

# LinkedIn Monthly Posts — Month 1

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4 posts for the first month of activity. Published weekly, Tuesday/Wednesday 9–11 AM.

### Post 1 / Week 1: The Banking Problem

**Hook:** Most UAE company formation clients don't fail at formation. They fail at banking. **Body:**

Here's a pattern I see constantly:

1. Client pays for company formation
2. Company is registered in 2 weeks
3. Client applies for a bank account
4. Bank says no
5. Client is stuck with a company that can't operate

The issue? Nobody checked bankability first.

At WTP, we reverse the sequence:

- Step 1: Pre-screen (KYC, SOF, risk classification)
- Step 2: Banking scenario (which bank, what requirements, what's realistic)
- Step 3: Only then — company formation

If a client can't open a bank account, we tell the partner before any money is spent. Not after.

Simple change. Massive difference in outcomes.

#UAE #CorporateBanking #CompanyFormation

### Post 2 / Week 2: What "Risk-Aware" Actually Means

**Hook:** "Risk-aware" sounds like a buzzword. Here's what it looks like in practice. **Body:**

Last month we declined 3 out of 10 incoming client profiles.

Not because they didn't have money. They did.

Not because the cases were small. They weren't.

We declined because:

- One had unresolvable Source of Funds gaps
- One had banking rejections in 3 countries with no remediation
- One explicitly asked to "skip the compliance part"

Each of these could have been revenue. Combined — probably \$40K+ in service fees.

But here's the thing: accepting these cases would have put our banking relationships at risk, exposed the referring partner to reputational damage, and potentially triggered regulatory scrutiny.

Being risk-aware isn't about being conservative. It's about protecting the entire chain — the client, the partner, and our own operations.

If your execution partner accepts everyone, ask yourself: who's bearing the risk?

#Compliance #RiskManagement #UAE

## Post 3 / Week 3: The Partner Model

**Hook:** Execution partners exist because advisors shouldn't have to become operators. **Body:**

If you're a wealth manager, an immigration advisor, or a family office — your value is in the advisory. Strategy. Relationships.

You shouldn't need to:

- Know which UAE free zone fits which activity
- Navigate bank compliance departments
- Track visa application timelines
- Handle government appointments

That's operational work. It requires on-the-ground presence, local knowledge, and systems.

The partner model is simple:

You advise. We execute. The client gets a seamless experience.

What we handle:

- Company formation
- Corporate and personal banking
- Visa and residency
- Tax strategy
- Ongoing operations

What you keep:

- The client relationship
- The advisory mandate
- Commission on every delivery

No need to open a Dubai office. No need to hire locally. No operational risk.

If you're advising clients on UAE relocation and want a reliable operator — DM me.

#PartnerModel #WealthManagement #UAE

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## Post 4 / Week 4: What Clients Actually Need

**Hook:** "I want to open a company in Dubai." That's rarely what they actually need. **Body:**

When a client says "I want a company in Dubai," they usually mean one of these:

1. "I need a bank account that works internationally" → Banking scenario first
2. "I want to reduce my tax burden" → Tax residency strategy first
3. "I'm relocating my family" → Visa and residency pathway first
4. "I need a corporate structure for my business" → Jurisdiction analysis first

A company is a means, not the goal.

The job of a good execution partner is to translate intent into the right sequence of actions:

- What does the client actually need?
- Is it feasible given their profile?
- What's the right order of operations?
- What are the risks?

We start every engagement with a pre-screen that answers these questions. Before any setup. Before any payment.

Because the most expensive mistake in UAE services isn't overpaying — it's doing the wrong thing in the wrong order.

#UAE #CompanyFormation #Strategy

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## Publishing Calendar

POST	WEEK	PUBLISH DATE	DAY
The Banking Problem	Week 1	[Date]	Tuesday
Risk-Aware in Practice	Week 2	[Date]	Wednesday
The Partner Model	Week 3	[Date]	Tuesday
What Clients Actually Need	Week 4	[Date]	Wednesday

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## Engagement Rules

1. Respond to all comments within 4 hours
2. Don't argue — clarify or acknowledge
3. No competitor bashing
4. If a comment is a potential lead, move to DM
5. Repost/share content from partners (builds reciprocity)