

# 30 Days of LinkedIn Content



# Quick intro

In January 2022 I started posting on LinkedIn with 600 career connections.

I wanted to grow my freelance copywriting business from £0, after quitting my 9-5 job in London and leaving a 10 year career in marketing behind me.

## 12 months later, I:

- Gained 50,000+ followers
- Generated 12,000,000+ views
- Attracted 400+ inbound enquiries
- Grew a copywriting business from £0

All on LinkedIn and LinkedIn **only**.

Now I'm sharing everything I've learned along the way, to give you a 0 - 30 day playbook.

One that you can start executing TODAY.

## What should you expect from this playbook?

I have designed this playbook to be a **bottled up, do it yourself version of me and my ghostwriting service.**

You now have:

- ✓ Tool suggestions to work efficiently and driven by data
- ✓ Over 30 tips and tricks to master LinkedIn AND copywriting
- ✓ A 5 step daily plan to use LinkedIn without wasting hours of time
- ✓ A full 30 day content schedule Google Doc with links to the posts referenced
- ✓ 30 post templates so you can post great content quickly AND build your writing habit
- ✓ My Top 50 LinkedIn Hooks that generated over 4,000,000 views and 1,000 shares

# 2 must-have software tools to use LinkedIn like a pro:



## 2. I have designed this playbook

I recommend Shield.

It is an analytics tool that provides you with key growth stats like views, followers and engagement rate.

You can see per post or total. It works as a library of all your content, which is incredibly useful for re-purposing high performing, popular content.

I owe a huge part of my LinkedIn growth to the capabilities Shield provides.

Try their 10 day trial for free:

<https://www.shieldapp.ai/?via=matt-barker>

### 1. A scheduling tool

I recommend Taplio.

It is a scheduling tool but it is also an incredible tool to help you overcome writers block, save a ton of time and monetise your LinkedIn.

With Taplio you can:

- ✓ Schedule posts to send automatically
- ✓ Get millions of viral LinkedIn posts at your fingertips for inspiration
- ✓ Build a customer CRM
- ✓ Create lists of creators you want to engage with regularly
- ✓ Auto-plug digital products or demo booking links - great way to help you monetise LinkedIn
- ✓ Add pictures and videos to posts
- ✓ Save draft posts
- ✓ Use AI to generate automated posts - now I don't endorse you posting these, but use it as a tool for inspiration

My passive income, views and followers have all grown quicker than before as a result of how easy Taplio makes creating and distributing content.

Try their 7 day trial here for free

<https://taplio.com/?via=matt-barker>

# 6 useful tips to master LinkedIn from day 1

I'm sharing these with you to give you some 'best practices' to get you started on figuring out LinkedIn.

But this is important: **DO NOT** try and hack the algorithm. **DO NOT** create content that has the sole purpose of fitting the algorithm.

Create content that is directly for your target audience. And engage meaningfully with a genuine curiosity and approach. People can sniff out someone who is just trying to hack growth a mile off.

# Here's 6 useful tips for you to get started on the right foot:

- 1.** Post at a time of day you are able to block off 30 minutes for LinkedIn  
(you will need to be active at the time of posting)
- 2.** Engage with 3+ posts in your feed after you post (it boosts reach)
- 3.** Don't edit your post within the first 10 minutes (it destroys reach)
- 4.** Don't include links in your post (it destroys reach)
- 5.** Use 3 to 5 relevant hashtags (no more or less, it increases chance of showing in the explore page)
- 6.** Reply to all comments on your post within 1st hour (tests have shown +20% growth of your post doing this)

You will not be a failure if you don't follow these.

They are just 6 'best practices' to give you an idea of what to do and what not to do on LinkedIn.

# Your daily 5 step plan to post well on LinkedIn

Knowing how the LinkedIn algorithm works is important. Doing some ‘best practices’ can boost reach. Failing to can hurt reach. But this shouldn’t be the driving force for your content. It should drive HOW you post and the actions you take on LinkedIn.

Your content is #1. Good content can turn into great content. But bad content is always bad content. Algorithm or no algorithm.

LinkedIn wants to see that you are active and are going to give anyone that engages a brilliant experience.

**Here's a quick 5 step guide on how to post to feed the LinkedIn algo and give your post the best chance for success:**

## **1. Log in 15 minutes before you plan on posting**

There's a bit of work to do...

## **2. Like and comment on 5 posts you like the look of**

Don't overthink this - scroll your feed, find something you like the look of and like and comment. This should take 1- 2 minutes per post.

## **3. Send a connection request to 5 people**

Use the LinkedIn search bar, type in the job role of your ideal customer and press enter. Scroll down and send a connection request to 5 people who look interesting to you.

## **4. Now, post**

Your scheduling tool should've taken care of this!

## **5. Reply to all comments you get within the 1st hour**

To start with, your comments will likely be low. It takes time and frequency of posting to build up engagement. You should also consider DMing everyone who engages, saying thanks for engaging and about it. From there, you can nu feels right.

# Your Content Schedule

This is your content schedule for the next 30 days.

Over the next 30 pages of this playbook, you'll see 30 days of LinkedIn post templates. All from proven posts that I have posted and found success with.

Everyone needs a simple content schedule to keep them on track. And this is it.

