

THE POWER OF SMALL HABITS ON LinkedIn



CHARLIE
HILLS

X

VIDHYA
SHARMA

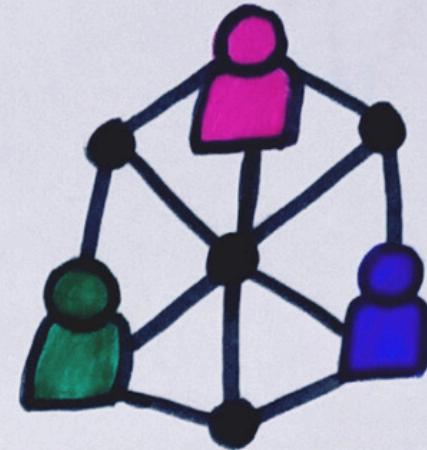
AI Content
Marketer

Comment
Pro



①

BUILD YOUR NETWORK



- Regular **daily posts** establish your presence.
- Become **a known presence** on the platform.
- Attract **potential clients** and collaborators.
- **Build familiarity** with your audience.
- Cultivate genuine, **loyal followers!**



• CHARLIE X VIDHYA •



② ESTABLISH AUTHORITY



- Share valuable insights consistently.
- Position yourself as a thought leader.
- Become the go-to expert in your niche.
- Create a unique voice in your field.
- Gain recognition in your industry.



• CHARLIE X VIDHYA •



③ CREATE OPPORTUNITIES



- Attract potential clients and partners.
- Turn engagement into business opportunities.
- Showcase your expertise to decision-makers.
- Spark interest in your products or services.
- Open doors for speaking opportunities.



• CHARLIE X VIDHYA •



④ BUILD YOUR CONTENT MUSCLE



- Develop a daily writing habit.
- Experiment with different content formats.
- Learn to distill complex ideas into concise posts.
- Improve your storytelling skills through regular practice.
- Build resilience by overcoming the fear of posting.



• CHARLIE X VIDHYA •



STRATEGIES FOR EFFECTIVE POSTING

1. Consistency is key - post daily.
2. Plan your content calendar in advance.
3. Engage actively with your audience.
4. Use a mix of content types (texts, videos)
5. Share personal insights and experiences
6. Ask questions to encourage discussions.
7. Leave high-quality comments on your posts.
8. Establish a posting time and stick to it.
9. Repurpose your best - performing content.
10. Analyse metrics and adjust regularly.

Never underestimate the power
of small habits on  Transform
your professional journey,
one post at a time.



Start
today



TOOLS FOR CONTENT CREATION

① EasyGen

- Generate post ideas efficiently.
- Overcome writer's block
- Maintain consistency in your posting schedule.
- Experiment with different content styles.



• CHARLIE X VIDHYA •



②

Claude

A

- AI assistant for drafting and refining posts.
- Enhance your writing with intelligent suggestions.
- Analyse engagement patterns for optimization.
- Generate diverse content ideas tailored to your audience.

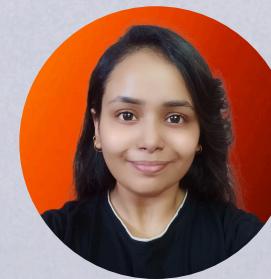


• CHARLIE X VIDHYA •



③ Canva

- Create visually appealing graphics for posts.
- Design infographics to present complex information.
- Develop a consistent visual brand on LinkedIn.
- Enhance engagement with eye catching visuals.
- Change your content form.



• CHARLIE X VIDHYA •



④ Perplexity



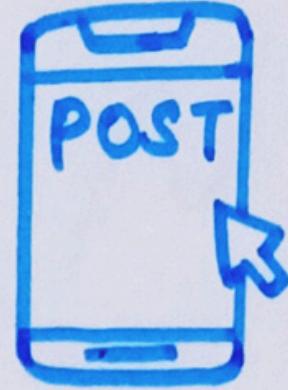
- Access real-time information for up-to-date content.
- Research industry trends and news for relevant posts.
- Fact-check your content quickly and efficiently.
- Find new content ideas or info for your posts.



• CHARLIE X VIDHYA •



Posting 1 post per day -
= 365 opportunities to
showcase expertise per year



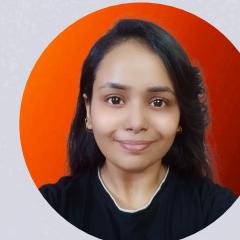
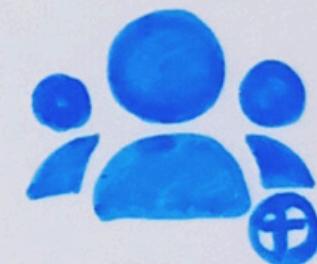
15 connection requests per day -
= 5,475 expanded network
connections per year



Spending 1 hour writing daily -
= 365 hours of development
per year



100 followers gained per day -
= 36,500 followers (new)
per year



• CHARLIE X VIDHYA •