



THE LINKEDIN CONTENT BIBLE

*100 content structures
responsible for \$2.8M*

An anthology of Justin Welsh's top
LinkedIn content from 2019-2022

Preface

I spent the last month collecting the 1,188 LinkedIn posts Justin Welsh published between 2019 and 2022. Then, I organized, analyzed, and templatized the top 100.

It took me about 50 hours to put this anthology together, but I think it's worth every minute I spent on it. This document contains the content Justin used to grow his LinkedIn account past 280,000 followers (and counting).

I was tempted to include the 1,188 posts here, but doing so would've been impractical and overwhelming.

Instead, I've included [this Google Sheet](#) where you can access the complete list. You'll find the content of each post, a link to the original post, and the total number of reactions that post received.

Now, selecting "top-performing" content can be a subject of debate.

For this project, I defined "top-performing" as any post with a remarkable number of reactions.

Even though "reactions" is by no means a perfect metric, it's a great way to surface content that people have found valuable.

To do so, I organized Justin's content by total reactions and saved the top 100 posts. Hopefully, this will give you a good starting point for creating your own top-performing content.

Josue Valles,
Founder, Faraday Agency

([Follow me on LinkedIn](#))

Introduction

The late great Isaac Newton famously said: “If I have seen further, it is by standing on the shoulders of giants.”

When it comes to LinkedIn, Justin Welsh is, without a doubt, a giant.

Style might change, but the overwhelming pulling power behind these posts will remain constant. Human nature never changes, and Justin’s content is built on solid psychological principles.

There are no shortcuts to success.

You must take the long, hard road to get there.

However, if you know where to look and develop the proper systems, you can make the journey a bit easier.

This collection of successful LinkedIn posts aims to simplify your creative journey.

Studying Justin’s past successes will provide a solid groundwork to inspire your creative process. It will also help you identify patterns and content structures that are proven to work.

I intentionally made these templates general, maybe even a little vague, so you can make them your own.

Feel free to change the industry, add specifics about your company or product, and, most importantly, be yourself.

Your unique voice is what will make your content shine.

On each template, you’ll find the URL of the original post so you can study it further.

Don’t copy these posts verbatim—that would be boring, and it wouldn’t do your personal brand any favors.

Instead, use them as a jumping-off point to create your content.

Ultimately, these templates are more like guidelines than hard-and-fast rules. Take what you like, leave what you don’t, and above all, test to see what works best for you and your audience.

1. The Most Popular Piece [\(View live post\)](#)

[I do something bold repeatedly]

I wake up at 5am each morning.

[Then I do something pleasant]

I drink 2 cups of coffee.

[Do something that helps me grow]. [Complete another important task]

Do a DuoLingo lesson. Load my LinkedIn content.

[Growth activity 1]. [Growth activity 2]. [Prepare myself for the day].

Read for 20 minutes. Take a 3-mile walk. Shower.

[Do something that helps me grow] before [starting a crucial activity]

Listen to a podcast before my workday starts.

[Ideal result 1]

[Ideal result 2]

[Ideal result 3]

I have 3-4 client meetings lined up.

Make some big decisions.

Drive a key KPI forward.

[Take care of your loved ones at a specific time]

Call my parents around 4pm.

[Ideal result 4]

[Ideal result 5]

[Ideal result 6]

My wife and I have a healthy dinner.

30 more min of reading.

A cup of tea.

[Wrap up with satisfaction]

In bed by 9:30p. Couldn't have accomplished more.

Smile as I nod off.

Feeling amazing. That's the perfect day.

[Describe how it happens less often than you'd want]

Happens MAYBE once a month??

[Redefine, in a funny way, how this situation actually happens most of the time]

Most days I wake up at 6a, scramble to get through Duolingo while brushing my teeth.

Create my content on the spot. I'm not happy with it.

*Forget to load it. Sh*t.*

No podcast. Just listening to some hip hop. Trying to get motivated.

Scrolling Instagram or LinkedIn. Feeling bad about the state of the world.

Don't call my parents. Skip the peloton to watch TV. Drink beer.

Order in delivery food.

Scroll Twitter in bed.

[I'm still grateful]

BUT...

I still sleep well.

Smiling as I nod off.

[Moral of the story]

A reminder that every day doesn't have to be perfect. You don't have to be on your "A" game every day of every week.

Try your hardest. But, don't beat yourself up when you fail.

Sleep soundly to see another day.

[Summ it up in one line]

Success is a marathon.

Reactions: 69,390

2. Give Them Reasons to Adopt a New Paradigm ([View live post](#))

[Start with a bold claim]

The 9 to 5 is getting pummeled.

[Aggitate your claim]

The great resignation is growing faster than ever.

[Say you're ok with that claim]

And I love it. Why?

[Explain why in a single statement]

Because the workforce is tired.

[Give four additional reasons that back up the past statement]

Tired of 3% raises and 7% inflation.

Tired of being treated unfairly.

Tired of long commutes.

Tired of bad bosses.

[Introduce a new paradigm]

So they are saying no to the old normal.

And learning to make money on their own...

[List four examples of the new paradigm]

Coaching.

Teaching.

Helping.

Selling.

[Describe a common behavior of people adopting the new paradigm]

They're moving out of high-cost cities and into lower-cost, tax-friendly areas.

Realizing they can support themselves.

[Describe the tools, processes, or mindsets that allow this new paradigm to exist]

Armed with nothing but an internet connection and their own knowledge.

[Explain why this new paradigm is here to stay]

And they won't be going back...

Because they don't want dream jobs.

They want dream lives.

Reactions: 50,480

3. Give More Credit to an “Unsexy” Idea ([View live post](#))

[Describe a situation where you experienced simplicity at its core]

I paid a guy \$130 to move a treadmill in 30 minutes.

[Elaborate on that experience]

Said he had 8 moves that day.

Do the math.

Have you made \$1,040 in one day?

[Reflect on what made it so special/powerful]

Everyone wants entrepreneurship to be fancy.

Sometimes it's just movin' treadmills.

[Share what you learned from it]

Maybe your idea is fancy.

Maybe it isn't.

Either way...go for it.

Reactions: 33,778

4. An Unexpected “Secret Sauce” [\(View live post\)](#)

[I did something remarkable]

I escaped the rat race 2.5 years ago.

[Reflect on what helped you achieve it]

My secret sauce is less ambition.

[List what you didn't do that others might have expected]

I don't:

- want to change the world.
- want to build the next unicorn.
- want to be featured on any lists.
- want to get the highest valuation.

[List what you focused on instead]

Instead:

- I want to spend my time working on things I enjoy with people I enjoy.
- I want to be able to travel wherever I want to, whenever I want to.
- I want to spend way more time with my friends and family.
- I want to stop doing things I don't like doing.

[Share the moral of the story]

Thinking about what you actually want in life can force different behavior.

Take you down a different path.

A path towards living more intentionally.

[Finish with a question to make the reader think]

Are you copying someone else's life?

Or designing your own?

Reactions: 29,914

5. Take a Stand on a Popular Topic [\(View live post\)](#)

[I lived through a popular event]

I lived through Crying CEO Guy.

[Instead of just regurgitating what everyone else is saying, take a unique angle]

I didn't take a mocking selfie.

I didn't blast him in the comments.

I didn't go to his Instagram and make fun of him.

[Take a stand based on your values or beliefs]

Want to know why?

Because humiliating people isn't my thing.

And it never will be.

[Explain your reasoning]

Because I've done and said a lot of really stupid things over the course of my 41 years here on this planet.

And when people have gone out of their way to humiliate me, it sucks.