**Click this link to access:**

[https://docs.google.com/spreadsheets/d/1T1LsuN5buQ--uCTa\\_QcuaL3TtaqwXMy8eMACSYsBop0/edit#gid=0](https://docs.google.com/spreadsheets/d/1T1LsuN5buQ--uCTa_QcuaL3TtaqwXMy8eMACSYsBop0/edit#gid=0)

**I recommend you save your own copy of this.**

# Day 1 Write about... your struggles.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
3mo • 5

My 6 biggest struggles as a new freelance copywriter were:

1. Money
2. Feeling alone
3. Having no portfolio
4. Knowing what to charge
5. Didn't feel like I was good enough
6. Getting no response from cold outreach

Anyone reading this who has the same struggles, here's my advice:

1. Start freelancing while in another job for financial security
2. Reach out to people on LinkedIn for help
3. Do work for free to build your portfolio
4. Ask other copywriters what they charge or Google it, you can always raise your prices next time
5. Get constructive feedback and improve next time
6. Post every day on LinkedIn so you never have to do cold outreach again

What else do you struggle with?

I will advise as best I can from my experience.

ccc You and 395 others

226 comments • 5 shares

## Template

My X biggest struggles as a new [job role] were:

- 1.[struggle]
- 2.[struggle]
- etc.

[Call out to those in similar position], here's my advice:

- 1.[way to overcome struggle]
- 2.[way to overcome struggle]
- etc

What else do you struggle with?

[Your offer to help]

## Pro Tip:

Write your post as if you are talking to yourself 6 months ago.

The reason I wrote this post was because I knew 6 months ago I struggled with all 6 of these things.

I know there's a tonne of new copywriters on LinkedIn.

The chances are some of them are struggling with the same thing.

By offering your advice, you are:

- Resonating with an audience
- Educating an audience

Based on your own personal experience.

# Day 2 Write about... your routine.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
2mo • Edited • 1

My daily LinkedIn routine:

7:45am: Prime post - respond to 20 old comments, engage on 5 posts

7:55am: Optimise post - like, add a comment, add any profile tags

8:00am: Engage - respond to 20 comments

8:30am: Connect - send 5 connection requests

8:35am: Messages - respond to DMs

9:00am - Finished

Total time - 1 hour 15 minutes.

I then prime, optimise and engage again for my 12:00pm post.

Roughly 2 hours/day overall.

Works for me.

\*

What now?

- + Follow me
- + Hit the bell icon 🎙
- + See every post in seconds

You and 177 others

\*\*\*

## Template

My daily [topic] routine:

[Time] - [Thing you do]

Total time - [time taken].

I then [when/how you repeat it].

Roughly [total time per day]

[Quick sign off]

127 comments

## Pro Tip:

Human beings are curious creatures.

We love to see how other human beings do things.

Especially if that thing is something YOU do too.

The problem comes with human beings thinking the way they do things isn't special or unique.

But that is wrong.

Share your experience.

Share your knowledge.

Share your process.

Someone 2 steps behind you might be:

- Educated
- Inspired
- Motivated

# Day 3

## Write about... how to become something.

### My Version

Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
4mo • 5

How to become a topic leader on LinkedIn:

- Pick one topic you love
- Write about it on LinkedIn every day
- Keep doing number 2 for about 6 months

That is pretty much it.

166 comments • 2 reposts

### Template

How to become [desired thing]:

- [Step 1]
- [Step 2]
- [Step 3]

[Quick round-up]

### Pro Tip:

The secret to the success of this type of post? 2 things:

#### 1. The Hook

This is split into 2 parts.

First, 'How to' instantly signals to the reader they will be educated.  
And education = 'value'.

Second, 'become a topic leader on LinkedIn' appeals to an audience who desire to be that.

This hook is simple and tells the reader they can achieve their dream.

#### 2. The bullet points

Here you want to simplify the complex goal.

Bullet points make it digestible, actionable and achievable. Of course there is more to becoming a topic leader on LinkedIn than just 2 steps.

But in its most simple form - this is it.

You can apply this to anything - 'how to become a millionaire online' / 'how to become an expert on Canva' / 'How to become an agency founder in 2023'

# Day 4 Write about... your method.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Fou...  
2w • 5

Worried your LinkedIn posts are boring to read? Use this:

The 1-3-1 method:

One sentence  
(space)  
One sentence. One sentence. One sentence.  
(space)  
One sentence

[1] The first sentence should give your reader an easy start.

[3] Then you move on. The next three sentences is where you deliver the value.  
Keeping your copy flowing without feeling tiresome.

[1] Before cutting it back again.

A great way to introduce your reader to your LinkedIn post with a bang.

Try this on your next LinkedIn post.

Any questions?

You and 583 others

174 comments - 9 reposts

## Template

Worried your [thing] are  
[negative outcome]?  
Use this:

[Name of method]:

[Explain the method]

A great way to [positive  
outcome the method  
provides].

Try this on your next  
[thing].

Any questions?

## Pro Tip:

Make your hook a real problem your ideal customer has.

I got the idea of this hook from a post asking 'what do you struggle with most about writing LinkedIn posts?'.

And one answer was 'I worry that my posts are boring to read'.

So I remembered the 1-3-1 method.

Voila - problem solved.

The goal here is to gain trust and prove your value to the reader.

Again, this comes back to human's not thinking their way of doing something is special.

But it is. Not to everyone who have the exact problem.

It's special.

# Day 5 Write about... your opinion.

## My Version

Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy S&B Marketing Agency Found...  
6mo • Edited • 11

LinkedIn needs less of this:

- I've won X new clients
- I've generated X revenue
- I've networked with X people

And more of:

- I made X mistakes this week
- I struggled for revenue last month
- I bailed on X networking calls this month

I'm fed up of seeing the wins.

Here's my month so far:

- 13 inbound leads
- 2 quotes rejected
- 2 ghosted me entirely
- Countless time wasters
- I bailed on 4 networking calls
- I haven't made much money at all

What's your month REALLY been like?

