

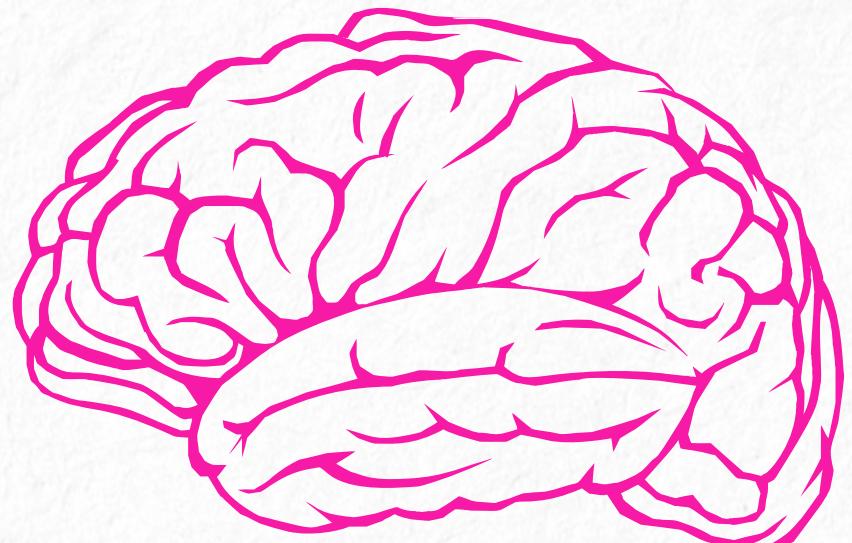
# ChatGPT

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How to use it for  
creating epic  
LinkedIn content



**First, we'll use  
ChatGPT  
to create  
content  
ideas.**



**But before doing  
anything with  
ChatGPT...**

...you need  
to train it.

Without context,  
its ideas are too  
generic to be  
useful.

To demonstrate:





Give me ideas for LinkedIn posts.



Sure! Here are some ideas for LinkedIn posts:

1. Share a recent project you've worked on and the challenges you faced.
2. Write a post about a new skill you've learned or are currently learning.
3. Share an article or blog post that you found interesting or thought-provoking.
4. Share your thoughts on a current industry trend or news item.
5. Share a piece of career advice you've found helpful.
6. Share a success story or a lesson learned from a recent experience.
7. Share a personal or professional goal you are working towards.
8. Write a post about a networking event or industry conference you recently attended.
9. Share a quote or message that resonates with you.
10. Share a post about a cause or issue that you are passionate about.

I hope these ideas are helpful!

# Way too broad.

I need specific,  
niche-relevant  
ideas.

**So let's give it  
something to  
work with.**

How about what  
my top-performing  
posts were  
about?



# I made a list in Notion:

## **My Best LinkedIn Posts**

1. 11 Copywriting Tricks Apple Uses
2. 11 Writing Tools for Transforming Your Reach
3. Software to Start Your Service Business
4. My Favorite Chrome Extensions
5. How to Optimize Your LinkedIn Profile
6. Why Solopreneurship is the Future
7. LinkedIn Meta
8. How LinkedIn Makes You Cash
9. Tips for New LinkedIn Creators
10. How to Start a Service Business

Let's give it to ChatGPT.

Chat, I have 10 LinkedIn post ideas as a baseline. Can you produce 10 more from this dataset?

1. 11 Copywriting Tricks Apple Uses
2. 11 Writing Tools for Transforming Your Reach
3. Software to Start Your Service Business
4. My Favorite Chrome Extensions
5. How to Optimize Your LinkedIn Profile
6. Why Solopreneurship is the Future
7. LinkedIn Meta
8. How LinkedIn Makes You Cash
9. Tips for New LinkedIn Creators
10. How to Start a Service Business



11. The Importance of LinkedIn for Job Searching
12. LinkedIn for Networking: A Beginner's Guide
13. LinkedIn Best Practices for Business Owners
14. LinkedIn for Lead Generation: Strategies and Tactics
15. The Power of LinkedIn Groups for Professional Growth
16. How to Use LinkedIn for Thought Leadership
17. LinkedIn for Freelancers: Maximizing Your Visibility and Opportunities
18. LinkedIn for Sales: Tips and Techniques for Closing Deals
19. The Top LinkedIn Influencers to Follow for Career Inspiration
20. LinkedIn for Reputation Management: Building and Protecting Your Brand

Not bad, but I don't *only* want LinkedIn meta ideas...