[I decided to do something about it]

So a few years ago, I made it a habit to remember that even the silliest mistakes are made by someone's son or daughter, spouse, parent, or sibling.

[Doing so helps me see the world differently]

I've found that to be a helpful thought to revisit when I feel like piling on.

[I'm not completely against the popular consensus]

Look...I obviously hope crying selfies don't become the norm.

[But, I'm still going to choose kindness]

But, I hope humiliating people on LinkedIn doesn't either.

Reactions: 14,989

6. Share a Helluva Story ([View live post](#))

[Share an occasion where you experienced failure]

I got FIRED 3 times before I was 28.

[Elaborate on that experience]

I NEVER hit quota in my first 4 sales jobs.

At 28, I took a job as one of the first salespeople at a tech company in NYC.

[Provide context as to why this was a difficult experience]

I'll spare you the details on how I got the job.

I moved to NYC and was paid \$40k as I turned 29.

I slept on my friend Mara's couch for 5 months. (Thanks!)

[Transition into how you overcame that experience]

Something funny happened though: An intersection, I'll call it.

The intersection of finding a product, team, culture and city I freaking LOVED.

[Share how that made you feel]

I got energized. Pumped. Every day.

[Explain what you did next]

I worked NON-STOP.

I won every award possible.

I got promoted 5 times.

[What was the result?]

By 33 I became an Executive.

I look back and cannot remember the old me. I simply can't fathom it.

[What did you learn from this experience?]

Moral of the story? Find an intersection of some thing, some people, some vibe and some place you love.

Hell, 3 out of 4 will do.

But, when they ALL intersect...well...?

That's when you get dangerous You forget the OLD you.

[Finish with a call to action or advice]

Have fun out there today. Go find the NEW you.

Reactions: 14,125

7. Share Your Most Valuable Lessons [\(View live post\)](#)

[I've just hit a significant milestone]

Yesterday I turned 40.

[Here are X lessons I learned in my journey to that milestone]

Here are 20 helpful lessons I've learned during my life.

[List the top lessons you can think of]

1. The 2nd biggest difference between success & failure is persistence.
2. The biggest difference between success & failure is getting started.
3. 100% of people are out for themselves, even if it doesn't appear so.
4. Comparing yourself to others is the easiest way to get distracted.
5. It's difficult to build a work ethic without the right environment.
6. The most important skill to learn is how to learn on your own.
7. If you have a 10-year plan, you'll outperform most people.
8. Getting 1% better at something means leaping millions.
9. Everyone has knowledge that other people will pay for.
10. There is absolutely nothing wrong with being selfish.
11. 10% of people will hate what you do no matter what.
12. If you can't teach yourself, you'll always be a liability.
13. Don't spend time with people who don't reciprocate.
14. You won't do anything special without risk.
15. Divorce from anyone who drains you.
16. Time is the single greatest asset.
17. Money is not the root of all evil.
18. You can't say yes to everyone.
19. Consistency trumps all traits.
20. Nearly everyone is winging it.

[Finish with a quote that encapsulates the value of your journey]

While I'm bummed to leave my 30s, my wife always reminds me:

"Not everyone gets to be 40."

Reactions: 10,958

8. Give Advice to a Vulnerable Audience ([View live post](#))

[Describe your audience with an "if you are" statement]

If you're in your 20's...

[Describe a common behavior or thought pattern among your audience]

And you're optimizing for money...

[Challenge that behavior or thought pattern]

IMO, you're doing it wrong.

[Explain why]

The likelihood of you reaching your earnings ceiling in your 20's is low.

In your 30's, 40's and 50's???

MUCH higher.

[Provide an alternative way of thinking]

So what should you be doing in your 20s?

Optimize for experience.

Optimize for knowledge.

Optimize for people.

Optimize for fun!

[Continue describing ways to implement this alternative way of thinking]

Find a company you LOVE.

A product you're so proud of.

Work your tail off.

Work SO hard.

Gobble up as much knowledge as you can.

Ask everyone you admire for their knowledge.

Find a mentor.

Build an incredible network of smart people.

Future titans of your industry.

People who LIFT YOU UP.

Drop them in a Google Sheet

Call/text/email/meetup regularly.

[Provide even more detail on how to implement this way of thinking]

ALSO.

Don't forget to blow off some steam!

Travel to cool places.

Hang with great friends.

Eat awesome food.

Drink amazing wine.

[Describe the ultimate benefit of thinking this way]

If you treat your 20s like this...

...the 30s (and I hope) the 40s have a better chance of being lovely.

Reactions: 9,559

9. Step-by-Step Breakdown of a Process

(View live post)

[Describe a common behavior among a particular audience, and challenge that behavior]

If you charge less than \$100/hour as a consultant, then raise your rates.

[Introduce a methodology for challenging that behavior]

I use a process called F.I.T.I in my own consulting business.

[Break the process down into simple steps]

Here's a step-by-step guide on how you can use it

[Step 1]

Step 1: Feedback

[List the tasks associated with this step]

You must get feedback from as many customers as possible.

- Where do your customers get the most value from you?
- What do they wish they could get more of from you?
- Send a survey or have a simple conversation.
- Don't overcomplicate.

[Step 2]

Step 2: Iteration

[List the tasks associated with this step]

- Develop & expand areas customers want
- Eliminate things they don't want
- Look at what YOU like/hate
- Is there an intersection?
- Double down there

[Step 3]

Step 3: Testimonials

[List the tasks associated with this step]

- Collect as many testimonials as possible from your happy customers
- Splash written and video testimonials on every page of your website
- This drives conversion from prospect on website --> booked call
- It's also a key driver behind price increases
- You need them regardless of level

[Step 4]

Step 4: Increase

[List the tasks associated with this step]

- You now have important feedback from step 1
- A more valuable operation from step 2
- Social proof from step 3
- Increase prices!

[Share the results you've seen from implementing this methodology in your own business]

I've 10x'ed my rates in 2 years using this process.

[Finish with a call-to-action for the reader]

Scared to ask customers for a testimonial?

I dropped a template email below.

Reactions: 8,050

10. Compare Two Scenarios [\(View live post\)](#)

[Describe things you care about a specific mind shift]

When I worked a 9 to 5, I cared about:

- Job title
- Salary + OTE
- Number of direct reports
- What peers thought about me

[Describe the things you care about now]

As a solopreneur, I care about:

- Health
- Network
- Free time
- Creativity
- Time with my wife
- Location independence

[Finish with an affirmation or positive message]

A wonderful mindset shift.

Reactions: 7,869

11. Encourage Action [\(View live post\)](#)

[Hit them with a vague, but easily relatable problem/feeling]

Promote yourself.

[Emphasize its importance through a "punchy" tagline or ultra-short sentence]

No one else is going to do it for you.

[Attach a relevant image that expands on the idea]

Justin Welsh
@JustinSaaS

Promote yourself online every single day.

- Your work
- Your brand
- Your opinions
- How you think

People will either:

- Love you (customers)
- Hate you (who cares)
- Join you (network)
- Follow you (students)
- Ignore you (already are)

11:49 AM · 3/28/22 · [Hypefury](#)

[View Tweet activity](#)

143 Retweets 15 Quote Tweets 942 Likes

Reactions: 7,620

12. Do Something Remarkable for Your Audience ([View live post](#))

[Start with a stat that supports your argument]

77% of the world can't afford my products.

[Lead into your argument by providing context]

I think that sucks.

So, I finally changed that today.

[Introduce your solution]

This morning I introduced Purchasing Power Parity (PPP) on my website.