Share it below if you want to.

Or just comment    :

And I'll reply with 'yes'.

---

Follow me, tap my bell  on my profile Matt Barker  
You will be notified the second I post.

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#freelance  
#solopreneur  
#linkedin  
 You and 645 others

295 comments • 3 reposts

## Template

[Topic] needs less of this:

- [Thing you dislike]
- [Thing you dislike]
- [Thing you dislike]

And more of:

- [Thing you like]
- [Thing you like]
- [Thing you like]

## Pro Tip:

99% of people struggle with this:

The fear of putting their opinion into the world.

I had the same when I started posting on LinkedIn.

It's super common and in my experience it took a few weeks for that fear to go away.

But it does go away.

The more you do it the easier it becomes.

And the reason for putting your real opinions and thoughts out onto LinkedIn is this:

It attracts likeminded people. Whether they're clients, followers, connections - either way, by putting your real self into the world you attract people that will support your way of thinking.

You begin to build your

# Day 6 Write about... your 101.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
3w • ④

Copywriting 101:

Nobody cares about you.

They care about what you can do for them.

200 You and 346 others

• • •

148 comments • 3 reposts

## Template

[Topic] 101:

Nobody cares about [thing].

They care about [thing].

## Pro Tip:

For the ‘nobody cares about’ line, take a common mistake you see people making.

In the example I’ve given, ‘you’ are the mistake.

Bad copywriting is self-centred and doesn’t focus on the reader or the target audience.

The next line - ‘they care about’ - leads on from that, with you saying what they ACTUALLY care about.

I could’ve also wrote this:

‘LinkedIn 101:

Nobody cares about your qualifications.

They care about the results you get.’

# Day 7 Write about... things that destroy.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
3d • 5

14 things that destroy a LinkedIn post:

1. Long drawn out sentences
2. Not being specific enough
3. Trying to make it perfect
4. Unnecessary hashtags
5. Lack of white space
6. Holding back detail
7. Overusing commas
8. No context selfies
9. Big blocks of text
10. Complex words
11. A bad headline
12. Over-editing
13. 'Me' centric
14. Arrogance

Avoid at all costs.

Anything you'd add to this?

P.S. one thing i missed was saying that you're a wizard. Who the f\*\*k calls themselves a wizard?

260 You and 495 others

278 comments • 3 reposts

## Template

\*\*\* [X] things that destroy a [topic thing]:

1. [Thing]
2. [Thing]
3. [Thing]
4. [Thing]
5. [Thing]
- etc.

Avoid at all costs.

Anything you'd add to this?

## Pro Tip:

The key to success here is in the mistakes you highlight that destroy the thing you're talking about.

Have a think about the best practices of the 'topic thing'.

Then flip them to get your mistakes.

E.g....

One best practice for LinkedIn posts is keeping sentences short and concise.

So a mistake that will destroy it is long drawn out sentences.

That mistake is the opposite of a best practice.

List as many as you can - more the better!

# Day 8 Write about... your journey to now.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
2mo +

12 months ago I left a £35,000/year job in London with nothing lined up.

I was still working from home from the pandemic. We had no office.

It was very cushy. Challenging, but cushy.

Me and my girlfriend decided we wanted to try living in Cyprus.

So I asked to continue working remotely.

No dice.

I handed my notice and off me and my girlfriend went to Cyprus with:

- No job
- No LinkedIn presence
- 1 months salary each leftover

F\*\*K,

1,234 You and 4,827 others

363 comments • 26 reposts

## Template

[Timeframe] ago I  
[risk you took] with  
[further risk of next stage].

[Context of your situation]

[Reason for wanting change]

[Obstacle you faced]

[Reality of the obstacle]

## Pro Tip:

Now, this post is a storytelling post.

Storytelling can be difficult, but the most important thing is this:

It has to be raw and come from vulnerability.

If you haven't written like this before, it will feel weird and uncomfortable. But stories are the oldest form of content around. Humans have told stories for millions of years.

Embrace it.

What I've provided here is the start of your journey post. For the whole post, follow this structure:

- Describe the current world
- Introduce the characters
- Share the conflict
- Explain the solution

# Day 9 Write about... how you do something.

## My Version



Matt Barker + You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
2mo • 15

This is how I get 10 post ideas in 5 minutes:

1. I open Twitter
2. I scroll the feed to see a viral post
3. I click on their profile
4. I use Twemex to see their most viewed posts
5. I open Notion
6. I create a page for this creator
7. I copy the URL links for their top 5 posts
8. I paste it into their page on Notion

I do this 2 x a day.

Then when I come to writing posts, I have 200+ ideas.

Just gotta pick 1 and write.

P.S. nothing is 100% original on LinkedIn, get over yourself :)

## Template

This is how I get [thing] in [timeframe]:

1. [step]
2. [step]
3. [step]

I do this [frequency].

Then when I come to [doing thing], I have [outcome of process].

[simple next step]

## Pro Tip:

Make sure the ‘thing’ you get is highly desirable.

There are 2 reasons my version worked:

1. People have a tough time thinking of ideas for posts
2. The timeframe is super quick and manageable

So when I start this post saying I can get 10 in 5 minutes, it’s solving a problem for people.

And it’s taking them no time at all.

You can do this for anything.

- ‘This is how I clean my email list in 10 minutes’
- ‘This is how I eat a whole pizza in 13 seconds’
- ‘This is how I got 1,000 inbound leads in 30 days’

Versatile and effective.