You only gave me LinkedIn ideas. Can you represent the topics I gave you more evenly?

I apologize for the misunderstanding! Here are 10 more LinkedIn post ideas that cover a variety of topics:

11. 11 Copywriting Tricks for Crafting Engaging Social Media Posts
12. How to Use Writing Tools to Transform Your Online Reach
13. Top Software Options for Starting a Service Business
14. My Favorite Productivity Extensions for Chrome
15. The Ultimate Guide to Optimizing Your LinkedIn Profile
16. The Pros and Cons of Solopreneurship: Is It Right for You?
17. The Role of Meta in LinkedIn Marketing
18. The Many Ways LinkedIn Can Generate Revenue for Your Business
19. Essential Tips for New LinkedIn Content Creators
20. The Steps to Starting a Successful Service Business

**Much better—I honestly love several of them.**

Let's run a shorter #11:  
**"Copywriting Tricks for Engaging Social Posts."**



**So we have our  
idea...**

**...how about a  
great **hook**?**

ChatGPT can help  
with that too.



Like before, we'll need to feed it inspo (**steal these**):

## Epic LinkedIn Hooks

1. [X] ways to [outcome] without [common issue] in [x] days.
2. How I went from [bad position] to [great position] in [unit of time]
3. I've worked in [industry] for [x] years. Here's what I've learned:
4. I've grown my [industry] business to [\$X] MMR in [time]. Here's how:
5. I've read [X] books about [topic], so you don't have to. Here's what I learned:
6. What others in [industry] won't tell you about [role]:
7. Stop doing [thing]—here's what you should do instead:
8. There's no shortcut for [results] in [industry]. Only [process]:
9. [X] ways to achieve [awesome outcome] in months, not years.
10. Here's how [successful authority] dominates [their industry]:|

Let's plug them in.



I want to write a post called "Copywriting Tricks for Engaging Social Posts," and I need a hook for the first line. Give me 10 ideas based on these hooks please:

## Result:

1. 7 Simple Ways to Increase Engagement on Your Social Posts Without Spending Hours on Them
2. How I Went from Struggling to Get Any Social Media Engagement to Consistently Getting Hundreds of Likes and Comments in Just One Month
3. I've Worked as a Copywriter for 10 Years. Here's What I've Learned About Crafting Engaging Social Posts
4. I've Grown My Social Media Following to Over 10,000 in Just 6 Months. Here's How I Did It
5. I've Read Dozens of Books About Social Media Marketing, So You Don't Have To. Here's What I've Learned About Creating Engaging Posts
6. What Others in the Copywriting Industry Won't Tell You About Crafting Engaging Social Posts
7. Stop Spamming Your Followers with Boring Posts. Here's What You Should Do Instead
8. There's No Shortcut for Getting Engagement on Your Social Posts. Only Quality Content Will Do
9. 5 Quick and Easy Ways to Get More Engagement on Your Social Posts in Just a Few Days
10. Here's How Top Social Media Influencers Dominate Their Niches with Engaging Posts

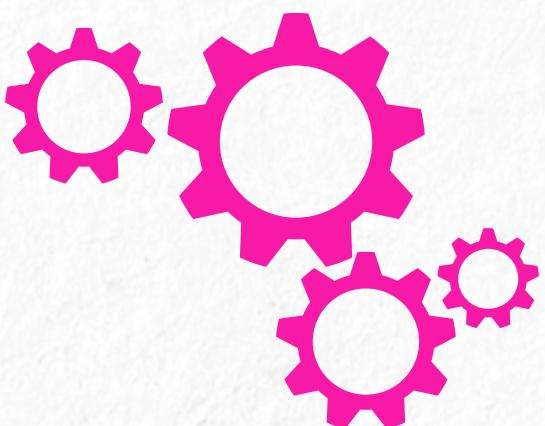
**Mind blown?**

**It's only just begun...**



# How about we outline a post using **PAS?**

(If you don't know,  
PAS is Problem,  
Agitate, Solution—  
a copy framework)



My hook will be "Stop spamming your followers with boring posts. Here's what you should do instead." Outline a post for me following this hook using the Problem Agitate Solution framework.