That means, that when you come to my website from outside of the US, you'll be automatically offered a coupon that helps the price make more sense given your local currency.

[Provide some examples]

Some examples:

India: 60% discount

Brazil: 50% discount

Colombia: 50% discount

South Africa: 50% discount

Uruguay: 40% discount

Croatia: 40% discount

Greece: 30% discount

Spain: 20% discount

[Mention some pitfalls to building credibility]

The system isn't perfect.

It won't help every single person.

But it's a good start.

[Tie your point to your overall mission or values]

And this is aligned with my mission of providing accessible products to everyone who wants to grow their audience and business online.

[Strengthen your argument with a "regardless" statement]

Regardless of where they live.

[Describe how this fits into the bigger picture]

I hope that this is one of many small steps toward democratizing access to information.

[Call the reader to action]

Check it out here:<https://lnkd.in/eVcVEhQa>

Reactions: 7,083

13. Before and After [\(View live post\)](#)

[Describe a “before scenario”]

My life in 2018:

- Underpaid
- Overweight
- Overworked
- Canceled vacations
- Physically & mentally exhausted

[Describe an “after scenario”]

My life in 2022:

- 3x higher income
- Daily workouts w/ my wife
- 8+ hours per day of free time
- Traveled 6x in the last 90 days
- Great sleep and a wonderful marriage

[Explain what changed]

What changed?

I went all-in on myself and my business.

Reactions: 6,917

14. Lessons Learned From a Tough Life Experience [\(View live post\)](#)

[I went through a tough life experience]

For 6 months, I lived on a couch in Brooklyn in late 2009.

[Things got just a bit better]

In May of 2010, I saved enough commission to move.

[Elaborate on low points]

I chose a bedroom in the East Village of NYC...

It was 6 feet by 11 feet.

[Describe an awful experience in detail]

I bought a fold-down single futon because it was all that would fit in the room.

[Help the reader understand how you felt during this time]

It was as hard as a rock & I remember never getting a good night's sleep.

[Then something happened]

When I went to the office a few weeks later, my CEO saw me and said...

[Actual conversation moment]

"Hey - you look really tired. What's going on?"

I told him about the futon.

[Something unexpected happened as a result]

He walked back to his office and after five minutes he reemerged with a little rectangular piece of paper.

It was a blank check.

[It got even better]

He told me to go to Sleepy's on Broadway.

Buy "any single bed that will fit - up to \$1,000".

[I did what he said, and things got even better]

I found the most comfortable single bed in history.

\$498

[I learned something valuable during this time]

It was the grandest gesture I had ever seen at that point in my life.

[I changed my behavior to reflect this new lesson]

I worked my tail off for the next five years.

[This happened as a result]

I brought in over \$3.2M in revenue.

[Contrast this result with the cost of the original problem]

It cost that company \$498.

Five years of hard work.

498 dollars.

[State the obvious to add emphasis]

Pretty good ROI, huh?

[This is something I cherish /my favorite thing]

That's my favorite memory.

[Conclude with a call-to-action or positive message]

Want to be happy at work each day?

Find a company that treats you like that.

Reactions: 6,240

15. Encourage Readers to Challenge Conventional Wisdom [\(View live post\)](#)

[Describe the current status of a universally-accepted problem]

Americans are stressed.

[Elaborate on the causes of this problem]

40 hours workweeks have become 80 hours.

[Explain why this is happening]

Why?

Because everything is blending.

[List tangible examples of the causes]

Your house is now your office.

Your family time is now company time.

Dinners are spent checking your iPhone.

Evenings filled with "just onnnneeee more email".

[List even more causes to add credibility to your argument]

Pay sucks.

Raises are light.

Inflation is massive.

Responsibility is increasing.

[Evoke high-arousal emotions with a painful identification]

Want to make some extra money?

"Sorry, your contract forbids side hustles."

[Use a contradicting statement to increase credibility]

Your job can invade your personal life, but your personal life cannot invade your job.

Ridiculous.

[Use a real-life example to add more credibility]

I talk to people daily who are walking out of restrictive companies and walking into places that embrace balance and creativity.

[Look towards the future with hope]

I hope this is the start of a massive trend.

[Cheers to the future]

Here's to the people challenging the status quo and reclaiming their lives

Reactions: 5,893

16. Describe a Desirable Behavior [\(View live post\)](#)

[Splinter your audience with a polarizing statement]

The 9 to 5 is dying.

[Mention a credible source that supports your opinion]

Hell, even LinkedIn News is saying so.

[Quote the source directly and explain its significance]

They say the "great resignation is coming". Want to know why?

Because people got a serious glimpse into their companies during COVID.

[List specific examples of this problem]

20M+ people out of work.

Laid off.

Fired.

[Describe how this new reality changed people's behavior]

And during these last 15 months stuck at home, in front of the computer?

[List examples of the new behavior]

They started:

- Writing
- Recording
- Supporting
- Connecting
- Exchanging

[Highlight a shared desire or belief to create connection]

They started making money.

[List concrete steps people can take to achieve this goal]

They coached.
They helped.
They taught.
They sold.

[Describe a more desirable future]

They moved out of high-cost cities and into lower-cost, tax-friendly areas.

[Describe the ideal mindset for achieving this future]

They realized they can support themselves, armed with nothing but an internet connection and their own knowledge.

[Contradict the credible source's original claim]

But LinkedIn News is still wrong.

The "great resignation" isn't coming.

It's here.

Reactions: 5,855

17. Give Advice on a Negative Emotion

(View live post)

[Give advice on a negative emotion most people experience but don't talk about]

Never work a job that destroys your mental health.

[Even when it's hard]

Even with massive pay, it doesn't work long term.

[Position yourself as a friend giving tough love]

I promise.

[List practical action steps for improving the situation]

- Find a great role
- Focus on your mental health
- Spend some time working on passion projects
- Turn them into a full-time business over the long haul

[Emphasize the importance of the issue at hand]

Filthy rich and burned out sucks.

[Turn the status quo on its head]

Moderately wealthy and free is heaven.

Reactions: 5,818

18. Write a Proverb That Challenges Conventional Wisdom [\(View live post\)](#)

[Challenge a commonly-accepted, yet harmful belief in a simple way]

If your great career means a terrible personal life, you're hustling in reverse.

Reactions: 5,478

19. Compare the Progression of Two Different Scenarios [\(View live post\)](#)

[Showcase the growth progression of a past behavior/experience/skill]

My raises as an employee:

2017: 4%

2018: 5%

2019: 7%

[Compare it to a better/different situation]

My raises as a solopreneur:

2020: 10%

2021: 40%

2022: 95% (Proj)

[Summarize the key takeaway in two lines]

Don't ask for a raise.

Create one.

Reactions: 5,263

20. Break Down a Skill Into Smaller Components [\(View live post\)](#)

[Describe a skill your audience wants to have]

When someone says: "She's a good closer"

[Break down that skill into smaller, more manageable pieces]

Here's what they really mean:

- "She sets a great agenda"
- "She does in-depth discovery"
- "She uses a strong upfront contract"
- "She maps solutions back to customer pain"
- "She talks through potential obstacles"
- "She gets multiple stakeholder buy-in"
- "She sets appropriate expectations"
- "She walks through implementation"
- "She positions the right pricing package"
- "She shows them how to purchase"
- "She asks them to move forward"

[It's more than just isolated techniques or tactics]

"Closing" isn't a thing.

It's an aggregation of many things done extremely well.

Reactions: 4,944

21. Relevant Concept + Relevant Image [\(View live post\)](#)

[Introduce a concept that will make your audience's lives better]

Repurposing: The easiest way to more (and better) content.