# Day 10 Write about... a quick tip.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
5mo • Edited • 5

How to find your ideal customers on LinkedIn in 12.89 seconds:

- Go to search bar
- Search by job position (e.g "founder" or "CEO")
- Click on a profile
- Send a personalised invite

Do it 10 times a day for 120 days.

Takes just over 2 minutes a day.

If 50% accept, you have 600 ideal customers in your audience.

Enough to run a successful business.

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Follow me, tap my bell 🚚 on my profile [Matt Barker](#)  
You will be notified the second I post.  
PS - I'm on holiday, my comment replies will be low :)

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#linkedintips

#solopreneur

#growthmarketing

You and 276 others

92 comments • 2 reposts

## Template

How to [dream outcome] in [timeframe]:

- [Step]
- [Step]
- [Step]
- etc

[Advice to execute]

[Potential outcome with context]

## Pro Tip:

Don't overcomplicate the tip.

In this post, I thought I was sharing something that **EVERYONE** knows. All I'm doing is explaining how to use the LinkedIn search bar right?

But it's **HOW** it is used and what for that is powerful.

I'm explaining how I use it to find my ideal customer - what a dream.

So think about what simple things you do that drive a dream outcome.

It might be a report you produce for customers that improves customer satisfaction.

Or a simple database of £££ by catching

# Day 11 Write about... overcoming the obstacle.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
2mo • 15

3 tips to write concisely without spending 5 years studying copywriting:

1. Play dumb

The dumber your language the better.

That means more people will understand it. And it will take less brain power to read it.

Write like you're writing for a 7 year old.

2. Cut pointless words

If the word doesn't add anything, cut it.

I mean words like this:

'So therefore my hypothesis and conclusion that derived from the absolute centre of the epotomy of where I was aiming to land'

Nah, just write!

'The result'

Quicker and easier.

3. Write short sentences

The pure breed writers will slaughter me.

The new age digital writers will love me.

Keep sentences short. In 1s or 3s ideally. And make use of bullet points, not commas.

If you're using 2 commas in a sentence, start again.

You and 666 others

186 comments • 10 reposts

## Template

[X] tips to [desired outcome]  
without [obstacle]:

1. [tip]

[Explain how/why it works]

2. [tip]

[Explain how/why it works]

3. [tip]

[Explain how/why it works]

## Pro Tip:

There are 2 things here that stand out:

1. The hook

This is crucial to get right - here's why:

'Writing concisely' is a real problem my audience told me they struggle with.

And 'spending 5 years studying copywriting' is an obstacle. Because people don't have the time to study copywriting to know HOW to write concisely.

Combine the two - you'll deeply resonate.

2. The 1st tip

Catch your reader off guard straight away with this. 'Play dumb' isn't your typical advice. It startle

# Day 12 Write about... the worst thing.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Founders...  
4mo • 0

The worst thing you can do on LinkedIn is scroll without purpose.

If you are reading this for no reason, stop.

Put the phone down.

Go outside.

Bye.

333 You and 414 others

165 comments • 4 reposts

## Template

The worst thing you can do on [topic] is [negative thing].

If you are [the negative outcome], stop.

[Strong advice].

[Sign off]

## Pro Tip:

Make your 'thing':

- Very specific
- Very common

'Scrolling without purpose' is something everyone does. Sit there scrolling aimlessly on their phone.  
And it wastes their time.

They know it and it pains them.

So - find that 'worst thing' for your topic.

Here's some more examples:

'The worst thing you can do in sales is not close the deal in person'

'The worst thing you can do on your Shopify store is not incl

# Day 13 Write about... a helpful question.

## My Version

 Matt Barker + You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
1mo + 5

In 5 words or less, what advice would you give someone just starting out on LinkedIn?

 You and 315 others 402 comments - 9 reposts

## Template

In 5 words or less, what advice would you give [type of person]?

## Pro Tip:

I first saw this style of post on Twitter.

And the engagement on the post - insane. I was shocked to see how it worked for me too.

I've tried it again since, it repeated the success.

There are 4 reasons why it works:

1. You're asking for a micro commitment with '5 words or less'
2. It feels like a game/challenge to participate in
3. It is conversational and creates conversation
4. It gives the reader a platform to 'feel' clever

The real key is the '5 words or less'.

It instantly tells the reader what is expected of them - which when the number is low, suggest it's going to take little of their time and effort.

# Day 14 Write about... how to not do something.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Found...  
2mo • 5

3 quick ways to not give a s\*\*t on LinkedIn:

1. Write so many LinkedIn posts you're numb
2. Realise that no one knows who you are
3. Know that hate comes from jealousy

Your writing on LinkedIn will improve once you do stop giving a s\*\*t.

P.S I've noticed a tonne of people using P.S more in their posts lately. So cool to see. I'd love to hear if you've seen improved engagement from it?

184 comments

## Template

[X] quick ways to not [common problem]:

1. [tip]
2. [tip]
3. [tip]

Your [thing] will improve once you do stop [common problem].

## Pro Tip:

You might not want to swear on LinkedIn.

But me personally - I swear in real life so I swear on LinkedIn (I censor it so LI don't arrest me).

The key is in the common problem:

It must be a REAL problem.

I know from what people have told me they struggle with, that a problem is caring what people think.

So 'not giving a shit' on LinkedIn is highly desirable for those people.

Examples of what else it could be:

'3 quick ways to get your cold emails read'

'3 quick ways to confid...

# Day 15 Write about... your progress in life.

## My Version



Matt Barker • You

The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
1mo • 3

3 years ago I was single, 28lbs overweight and lived in a 6 bed house share in London.