Mind blown again?

Problem:

- Statistics on how many social media users are scrolling past or unfollowing boring content
- Examples of common mistakes that lead to boring posts, such as lack of personality or value
- The negative consequences of boring posts, such as decreased engagement and lost followers

Agitate:

- Emphasize the importance of engaging social media posts for building a strong online presence
- Share examples of successful businesses that have used creative and engaging social media posts to stand out from the competition
- Highlight the potential benefits of engaging social media posts, such as increased brand awareness, lead generation, and customer loyalty

Solution:

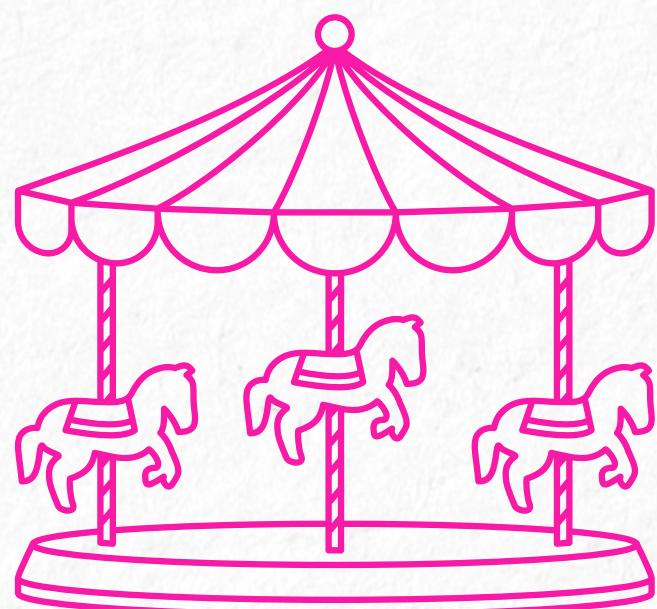
- Offer practical tips and strategies for crafting engaging social media posts
- Suggest tools and resources that can help businesses create visually appealing and compelling content
- Encourage businesses to experiment with different types of posts and to always be on the lookout for new and creative ways to engage their followers

Conclusion:

- Recap the main points of the post and emphasize the importance of engaging social media posts for building a strong online presence
- Encourage businesses to try out the strategies and tips shared in the post to see an improvement in their social media engagement

**Now that's amazing  
and all, but I'm a  
carousel person.**

So I asked  
ChatGPT to  
convert each  
section into  
individual  
headings...



# It didn't disappoint.

Introduction:

- "Why Boring Social Posts Are Hurting Your Online Presence"

Problem:

- "Why Your Followers Are Ignoring Your Posts"
- "The Missteps That Lead to Boring Posts"
- "The Consequences of Boring Posts"

Agitate:

- "The Value of Engaging Social Posts"
- "Real-Life Examples of Businesses That Shine with Their Social Posts"
- "The Rewards of Engaging Social Posts"

Solution:

- "Steps and Strategies for Crafting Engaging Social Posts"
- "Tools and Resources for Creating Engaging Content"
- "Exploring Different Types of Posts"

Conclusion:

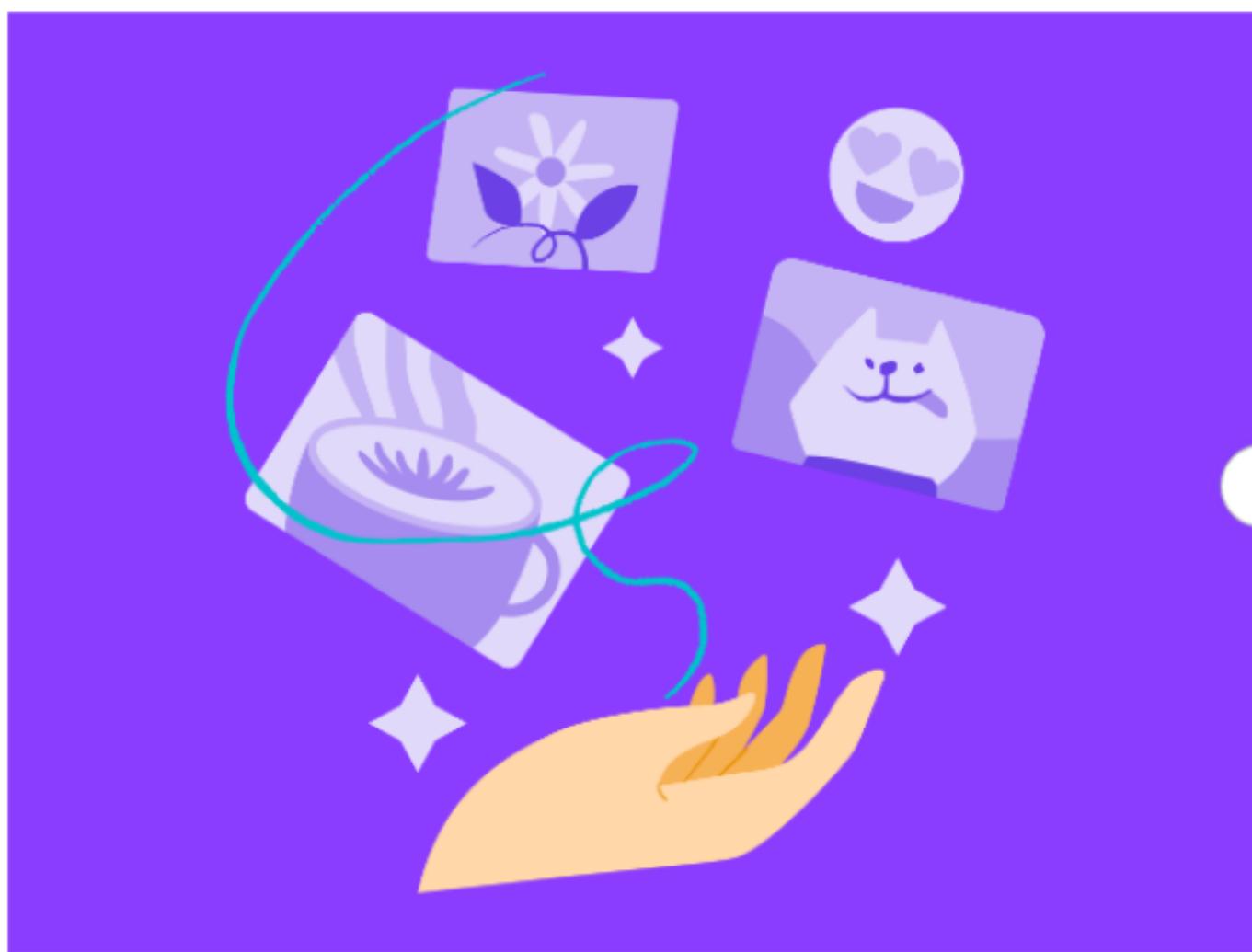
- "The Role of Engaging Social Posts in Building a Strong Online Presence"
- "Try These Strategies and Tips to Boost Your Social Engagement"

**But wait—  
there's more.**

I have an idea,  
hook, outline,  
and headings.

**But I still need  
cover art for  
my carousel.**

# Bet you didn't know about Canva's text-to-image app.



Type what you'd like to see, and watch it come to life.

You're invited to try our brand new technology that generates whatever image you describe. Leave feedback afterwards to help shape the future of Text to Image.