[Attach an image that drives the point home and exemplify with a relatable scenario]

Justin Welsh
@JustinSaaS

If you're publishing content daily,
remember:

- 75% of your followers didn't see it
- 80% of your followers won't remember
- 100% of your new followers never saw
it

Repurpose often.

Nobody remembers your content like
you remember your content.

7:25 AM · 3/18/22 · [Hypefury](#)

|| View Tweet activity

84 Retweets 7 Quote Tweets 862 Likes

Reactions: 4,716

22. A Critical Decision That Turned Out Great ([View live post](#))

[I made a critical life decision that turned out great]

8 years ago today, I married my smart, beautiful best friend.

[Share how different things were before you made the decision]

There was no LinkedIn content.

No community of people.

No business building.

No Top Voice award.

No financial talk.

[I doubted myself, but also had this sneaking feeling that it would work out]

Just a newly married couple with a lot of doubt, but also a lot of ideas.

[Add a self-deprecating joke]

And a bit more energy.

[Things can change pretty quickly]

A lot can happen in 8 years.

So many things change drastically.

[Yet, some things stay the same]

But one constant is the love, support, and respect that flows in both directions.

[These intangible things are invaluable]

I wouldn't change it for the world.

[Close with hopes or plans for the future]

Happy anniversary, Jennifer Welsh.

Here's to many more.

[Attach a personal photograph that captures the moment or spirit of the post]



Reactions: 4,528

23. The Challenging Question ([View live post](#))

[Challenge your readers with a question]

Want to help Ukraine?

[Propose a solution that is simple and easy to do]

I built a website that links to charities you can donate to.

[Break down the solution into actionable steps]

Here are 2 options:

1. If you have money, please DONATE ↴
2. If you don't have money, please SHARE this ↴

[Instruct the readers on how to take action]

The link to the website is below in the comments.

[Provide a simpler alternative solution for people who can't or won't do the first thing you suggested]

Please give this post (and the first comment) a reaction to get this thing moving!

Reactions: 4,362

24. The System Is Against You [\(View live post\)](#)

[You're being victimized by a system that's rigged against you]

You're being bamboozled by the news.

[List examples of how this is happening]

- Constant negativity
- Destroying your good vibes
- Arguing with random internet strangers

[Hit them with a vague statement]

What a waste.

[Make the reader accountable for their own actions and feelings]

It's up to you to curate a better ecosystem that allows you to thrive.

[Provide actionable steps to take]

Here's my attack plan:

1. I unfollow all negative people on social media.
2. I don't have cable television, nor do I ever watch the news.
3. I have a Chrome extension that removes trending topics from Twitter.
4. I set a weekly game plan in action each Monday to connect with brilliant people, read good books, and listen to top podcasts.
5. Each day, I set my intentions: what do I want to accomplish? What are my anti-goals? What are my rewards?

[People don't always agree with you]

Often people ask me:

"How do you know what's happening in the world?"

[You're ok with that]

My answer:

"The world is literally always happening, every second."

[Tell them what not to do]

Don't let a group of people in some back-office choose what fills your mind.

[It's all about perspective]

The world can be wonderful or worrisome.

[You can choose the world you want to live in]

Curate your best environment.

[It's a life or death decision]

Your wellbeing depends on it.

Reactions: 4,228

25. Something Simple Changed Your Perspective [\(View live post\)](#)

[Something happened recently that's got you thinking]

Yesterday, a guy power washed our property for \$750 and it took ~90 minutes.

[Things get even more surprising]

Says he's booked out for 6 weeks.

Wow.

[You understand it's not that simple]

P.S. Yes I understand there are upfront costs, scale issues, seasonality, etc...

[Reflect on the meaning of what happened]

But damn, these "unsexy" businesses should get more love.

Reactions: 4,140

26. I Do X to Achieve Y ([View live post](#))

[I do X to accomplish Y]

I spend \$623/month to generate \$105,000/month.

[Break down what X entails]

Here are the 11 crucial tools I use:

[Invite readers to learn more about your process]

Learn more with my free Tech Stack list.

[Provide a clear CTA]

Grab it here: <https://lnkd.in/emNvaeYG>

[Attach a more complete piece of content that goes into detail about your process]



(This is a slideshow that goes into more detail about each of the 11 tools mentioned in the post)

Reactions: 3,931

27. Encourage Massive Action ([View live post](#))

[Take massive action on a small, yet crucial goal/activity]

Promote yourself online every single day.

[No matter what]

Somewhere.

[List examples of how you can do this]

- Your work
- Your brand
- Your thoughts
- Your products

[List the inevitable outcomes of taking this action]

People will either:

- Love you (customers)
- Hate you (who cares)
- Join you (network)
- Follow you (students)
- Ignore you (already are)

[Close with a positive note]

Have a great Sunday.

Reactions: 3,847

28. Don't Follow the Crowd; Do What Matters ([View live post](#))

[Don't pursue this big accomplishment according to most people]

Stop bragging to everyone that you read 25 books a year.

[Take this opposite approach instead]

Publish one.

[Stop focusing on what everyone else is doing]

Stop telling everyone about the podcasts you listen to.

[Take a more active role in your life]

Record one.

[Don't get influenced by what's popular]

Stop spouting off everything you read in blogs.

[Be the change you want to see]

Write one.

[Summarize with a clear message]

There's no reward for the most consumption.

[A rhetorical question and a powerful statement to end on]

Creation?

That's a different story.

Reactions: 3,820

29. Authorities Don't Control Your Life [\(View live post\)](#)

[Authorities don't control your personal life]

Your employer doesn't own your LinkedIn profile.

[Introduce what you're going to talk about]

And here are 7 reasons why they never should:

[List a few reasons that backup your claim]

1. Your brand compounds instead of starting over with each job.
2. Your brand stays with you regardless of where you work.
3. Your brand develops connections, not transactions.
4. Your brand becomes your resume over time.
5. Your brand unlocks new opportunities.
6. Your brand isn't controlled by HR.
7. Your brand is your safety net.

[Use an attention-grabbing word to emphasize your next point]

Remember:

[Knife twisting statement that drives the point home]

Your employer won't help you rebuild your profile when you're laid off.

["So what" statement]

So, don't let them use it while you're employed.

[Short CTA to empower readers to take action]

Take control.

Reactions: 3,800

30. Reframe a Popular Belief [\(View live post\)](#)

[A is not B]

Making money is not a skill.

[C is B]

Solving problems is a skill.

[A is the outcome of C]

Money is simply the outcome.

[Transition into practical, actionable advice]

So, if you want to make more money, go learn how to solve:

- More problems
- Bigger problems
- Expensive problems

[Stop chasing A and prioritize C]

Stop chasing money and start chasing solutions.

Reactions: 3,786

31. “How to” Bomb + Relevant Image ([View live post](#))

[Start with a "how to" statement that showcases your expertise]

How to write 10x better LinkedIn posts in 5 steps:

[Remove a common obstacle/objection]

(without an expensive copywriting course)

[Attach a piece of content that covers your topic in more depth]



(This slideshow breaks down the steps mentioned in the post)

Reactions: 3,735

32. The Evolution of a Mindset [\(View live post\)](#)

[Introduce a common thought among beginners in your industry]

Beginners: I got 3,000 views!

[Contrast this with a more experienced mindset]

Amateurs: I got 3,000 likes!

[Take this thought to its ultimate conclusion]

Pros: I made 3 new meaningful connections.

[Summarize with a powerful statement]

It's about real connections here.