2 years ago I met my girlfriend Serine, had lost 36lbs and moved in with my best mate Brad.

1 year ago I moved in with Serine, then moved to Cyprus and quit my 9-5 job.

9 months ago I started my own copywriting business, posting on LinkedIn and getting a tan.

Now, I have:

- Sun
- Health
- Love
- Wealth (relatively for me)

4 things I didn't have 3 years ago:

I'm happy.

P.S. if anyone visits Cyprus, this pic is taken at Cavo Greco at sunset. It's beautiful.

You and 6,141 others

385 comments • 13 reposts

## Template

[x] [timeframe] ago I  
[bad situation you were in].

[X] [timeframe] ago I  
[positive changes].

[X] [timeframe] ago I  
[positive changes].

[X] [timeframe] ago I  
[positive change].

Now, I have:

- [positive thing]
- [positive thing]
- [positive thing]
- [positive thing]

[x] things I didn't have [x]  
[timeframe] ago.

## Pro Tip:

Transformation posts are gold online.

You know those Instagram pages for fitness freaks, where they show the before and after of 6 months PT training?

Yeah, those blow up. And it's the same on LinkedIn.

So think about:

- A transformation in your life
- The timeline of that transformation
- The specific details that transformed

Piece it together into a timeline.

Start with your 'old world' and end with your 'new world'.

Old = being over  
tanned.

# Day 16 Write about... your framework for success.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for Busy B2B Marketing Agency Founders  
2mo • 0

My 4 step framework that converted 100% of calls with qualified leads (3) in August:

1/ Show your process

Share your screen to show step by step how you will onboard, how you will work with them, in what documents etc.

2/ Show past results

Create a deck that shows what results you've had before and at varying levels of success, with reasons why your clients got those results

3/ Show prices

Add to the end of the deck a page for your pricing structure (rate card, service packages etc) with detail. Talk through each option.

4/ 'Any questions?'

Clear up any objections or lingering questions they have.

My aim on these calls is to be so transparent I have nothing left to share.

No secrets, no objections.

It's either a no brainer yes or a simple no.

What do ya think?

P.S. Be prepared for sales calls. Come into each one with confidence - remember, it's a call to see if you both fit for each other, NOT if YOU fit for THEM. It's a partnership, you're not a transaction.

195 others

98 comments • 4 reposts

## Template

My [x] step framework that [positive outcome achieved]:

1. [step]

[Add context]

2. [step]

[Add context]

(etc)

My aim with [thing] is [objective].

What do you think?

## Pro Tip:

Frameworks are a great way to show expertise.

If you can demonstrate:

- How you solved a problem
- How you achieved a goal
- How you overcame an obstacle

...in clear, laid out steps - this is highly educational content.

And that helps build trust which is the gateway to:

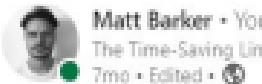
- More leads
- More followers
- More engagement

Another example of what else you could do:

'My 3 step framework for additional revenue.'

# Day 17 Write about... the bad vs the good.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
7mo • Edited • 0

Bad LinkedIn writing:

- Block paragraphs
- Not scannable on mobile
- Egotistical drivel
- Solves nothing for anyone

Good LinkedIn writing:

- Concise
- Clear
- Actionable
- Empathetic

---

Follow me, tap my bell  on my profile [Matt Barker](#)  
You will be notified the second I post.

---

#linkedintips  
#solopreneur  
#copywriting  
 You and 158 others

70 comments • 1 repost

## Template

Bad [topic]:

- [thing]
- [thing]
- [thing]

Good [topic]:

- [thing]
- [thing]
- [thing]

Anything you'd add?

## Pro Tip:

Good vs Bad - so simple but so effective.

- It demonstrates your knowledge
- The format is easy to digest
- It generates conversation

Your topic could be anything you are able to identify what a good and bad version of it is.

Plus, one trick I like to do for these types of 'list' posts is this...

Ask at the end 'anything you'd add?'.

Simple trick that opens up the conversation in your comments.

- People love to add their opinion
- People love to feel smart

It's almost impo

# Day 18 Write about... a simple tip.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
3mo • 15

Simple LinkedIn tip:

Write short hooks.

I've written over 450 LinkedIn posts.

The most viewed ones are usually 6 words or less.

Pro tip: 3 words is a sweet spot.

What ya think?

P.S. I'm writing this post from an Airbnb in Cyprus. It is hot, the air con is not on.

100 You and 425 others

110 comments • 3 reposts

## Template

\*\*\* Simple [topic] tip:

[tip]

[social proof]

The most [metric] ones are usually [thing].

Pro tip: [deeper tip within the tip].

What ya think?

## Pro Tip:

Using the word 'simple' says 'this is accessible' to the reader.

Other words you could use instead:

- Easy
- Effortless

And your tip should reflect that.

Examples for other topics:

'Easy Excel tip'  
'Effortless email marketing tip'  
'Simple management tip'

Make sure the topic is what you are knowledgeable in.

# Day 19 Write about... a harsh truth.

## My Version



Matt Barker • You

The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
Simo • ④

...

Harsh truth:

If you aren't getting inbound leads on LinkedIn, stop blaming the algorithm.

Your content is just not good enough.

101 likes You and 219 others

101 comments

## Template

Harsh truth:

If you aren't [desired outcome], stop blaming [thing].

Your [thing] is [reason for failure].

## Pro Tip:

'Harsh' and 'truth' are two incredibly powerful words.

- It makes the reader feel uncomfortable
- It generates emotional response (fear)
- The hook creates curiosity/question marks

Now, the meat of the post.

Find 1) something people moan about, 2) that something is false, 3) the real answer (the harsh truth).

