profile assistant.

**Category 5: Writing more quickly and more effectively**

**6. Linkedin post accelerator***Write posts more quickly*Provides a library of versatile content templates to help users quickly transform ideas into engaging LinkedIn posts.  
**Benefits:**   
Streamlines the content creation process, enabling users to produce high-quality, diverse LinkedIn posts with minimal effort.

**Why it’s necessary:**   
Templates empower users to maintain a consistent posting schedule and amplify their thought leadership by transforming raw ideas into polished, impactful content that drives engagement.

**7. Write a post with rhythm***LinkedIn post writing assistant*Guides users step-by-step to craft engaging and well-structured LinkedIn posts, focusing on rhythm, emotional connection, and reader engagement.  
**Benefits:**   
Helps users write compelling LinkedIn posts quickly while ensuring a professional, impactful tone tailored to their goals.

**Why it’s necessary:**   
Effective LinkedIn posts build visibility and thought leadership, but many struggle with structure and flow—this tool simplifies the process, making it accessible for anyone.

**3. Linkedin business post creator***Create common business posts*Guides users through a step-by-step process to craft professional and engaging LinkedIn posts using tailored templates.  
  
**Benefits:**Empowers users to create scroll-stopping LinkedIn posts that boost engagement and showcase their personal or professional achievements with ease.

**Why it’s necessary:**Consistently creating high-quality LinkedIn posts is essential for building thought leadership, increasing visibility, and fostering connections, yet many struggle with structuring or tailoring posts effectively.

Note: there’s also a ‘job seeker’ version: [Write a post with a template: AI assistant](https://basic-post-creator-job-seekers-nigel16.replit.app/)