Not little thumbs and hearts.

Reactions: 3,735

33. Show Them What Works [\(View live post\)](#)

[X is the only way to achieve Y]

The internet is the only place where you can go from \$40k to \$400k in one year.

[List the clear benefits of X, compared to a more traditional approach]

- No career path
- No activity bonus
- No daily meetings
- No ""can I have a raise?""
- No performance reviews
- No, ""we don't have the budget""

[Describe what X entails in terms of effort]

Just heads down for 12 months, 100% accountability...

[Describe the ultimate benefit of X]

And an uncapped earning potential.

[Time-bound CTA]

Start this weekend.

Reactions: 3,693

34. Someone Else Simplified a Complex Topic ([View live post](#))

[Start with an irreverent statement that gets people's attention]

Make sh*t simple.

[Tell them what you're going to tell them]

A true story.

[Describe an achievement in your career]

In May of 2013, I was promoted to my first Director-level role.

[Tell us what that achievement involved in terms of responsibility and impact]

I was tasked with launching a new product at ZocDoc. But...

[Share the "But..."]

I was terrible at negotiating contracts.

Like, awful.

[Someone else helped you with that]

I sat down with the Chief Legal Officer at my company and he walked me through an agreement, talking about the negotiation points.

[It was obvious that you didn't understand the situation]

When he glanced over at me, he could tell my head was spinning.

[Help the reader visualize what happened next]

Like it was yesterday, I can remember him smiling and leaning back in his chair.

[Share a fragment of the actual conversation]

"Ok, Justin. Imagine you are running a lemonade stand..."

[This person's approach was simple, but effective]

He then proceeded to teach me each point like I was a Kindergartner.

[This event changed your perspective]

I leaned in hard because this was the first time someone made contract negotiation a bit easier for me to understand.

[The moral of the story]

That's what real intelligence looks like.

Being able to explain complex things in simple ways.

[Tell them what to avoid]

Forget complicated jargon

Forget fancy acronyms and what not

Forget trying to impress others with your lingo

[Tell them what to do]

Just explain it in a way that I can understand easily.

[List where/when this philosophy can be applied]

Works in legal

Works in marketing

Works in sales demos

Works in customer success

[Show your human side with an emotional appeal]

I'm not embarrassed. We all suck at stuff.

[Add a rhetorical question to get people thinking]

Isn't it amazing to have something explained in a way you can understand it?

[Encourage them to take action]

Help someone in that same way today.

Reactions: 3,504

35. What Years of Experience Had Taught You ([View live post](#))

[I've done this remarkable thing]

I've hired over 500 people in my career.

[Sometimes, it's great]

Some were amazing.

Went on to be high-growth VPs.

[Sometimes, it's not so great]

Others? Not so much.

[It's not perfect; I'm still learning]

I've yet to find a steadfast rule on who will succeed and who won't.

[But I've learned this]

But, here's something I've learned.

[Tell them your most valuable lesson]

Truly great people understand the value of your time.

[Elaborate on that]

They are organized.
They are on time.
Have an agenda.
Get to the point.

[Ask 3-4 relatable questions that put things into perspective, and provide a simple answer that inspires action]

Can't manage your Google calendar?
Learn to.

Can't be on time?
You're an adult.

Didn't write an agenda?
What are we doing at this meeting?

Rambling?
Relax. Get crisp. What are we solving here?

[Explain why this is crucial]

Great hires respect your time, show up, are incredibly prepared, and get down to business.

[Mention the ultimate benefit of this]

Just doing this puts you in the top 10% of company hires.

[End with an "if this, then that" statement]

If you're not organized, get started today with a simple calendar audit.

Reactions: 3,466

36. Polarize Your Audience [\(View live post\)](#)

[Polarize your audience with a simple, yet thought-provoking statement]

You weren't born to spend 60+ hours a week working on someone else's dream.

Reactions: 3,391

37. Promote the Right Behavior [\(View live post\)](#)

[Show preference for people with X quality/trait]

Hire people with side hustles.

[Move your perspective away from what they're doing wrong]

Don't focus on some "distraction" you envision.

[Instead, focus on what they're doing right]

Focus on how crazy motivated that person likely is.

[Encourage them to take action one more time]

You want that in your org.

Hire that person.

[Tell them to trust you on this one]

Trust me.

Reactions: 3,342

38. Your Handicaps Are an Illusion [\(View live post\)](#)

[Even if you're in X situation, you can still get Y benefits]

Even if you're employed full-time you can still:

[List examples of the benefits they can get or the actions they can take]

- Consult
- Freelance
- Write eBooks
- Create video courses
- Run a paid community
- Write a paid newsletter
- Do cohort-based coaching

[It's simpler than most people think]

The barrier to entry has never been lower.

[The opportunity is clear]

The potential to replace your salary has never been higher.

Reactions: 3,336

39. Join the Top Percentile of Your Industry [\(View live post\)](#)

[Audience X is not created equal]

LinkedIn is 90% lurkers, 9% consumers, and 1% creators.

[Take this specific action to join the top percentile]

Publish daily and join the 1%.

[Doing so will impact these particular areas of your life]

Network changer.

Income changer.

Life changer.

Reactions: 3,318

40. A Collection of Advice [\(View live post\)](#)

[Here's all the advice I've been able to get in X years of experience/research/etc.]

Every piece of business advice I could come up with after 3 years solo.

[List 30-45 different pieces of advice in groups of 5]

1. Stop reading 50 business books and just get started.
2. If people root for you to fail, cut them out of your life.
3. The best entrepreneurs know how to teach themselves.
4. You learn 100x more by trying than by reading ab someone else.
5. If you don't know how to sell, you're going to struggle.

6. Thick skin is a prerequisite for building in public.
7. You go 10x faster by supporting people, not tearing them down.
8. No matter how good your product is, someone will hate it.
9. Price whatever you offer at a rate you'd be comfortable paying.
10. Your network can either speed you up or slow you down.

11. Pessimists are often right, and optimists are often wealthy.
12. Stop asking everyone, and start figuring shit out on your own.
13. If you don't respect people's time, they won't respect you.
14. Always over-communicate.
15. Assume you can learn something from everyone.

16. Assume everyone you talk to is also full of shit.
17. Your business heroes are regular people who took action.
18. If you can make \$1, you can make \$1,000.
19. If you can make \$1,000 you can probably make \$100k.
20. Don't ask random people questions. Ask your customers.

21. You don't need meditation and sunlight. You need action.
22. Don't ""find a mentor"". Do interesting things & attract mentors.
23. Promote yourself online every day.
24. Write daily for at least 30 minutes.
25. Ignore haters. They are the least interesting people.

26. Help others and let them reciprocate. If they never do, move on.
27. Go to therapy and be honest.
28. Drink less alcohol.
29. Start with one revenue stream, but diversify shortly after.

30. Anyone selling instant results is a con.
31. Systems beat motivation & discipline every time.
32. Quit focusing on tools and tech. Just use what you know.
33. Experiment often, but never with 2 new variables.
34. Use data to create better content.
35. Never plagiarize people but borrow shamelessly.
36. Stop trying to be cool. Be successful. Cool will come.
37. You're a lot less clever than you think you are. Be clear.
38. Be on time for important things. You're not a teenager.
39. Nobody is coming to save you.
40. Arguing online is a waste of time and energy.
41. Don't be arrogant, but have a mindset that you can do anything.
42. Nobody cares about you. They care what you can do for them.
43. Don't argue with your customers.
44. Everyone has the same 24 hours. It's how you use it.
45. It's not helpful to study Elon and Bezos if you're making \$0.