A big one for me is people blame the algorithm for not getting inbound leads. It makes zero sense. This is false.

Example for another topic:

'If you aren't benching 200kg at the gym, stop blaming your metabolism'

You just aren't working

# Day 20 Write about... your thing being pointless.

## My Version



Matt Barker • You

The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...

2w • 0

Your post can be the Mona Lisa of LinkedIn posts but if the hook is s\*\*t it's pointless.

100 likes You and 324 others

174 comments • 2 reposts

## Template

Your [topic thing] can be the [pop culture thing] of [topic thing] but if the [specific topic thing] is [adjective] it's pointless.

## Pro Tip:

A balanced content strategy is important.

Mix up your content with:

- Long, deep, knowledge filled posts
- Quick and actionable lists
- Short opinion takes
- Relatable and funny one liners

Keeping your audience on their toes, not knowing what's coming next. This will keep them coming back for more.

So sprinkle in a post like this one to show some personality.

Examples for other topics:

'Your onboarding process can be the Ferrari of processes but if you under-deliver for the client then it's pointless.'

# Day 21 Write about... stopping something.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
6mo • Edited • 6

Stop overthinking LinkedIn.

I know you have a bunch of ideas.

But you only need to write about one:

- Topic
- Problem
- Solution

...at a time.

---

Follow me, tap my bell  on my profile [Matt Barker](#)  
You will be notified the second I post.

---

#writingtips  
#linkedintips  
#copywriting

 You and 204 others

\*\*\*

## Template

Stop [topic problem].

I know [reason for problem].

But you only need [the solution for the problem]:

- [solution]
- [solution]
- [solution]

99 comments

## Pro Tip:

This works because 'overthinking linkedin' is a real problem people experience.

When the problem you address in the hook is real, it resonates. And that generates engagement and gets readers to click see more.

So:

- DM your target audience
- Listen out on calls
- Read their comments

To understand your target audiences real problems.

Examples for other topics:

'Stop underselling yourself'

'Stop overwhelm'

'Stop confusing'

# Day 22 Write about... old way vs new way.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
4mo • 1

My old networking mentality:

- Here's my calendar link
- Book whenever you want for however long
- Mentally prepare myself for meeting a new person

My new networking mentality:

- Here's my calendar link
- Book 15 mins on Monday or Friday
- Enjoy a casual chat with a new connection

Networking was stressful for me.

I would get nervous, I would bail last minute, I had to push myself into it.

Now I have done it 50+ times, I am in control of when I do it and it's much more enjoyable.

Small change, big impact.

-

What now?

- + Follow me
- + Hit the bell icon
- + See every post in seconds
- + Comment - be seen, be heard

You and 183 others

\*\*\*

## Template

My old [topic]:

- [thing]
- [thing]
- [thing]

My new [topic]:

- [thing]
- [thing]
- [thing]

[topic] was [emotional state].

I would [results of your old way].

Now [results of your new way].

Small change, big impact.

## Pro Tip:

Old way vs new way style of post is a great way to:

- Show your growth
- Share what you learned
- Resonate with people 1 step behind you

People love to see a journey from A to B. Problem to solution. And this format is simple and accessible and doable.

Further down the post, use words like 'stressful' and 'nervous' to generate emotional response from readers.

They will resonate with your emotions.

Examples for other topics:

'My old content strategy'

'My old gym workout'

'My old onboa

# Day 23 Write about... your start to finish process.

## My Version



Matt Barker + You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
4mo + 5

My writing process from start to finish in 11 steps:

1. Pick a subtopic from my list in Google Sheets
2. Pick a week to write about that subtopic
3. Add that to my content schedule in Google Sheets
4. Write a post idea related to that subtopic in my content schedule (for each day Mon - Fri)
5. Open Typeshare
6. Write a clear headline that says what the post will be about
7. Expand on the headline within the post with simple and clear language
8. Add my signature/CTA to the bottom of the post
9. Read it back
10. Select time to post - 7:55am or 12pm GMT.
11. Schedule post

That's my process.

What's yours?

What now?

- + Follow me
- + Hit the bell icon 🎙
- + See every post in seconds
- + Comment - be seen, be heard

You and 122 others

56 comments

## Template

My [topic] process from start to finish in X steps:

1. [step]
  2. [step]
  3. [step]
- etc

That's my process.

What's yours?

## Pro Tip:

Sharing a process is as good as it gets for educational content.

- Creating a process is stressful
- People don't know where to start
- It takes experience to figure out
- It feels like you've accessed a cheat code

There is so much value to be had in your process for other people.

Especially with your expertise in YOUR industry.

And your process doesn't need to be perfect. It just needs to be YOUR process.

Share what you know and others will be thankful or they'll help guide you to better ways!

Example for other topics:  
'My project management process from start to finish in 7 steps'

# Day 24 Write about... 10xing.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
1mo • 0

The best way to 10x your LinkedIn growth:

Write better hooks.

3 tips:

1. Be specific (e.g. '7 blueberry muffins', not 'some muffins')

2. Be clear (e.g. 'This is how I', not 'In conclusion my hypothesis became exponentially blah blah')

3. Don't sit on the fence (e.g. 'this is the best' not 'this might be a good')

Pay more attention to hooks.

P.S. best way to write better hooks is take your fave creators latest post, take their hook, rework it to fit your content. See if it works, then do the same from another post.

161 comments • 5 reposts

161 comments • 5 reposts

## Template

The best way to 10x your [topic]:

[your best way suggestion].

3 tips:

1. [tip]

2. [tip]

3. [tip]

[actionable takeaway].