[Use in existing design](#)

[Use in new design](#)

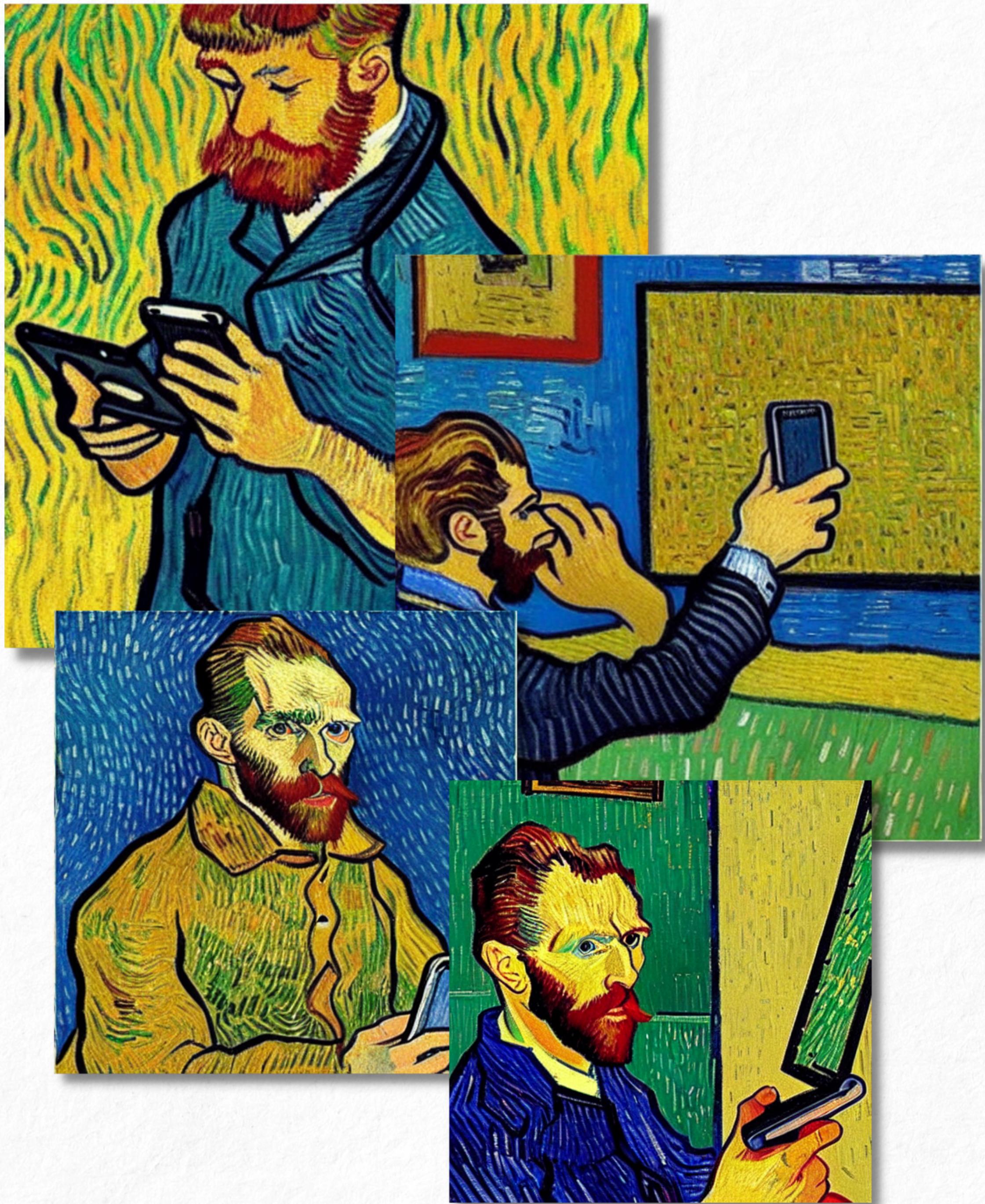
By using this app, you agree to its  
[Terms & Conditions](#) and [Privacy policy](#).

# How about...

a man scrolling through LinkedIn on his phone, in the style of Vincent van Gogh,  
highly detailed, no distortion

# Let's see what happ-

...Oh.



**So let's recap. Not  
only did AI gives us  
high-quality:**

- Ideas
- Hooks
- A PAS outline
- Headings

**But it also gave us  
original art.**

# Just let that sink in.