[Encourage readers to implement your advice]

Take every piece of advice in this thread with a grain of salt.

[Acknowledge the flaws of your process]

I'm just some random guy on the internet sharing what I've learned.

That doesn't mean it will be 100% true for you.

[Still, it's worth trying out]

But, if there is one takeaway, it's this: GET STARTED.

[Because at the end of the day, that's all that really matters]

That's how you'll learn your lessons.

[Add a P.S. to invite readers to take a specific step]

P.S. Like content like this? Join 42,000+ entrepreneurs in my newsletter: <https://lnkd.in/eXv2Mxfg>"

Reactions: 3,259

41. A Loser's Behavior [\(View live post\)](#)

[Criticize a common behavior or belief among your audience's antagonist]

The people who criticize the most, create the least.

Reactions: 3,210

42. Show Them the Failures Behind Success ([View live post](#))

[Showcase what it takes to achieve X]

Behind every successful LinkedIn creator is:

[List all the things that it actually takes to achieve X]

- Ignored content
- Crippling self-doubt
- Worries about money
- Failed side hustle ideas
- Failed product launches

[This will happen, regardless of your talent or ability]

I don't care who it is.
Everyone has experienced it.

[So, you should take this specific action to increase your chances of success]

That's why it's so important to root for each other.

[Summarize with a value-oriented CTA]

Lift others and lift yourself.

Reactions: 3,192

43. Break Down a Complex Topic Into Smaller Pieces ([View live post](#))

[Break down the math or logic behind a desirable outcome]

The math behind a seven-figure per year online business:

[List the different elements that make up the math or logic]

- \$20.8k per month
- Which is \$695/day
- Which is 7 customers at \$99/each
- Which is 475 daily web visitors at 1.5% conversion

[It's simple, not easy]

Mind you, none of this is easy.

[Still, it's better than the alternative]

But it's certainly easier than staring \$250k in the face with no plan.

[Tell readers what the next step is]

Here are 4 ideas you can turn into plans:

<https://lnkd.in/eK8G7f-h>

Reactions: 3,161

44. Contradict “So-Called” Experts ([View live post](#))

[“So-called” experts say you should do this]

What LinkedIn coaches say:

- Study the algorithm
- Use emojis to stand out
- Use polls for engagement
- Write long-winded stories
- Use a bunch of popular hashtags
- Talk about relevant topics like the Oscars

[True experts advise something different]

What the best creators know:

- Study copywriting
- Find your unique angle
- Write for human emotion
- Create quality content daily
- Stay consistently locked on topic
- Study which content performs well
- Break those down into templates for reuse

[It's not about superficial tactics]

Social media isn't hashtags and emojis and polls.

[Mention what it's actually about]

It's science mixed with creativity.

All pushed through a repeatable system.

Reactions: 3,158

45. Take Control of Your Environment ([View live post](#))

[A mass external force is working against you]

The daily news is miserable.

[Here's how to protect yourself against that force]

So I surround myself with:

- Great books
- High performers
- Uplifting podcasts
- A motivated community
- A positive LinkedIn audience

[I'll prevent the bad from seeping in]

I'm going to brainwash myself before the world can.

Reactions: 3,151

46. Show Them How to Be Better ([View live post](#))

[Describe an undesirable behavior or belief that's common among your audience]

So many people have a zero-sum mindset.

[Provide an example of that behavior or belief]

They hate seeing other people succeed.

[Provide a second example of that behavior or belief]

They think it messes up their chances to do something great.

[Define the inevitable outcome of that behavior]

That's why they lose.

[Take an opposite stance]

I'm out here rooting for everyone to succeed.

[List the things you do to support your opposite stance]

- Make money
- Build a family
- Travel the world
- Get physically fit
- Meet their heroes
- Experience cultures
- Achieve all of their goals

[State the inevitable outcome of this opposite behavior]

That's how to win.

Reactions: 3,146

47. Take a Stance On a Controversial Topic ([View live post](#))

[Take a stance on a controversial topic]

In case anyone wonders where I stand on Roe vs. Wade, know this:

[Share your opinion on the topic]

I will always support a woman's right to choose what to do with her own body.

[Demonstrate you're absolutely sure of your opinion]

Always. I have zero right to do that.

That will never, ever waver.

[Provide examples]

- I support my wife and family.
- I support my female colleagues & friends.
- I support women I don't know who have had abortions.
- I support women I don't know who haven't had abortions, but might.

[Provide a more detailed example of someone or something you support that is related to the topic]

And I especially support the 2 women I know who have hidden their abortions from their pro-life parents, who are at home cheering on this decision while their daughters sit home crying.

[Take an ultimate stand]

Please stop regulating other people's life choices, when they don't harm you.

[Show your indignation]

This is an absolute tragedy.

I'm sad for our country.

Reactions: 3,131

48. I Made a Difficult Decision [\(View live post\)](#)

[Start with a statement that indicates a change in direction or opinion]

All good things must come to an end.

[Share the thing that's coming to an end]

Last week, I made the incredibly difficult decision to leave PatientPop.

[Tell us why it matters to you]

The last 5 years of my life have been spent building it from \$0 to nearly \$60M in recurring revenue.

[Use an analogy to strengthen your point]

It was, and still is, my baby.

[Transition to the explanation]

So, why did I make this decision?

Well, here's what a lot of revenue operators don't talk about:

[Provide a "behind-the-scenes" look into your decision]

Behind all of the "hustle 24/7"..."

The chest-thumping and big egos...

The awards & accolades...

There is significant mental & physical stress in hyper-growth startups.

[Agitate the problem]

I put an incredible amount of pressure on myself.

Coupling that with external pressure and expectations, sometimes you burn out.

[Transition from a general perspective to a personal one]

I burned out.

I was living to work. On edge. I wasn't the husband I wanted to be.

[It's hard to admit it]

It's certainly not the cool thing to say.

It's not hip and sexy to burn out.

[Still, it's the truth]

But, it's the truth.

[So, I'm changing course]

So after a decade of building big revenue teams at two massively successful startups, I'm taking some time off.

[I had a great run]

Going out amicably, with hugs, tears, and cheers.

[Introduce proof of what you're saying or what you've done]

After sharing memories with my team, my man Kevin Dorsey snapped this photo.

[Add a few emotional undertones to your story]

I get emotional just looking at it.

I love this team.

I hope you all get to experience the joy that I felt in this role, in your careers.

[It's time for a new chapter]

Creative, new project coming soon.

Reactions: 3,105

49. The Two-Line Proverb [\(View live post\)](#)

[Simplify an otherwise complex topic through a practical analogy, example, or poetically concise statement]

Goals in pen.

Plans in pencil.

Reactions: 3,083

50. The World Is Changing [\(View live post\)](#)

[Something is becoming obsolete]

Resumes are dying.

[A new thing is replacing the old thing]

Your online brand is the new resume.

[Regardless of your personal opinion]

It doesn't matter whether you believe it or not.

It's the truth.

[This new thing is slowly, but surely becoming the ultimate standard]

And social media is the ultimate aggregation of your career:

[List examples of how this new thing is changing the game]

- Your roles
- Your awards
- Your content
- Your portfolio
- Your opinions
- Your performance

[Provide a concrete example of how you're experiencing this change]

I can learn a lot more about a person's career by browsing their social media than I can from looking at a paper resume.

[What does this mean for readers?]

If your online brand doesn't tell your story and doesn't showcase everything you want a prospective employer to know about you...

You'd better get started.

[Reiterate your initial point]

Resumes are dying.