## Pro Tip:

There's a lot of people who will see '10x' and say 'that's not true'.

Well, it doesn't have to be.

- This isn't a case study
- This isn't a critical analysis

It's hyperbole to generate engagement. And numbers in hooks are gold for engagement.

Does it mean it's clickbait? No. All you need to do is make the main content worth clicking see more.

Elaborate on your 10x with killer tips.

Examples for other topics:

'The best way to 10x your Excel skills'

'The best way to 10x your client testimonials'

# Day 25 Write about... what you don't see.

## My Version



Matt Barker + You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
8mo + Edited + 0

99.9999% of B2B marketing copy I see doesn't address:

- Your audience's problems
- Your audience's pain points
- Your audience's deepest fears

Way too much guessing.

Not enough knowing.

#audience

#copywriting

#marketing

200 You and 21 others

...

## Template

99.9999% of [topic]  
I see doesn't address:

- [thing]
- [thing]
- [thing]

Way too much [thing].

Not enough [thing].

## Pro Tip:

Remember what I said about the last post?

Hyperbolic use of numbers?

Well this is the same. It's an exaggeration with the intent of communicating (clearly):

- An overwhelming majority
- A number to attach to it
- A big discrepancy

Of course, there is not only 0.00001% that do the things you say in this post.

It's a way of putting a stamp of authority on your point.

Examples for other topics:

'99.9999% of clients I work with don't:'

'99.9999% of agencies don't understand:'

# Day 26 Write about... a type of person.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
3mo + ④

Ghostwriters are insane.

They aren't just insane at writing.

They're insane at:

- Sales
- Ideation
- Listening
- Research
- Creativity
- Marketing
- Psychology

You can't JUST be a writer.

ccc You and 407 others

80 comments • 3 reposts

## Template

\*\*\*

[type of person] are [adjective].

They aren't just [adjective] at [main thing].

They're [adjective] at:

- [underrated thing]
  - [underrated thing]
  - [underrated thing]
- etc

You can't JUST be a [main thing].

## Pro Tip:

Call your target audience out directly.

This will:

- Make them feel seen
- Engage them immediately
- Naturally attract them to your content

I wrote this post from a POV of being the type of person I'm calling out.

I could've used 'agency owners' or 'founders' to switch up the focus.

The key here is knowing exactly who you want to see this post.

Examples for other people:  
'Agency owners are busy.'  
'Founders are confident.'

# Day 27 Write about... the dream.

## My Version

 Matt Barker · You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
1m ago · 5

Is this what heaven feels like?

 Justin Welsh · Author  
The Diversified Solopreneur | Building a portfolio of one-perso...  
**Matt** is a really good writer.  
Love · 1 Reply

 You and 603 others 185 comments

## Template

Is this what heaven feels like?

## Pro Tip:

The only thing to change here is your picture.

And the picture needs to be GOOD.

One of my biggest influences on LinkedIn is Justin Welsh. I talk about him fairly regularly.

So, with your picture you could do something similar where an influence for you has complimented you.

Or maybe something like:

- A screenshot of a clean calendar
- A screenshot of on time payments
- A screenshot of your website views spiking

Have fun with it!

Try to entertain your audience.

# Day 28 Write about... cheat codes.

## My Version



Matt Barker · You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Found...  
2mg · 4

Cheat LinkedIn by:

- Setting daily goals
- Limiting your time
- Changing alert settings
- Emulating other creators

Use it how you want.

Not how they want.

P.S. once I realised that social media apps want you on the app as much as possible, I viewed them completely different.

146 comments

## Template

Cheat [topic] by:

- [actionable tactic]
- [actionable tactic]
- [actionable tactic]
- [actionable tactic]

Use it how you want.

Not how they want.

## Pro Tip:

The key word here is 'cheat'.

Using the word 'cheat' makes this post feel:

- Naughty
- Taboo
- Secret

Like the reader is accessing some cheat code for success. Remember the cheat codes for Playstation games? Or remember cheating in school? (Oh, just me on that one...)

People love to get a shortcut, so give them some.

Use your expertise and knowledge to show what you know about your industry.

Give em the che

# Day 29 Write about... how it started.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
Gino • Edited • 5

How it started as a freelance copywriter:

- I write blogs
- I write website
- I write paid adverts
- I write social captions
- I write email newsletters
- I write tone of voice guides
- I write brand messaging guides

6 months later:

- I write email newsletter and website copy
- I ghostwrite on LinkedIn for busy B2B founders
- I coach LinkedIn strategy for ambitious B2B founders

You can change what you do.

Nothing is permanent.

Don't worry.

---

Follow me, tap my bell  on my profile [Matt Barker](#)  
You will be notified the second I post.

---

#freelance  
#solopreneur  
#copywriting

 You and 306 others

143 comments • 1 repost

## Template

How it started as a [current job role]:

- [thing you did as a newbie]
- [thing you did as a newbie]
- [thing you did as a newbie]
- etc

[x] months later:

- [thing you now do]
- [thing you now do]
- [thing you now do]

[main lesson you learned]

[inspiring takeaway]

## Pro Tip:

I got everything wrong at the start.

And you probably did too. And so did everyone else.

So the power of this post is by starting with what you did wrong. Then showing what changed later down the line.

- You resonate with a newbie in your industry
- You resonate with a student in your industry
- You resonate with an expert in your industry

We all look back at the mistakes we made.

This brings a nostalgic theme.

And it demonstrates your own progression and journey and cements your authority in your industry.