Reactions: 3,050

51. Tell Them How to Maximize a Resource [\(View live post\)](#)

[X is a valuable resource]

Your time is money.

[Here's how to waste it]

Don't sell it by:

- Reading trash
- Arguing online
- Endlessly scrolling

[Here's how to use it]

Invest it in:

- Learning a skill
- Building a product
- Having meaningful conversations

[You're responsible for what you do with this valuable resource]

Only you know your true hourly rate.

[Finish with a powerful statement that invites readers to take action]

Spend it wisely.

Reactions: 3,049

52. Show Them How Absurd Their Line of Thinking Is ([View live post](#))

[Start with a common question among your audience in a narrative form]

21-year-old: "Should I try entrepreneurship?"

[Answer what most people typically say]

Society: "No that's too risky."

[Turn a popular, yet stupid behavior into a second question]

21-year-old: "Can I smoke, drink, get a credit card & take out massive debt?"

[Show how absurd this line of thinking is]

Society: "Let's DO this!"

Reactions: 3,039

53. A Practical Guide For a Popular Topic ([View live post](#))

[Topic X is becoming mainstream]

Everyone on LinkedIn is talking about side hustles.

[Nobody actually understands how topic X works]

Nobody is telling you how to actually start.

[Here are practical steps about topic X that actually work]

Here are 10 steps to a side hustle while employed full-time:

[List your best tips on topic X]

1. Pick a topic you could talk about for 30 minutes unprepared.
2. Create daily content on LinkedIn sharing your knowledge.
3. When people ask questions, DM & schedule calls.
4. Listen for common challenges during your calls.
5. Create a short video product to address those.
6. Send it to the folks you helped on those calls.
7. Ask for testimonials in exchange for it.
8. Add the testimonials to your website.
9. Charge \$50 for your new course.
10. Start charging \$250 for calls.

[Explain the outcome of following these tips]

Now you have two revenue streams:

1. A simple coaching call (\$250)
2. A simple digital video product (\$50)

[Break down the process even further]

- Make the product your low-end item.
- Make the coaching call your high-end item.
- Use email automation to collect more testimonials.

[Explain the logic behind this process]

If people can't spend \$250, direct them to the product.

At the end of the product, share a link to schedule a call.

And around the cycle goes.

[Showcase the results of following this process]

If you sell 1 course and 1 call per workday, you'll add \$78,000 in yearly earnings.

[The moral of the story]

Money is everywhere.

[Finish with a rhetorical question to motivate readers]

Are you going to get it?

Reactions: 3011

54. The Beginner's Guide + Image [\(View live post\)](#)

[Topic X 101]

Social Media Engagement 101

[Embed an illustration or graphic that explains this topic in a simple, but meaningful way]

Reactions: 2,998

55. Success Is About Helping Others [\(View live post\)](#)

[Show the value of something by the number of people directly or indirectly affected by it to make a point]

Measure success by how many people thank you for theirs.

Reactions: 2,986

56. Open Your Audience's Eyes [\(View live post\)](#)

[Encourage readers to take a particular action]

Build your own thing.

[Explain the potential consequences of not taking that action]

Every other job is disposable.

Reactions: 2,945

57. Stay True to Your Values [\(View live post\)](#)

[I'll never compromise my values for X]

I'll never promote myself by tearing down someone else.

[I'll never compromise my values for Y, either]

I'll never promote my business by tearing another business down.

[Even if the whole world does the opposite, I'll still do the right thing]

In a world of anger, vitriol, hate, and jealousy...

I'll continue to root for everyone.

[I hope you choose the same path]

Hope you'll join me.

Reactions: 2,898

58. Reduce Their Fear to Take an Action ([View live post](#))

[Most people should do X]

More people should try solopreneurship.

[It's not as hard as most people think]

It's not as risky as you think.

[Break down the possible scenarios of taking or not taking action]

- Likely worst case is you go back to work.
- Likely best case is you unlock a better life.

[Shift the readers' perspective]

Feels riskier to never even try.

Reactions: 2,862

59. Tell Them How to Achieve Their Goals on a Limited Budget [\(View live post\)](#)

[Take an action soon]

Build your first side hustle this March.

[With limited resources]

(For just \$19)

[Show them how, step by step]

Here's how

1. Clean up your LinkedIn profile to reflect what you do for people.
2. Create content daily that talks about one challenge you solve.
3. When people ask you questions on your content, DM them.
4. Ask them if they'd like to talk for free, to see if you can help.
5. Do 10 of these calls to better understand how to solve.
6. Next, create a process you can walk people through in 60 minutes.
7. Then go to Carrd and build a simple personal website for \$19
8. Open up a free Calendly account and embed it on your site.
9. Create an event titled ""From X to Y in 60 minutes""

Example: ""From clueless to writing your first line of code in 60 minutes"" 10. Choose a dollar amount to charge (example: \$100)

11. Open up a few slots outside of your 9 to 5.
12. Add the link to your LinkedIn featured section.
13. Continue creating content each day.
14. When people ask questions, direct them to the link.

[Use a vague word that stops readers on the spot]

Listen...

[Nothing is perfect]

This is certainly not perfect.

[There's a myriad of variables involved]

And there are a million nuances I didn't mention.

[Still, taking this small action is all it takes]

But know this:

Getting started is the hardest part.

[Encourage them to try your method/advice]

So, try the above cheatsheet for 90 days.

[Ask them for feedback]

And, report back.

Reactions: 2, 851

60. The Comprehensive Guide [\(View live post\)](#)

[I've just hit a milestone/ achieved a goal]

This morning, my 2nd of 5 income streams crossed 7-figures.

[Follow these steps to get similar results]

Copy these 10 dead-simple steps to do the same:

[While saving yourself from all the headaches]

(without making all of the mistakes!)

[Step 1: Address a dangerous belief among your audience and eliminate it]

1/ Eliminate the "fallacy of expertise"

[Bring the false belief to consciousness]

When you get started, don't worry about "am I an expert?"

[Describe the consequences of this false belief]

If you do, you'll never get started.

[Tell them what to do to get rid of this belief]

Instead, make a list of your accomplishments, big and small, over the last 2-3 years.

[Ask them a question that will help them take the next step]

What skills did you learn during this period?

[Step 2: Build on the previous step]

2/ Identify your interests

[Explain what they should do next]

Inside of the list you just created, will be things you loved doing & hated doing.

Sorry, but you can't scale being miserable.

Choose something you built skills in, that you also enjoy doing/talking about/writing about.

This will be your focus.

[Continue guiding your readers throughout your process. The key is to be specific enough that they can replicate your results]

3/ Find the "you" from 2-3 years ago

Your goal is to find people who are just like you, but much earlier in their journey.

Where do they hang out online? Try places like:

- Reddit
- Twitter
- LinkedIn
- FB Groups

If you can't find them, use tools like SparkToro to help.

4/ Create content

Next, it's time to establish credibility.

Here are some easy ways:

- Teardowns
- Tweet threads
- Step-by-step guides

Show the people 2-3 years behind you that you understand their challenges & have solved them before.

This will gain you a small following.

5/ Build a small service business

A simple coaching business can be your 1st income stream.

An MVP landing page + Stripe to collect payments.

The key? Make the pricing a no-brainer.

You're not looking to get rich here, you're looking to learn.

6/ Promote it

It's unlikely you'll get clients just because you exist.

Instead, find easy ways to promote it.

When your new followers ask you questions, tell them about your coaching business. When you write content, share a link at the end.

Super simple stuff.

7/ Listen for commonalities

This is a key step to creating your 2nd income stream.