# Day 30 Write about... a simple trick.

## My Version



Matt Barker • You  
The Time-Saving LinkedIn Ghostwriter for busy B2B Marketing Agency Foun...  
2mo • 0

Simple 3 step trick to stop swerving off topic in LinkedIn posts:

1. Write down 3 topics you want to write about
2. Write down 10 subtopics in each topic
3. Write about 1 subtopic every week

Boring?

If you think it's boring positioning yourself as the go-to person in that niche.

Then yeah, it's boring as f\*\*k.

I LOVE boring.

P.S. I watched Don't Worry Darling tonight. Can't believe Harry Styles kills her!

ccc You and 255 others

\*\*\*

## Template

Simple [x] step trick to stop [real problem]:

1. [step]
2. [step]
3. [step]

[common misconception]

If you think it's [common misconception]  
[great outcome].

Then yeah, it's [common misconception] as f\*\*k.

I LOVE [common misconception].

## Pro Tip:

In this post, there are 3 key parts:

1. The hook is direct and tells the reader what they get specifically from reading the post.
2. The bullet points are actionable tricks to solving the problem addressed in the hook
3. The final takeaway addresses a common misconception about the trick I suggest

So think about your post in 3 sections:

1. A real problem
2. Actionable solutions
3. The misconception

Simple but full of valuable takeaways for the reader.

# Matt Barker's Top 50 Hooks

- 1. How to steal an audience on LinkedIn in 8 simple steps (this is a secret):**
  
- 2. 3 years ago I was single, 28lbs overweight and lived in a 6 bed house share in London.**
  
- 3. 12 months ago I left a £35,000/year job in London with nothing lined up.**
  
- 4. This is how I get 10 LinkedIn post ideas in 5 minutes (for free):**

**5. LinkedIn secret:  
Steal an audience.**

**6. Steal my 384 word LinkedIn hook writing tutorial for free (save this forever):**

**7. Save yourself 10 months learning LinkedIn and steal my 3 step writing process (I've written 750+ posts using this):**

**8. This is how I get 10 post ideas in 5 minutes:**

**9. How to grow 1% every day on LinkedIn in 45 minutes  
(steal my morning routine):**

**10. 3 tips to write concisely (without spending 5 years studying copywriting):**

**11. 6 simple writing tips to 10x your LinkedIn post (ft. Jasmin Alić):**

**12. How to find your ideal customers on LinkedIn in 12.89 seconds:**

**13. This is how I write 10 hooks in 2 minutes.**

**14. I have posted on LinkedIn every weekday for 8 months.  
99% I write with the same process.  
Save yourself 8 months and steal my writing process:**

**15. Shout out to all the people on LinkedIn who didn't know what the f\*\*k they were doing but started posting anyway.**

**16. I wrote a 384 word LinkedIn hook writing tutorial (steal this for FREE):**

**17. Steal this 90 day LinkedIn playbook from me:**

**18. 3 underrated tips for writing scroll stopping LinkedIn headlines  
(try these today):**

**19. 29 pieces of advice for newbies to get started on LinkedIn  
(in 5 words or less):**

**20. Steal this 3 part structure for LinkedIn posts (and use it 100% of the time):**

**21. LinkedIn needs less of this:**

**22. I've spent 9 months and written 750+ LinkedIn posts to learn how to go viral so you don't have to.**

**Here are the 7 valuable lessons I learned:**

**23. I heard this LinkedIn growth advice 2 weeks ago:**

**24. In 2022, Charles Miller made over \$300,000 copywriting.**

**His advice helped me grow to £0 to £10k/month.**

**Here's 8 lessons to grow your freelance copywriting business to £10k/month (ft Charles Miller):**

**25. 3 quick ways to not give a s\*!% on LinkedIn (take these and run):**

**26. 25 questions I ask myself writing LinkedIn posts:**

**27. I started 2023 with:**

**28. 37 simple words to use (instead of the clever word):**

**29. 3 quick ways to not give a s\*\*t on LinkedIn:**

**30. 3 step system to master LinkedIn from day 1  
(without spending £597 on a course):**

**31. How I made \$5,750.86 in 201 days selling my first digital product  
(steal my 4 step framework):**

**32. In 5 words or less, what advice would you give someone just starting out on LinkedIn?**

**33. 3 years ago living in London I'd get drunk every weekend and work 9-5 every weekday.**

**34. I write about 1 topic on LinkedIn:**

**35. Steal this LinkedIn hook template:**

**36. In September I generated 1,990,835 views on LinkedIn.  
Here are the hooks of the top 5 most viewed posts:**

**37. 5 steps to go from 2 to 15 inbound leads on LinkedIn (in 1 hour per day):**

**38. I only write LinkedIn posts on my laptop now.  
I used to write from anywhere:**

**39. Worried your LinkedIn posts are boring to read? Use this:**

**40. Underrated trick to boost engagement on LinkedIn (3 simple steps):**

**41. When people read your LinkedIn post, they skip words.**

**42. Write so many LinkedIn posts you're numb.**

**43. I wrote 427 LinkedIn posts in 224 days.**

**If I lost my memory tomorrow, these are the 14 tips I'd write down to remind myself how:**

**44. 5 hook templates that have massively improved my LinkedIn posts:**

**45. As a LinkedIn writer I don't care:**

**46. Getting 25,000 LinkedIn followers isn't a skill.  
Writing is.**

**47. 9 months ago I wrote my first LinkedIn post with 700 career connections.**

**48. My inbound leads on LinkedIn, by month, since I started posting in January**

**49. 90% of my 10 most viewed LinkedIn posts have 1 thing in common:**

**50. My first 3 months posting on LinkedIn:**