Your goal when coaching is to listen for the most common problems of your students.

- Write down every problem you hear
- Dive deeper to understand them
- Keep a running list

This is the gold.

8/ Build a digital product

Your 2nd income stream is your 1st digital product. Focused on the most common problem above.

Take someone from problem to solution in 60 minutes or less.

Keep it focused.

Single problem → single solution

Price it reasonably to build trust.

9/ Raise your rates

With a lower-priced product, you can now increase your coaching rates. When people want coaching, you can coach.

When they don't, tell them about your digital product.

You now have an offering for different learning styles and price points.

10/ Set up your systems

- Create useful content
- Drive people to the product
- Upsell 1:1 coaching packages

[Explain the ultimate benefit of adopting this process]

With this simple system it's only a matter of time before you add a 3rd income stream:

[Provide examples of tangible results this process can deliver]

- Consulting
- Community
- Physical products
- Cohort-based coaching

[Encourage readers to take action]

Next?

Get started.

↑ That's the KEY.

Make your first move today and start working this process.

Reactions: 2,846

61. Tell Them What to Avoid [\(View live post\)](#)

[A desirable trait is never achieved through an opposite trait/behavior]

I've never met a successful person surrounded by unsuccessful people.

[Take this specific action to make sure you're on the right track]

Audit your environment.

Reactions: 2,819

62. Share an Observation [\(View live post\)](#)

[Follow the crowd and no one will ever question your reasoning]

Tell someone you hate your job and nobody bats an eye.

[Challenge the status quo and you'll be met with resistance]

Tell someone you're building your own thing and they lecture you on risk.

[It's irritating]

Smh.

Reactions: 2,793

63. Tell Them How to Win [\(View live post\)](#)

[This popular behavior/strategy/tactic is harmful/useless]

All your eggs in one basket is a losing strategy.

[List a few alternative options that are better]

Diversify to improve revenue.

Diversify to find enjoyment.

Diversify to de-risk.

Diversify to win.

[Support your point with a relevant image]

Reactions: 2,787

64. Invite Them to Try Something

New ([View live post](#))

[Try X within a specific timeframe]

Try entrepreneurship this year.

[Even if you start small]

Even if it's just a side hustle.

[There's nothing to lose]

The worst outcome?

You fail and go back to work for some big company with too many meetings, poor management, and no career path.

[Time-bound CTA]

Go for it in 2022.

Reactions: 2,786

65. Redefine a Crucial Concept [\(View live post\)](#)

[Redefine what success looks like in your industry/field]

The ultimate status symbol is free time.

Reactions: 2, 781

66. Share the Success Story of Someone You Love

(View live post)

[Someone I love just did/is doing X, which makes me feel good]

I'm so proud of my wife, Jennifer.

Today, her story was featured on CNBC...

[This event brought unpleasant memories/feelings]

It brought me back to our debt-filled lives of 2011, and the feelings we never want to experience again.

[But these events also led to something great]

I'm not just proud of her for her story, but also for turning her experience into a brand and business.

[Now things are different]

Now, every single day she helps other people transform their financial situation.

[Good things can come from difficult experiences]

Remember...your story can be your business.

[You can use bad experiences to help others]

And your business can change lives.

[Invite readers to participate in the conversation]

This is proof.



Link in the comments below.

Reactions: 2,764

67. The Helpful Listicle [\(View live post\)](#)

[X resources for audience Y]

10 books any entrepreneur would be absolutely crazy to miss:

[Resource one]

1. The Minimalist Entrepreneur by Sahil Lavingia

[Description of resource one]

Aligns perfectly with my mantra to keep entrepreneurship simple.

[Takeaway/Benefit/Teaser]

Key quote:

"You don't learn, then start. You start, then learn."

[Resource two]

2. It Doesn't Have to be Crazy at Work by Jason Fried

[Description of resource two]

This book is a great reminder to stay focused & eliminate distractions.

[Takeaway/Benefit/Teaser]

Key quote:

"Following group chat is like being in an all-day meeting with no agenda."

[Resource three]

3. Zero to Sold by Arvid Kahl

[Description of resource three]

I felt like I could see parts of myself in the book, and I don't find that often.

[Takeaway/Benefit/Teaser]

Key quote:

"They'll be willing to pay if the solution saves them time, saves them money, or makes them money. If it does all 3, it's a guaranteed hit."

[Resource four]

4. Atomic Habits by James Clear

[Description of resource four]

Gave me systems and frameworks for building strong, repeatable habits.

[Takeaway/Benefit/Teaser]

Key quote:

"Goals are good for setting a direction but systems are best for making progress."

[Resource five]

5. Factfulness by Hans Rosling

[Description of resource five]

A great reminder that the world is getting better, no matter what we see on the news.

[Takeaway/Benefit/Teaser]

Key quote:

"There's no room for facts when our minds are occupied by fear."

[Resourcesix]

6. The Psychology of Money by Morgan Housel

[Description of resource six]

Helped me set up a better strategy to feel financially secure & is the only finance book I've found interesting.

[Takeaway/Benefit/Teaser]

Key quote:

"Spending money to show people how much money you have is the fastest way to have less money.""

[Resource seven]

7. The \$100 Startup by Chris Guillebeau

[Description of resource seven]

Chris helped me understand that passion was just one part of the equation. Skills and customers matter.

[Takeaway/Benefit/Teaser]

Key quote:

"I can be very passionate about eating pizza but no one is going to pay me to do it."

[Resource eight]

8. The Million-Dollar, One-Person Business by Elaine Pofeldt

[Description of resource eight]

Does a great job at breaking \$1M businesses into six, digestible parts.

[Takeaway/Benefit/Teaser]

Key quote:

"Uncovering an idea that you will enjoy thinking about every day...is the secret.""

[Resource nine]

9. Company of One by Paul Jarvis

[Description of resource nine]

Paul breaks down the benefits of staying small, rather than going big.

[Takeaway/Benefit/Teaser]

Key quote:

"There's nothing wrong with finding the right size and then focusing on being better. Small can be a long-term plan, not just a stepping stone.""

[Resource ten]

10. When to Jump by Mike Lewis

[Description of resource ten]

The book that convinced me to quit my job when I was ready.

[Takeaway/Benefit/Teaser]

Key quote:

"There is a difference between crazy and stupid. The difference lies in knowing when to jump."

[Close with a friendly and subtle CTA]

Thanks for reading. If you like content like this, give me a follow for more tips on building one-person, online businesses.

Reactions: 2,757

68. Things That Newbies Should Do

(View live post)

[If you're doing something new]

If you are just starting on LinkedIn:

[List a few things newbies should do]

- Choose a topic you know a lot about
- Post once per day on that specific topic
- Comment under large accounts 5x per day
- At 12 months move to 2x per day w/ repurposing
- Start a weekly LinkedIn newsletter at 10,000 followers

[It still requires some effort and consistency]

Follow this for 18 months and you'll create massive attention.

[But it's the only way to get started]

And that's the currency of the new digital economy.

[It's worth every second you spend on it]

What an incredible asset.

Reactions: 2,710

69. Show Them a Better Way to Use Their Resources [\(View live post\)](#)

[Start with an inclusion or exclusion question]

Who here has \$100?

[Elaborate on common symptoms/behaviors]

Getting ready to spend it? Clothes? Watch? Amazon?

[Provide an alternative path]

Try this instead...

Don't.

For two months.

[Explain what you mean]

For two months, find \$100 you normally spend on nonsense.

Stuff that makes you feel good for a minute.

But, never in the long term...

[Then what?]

Take that \$200 and get a professional headshot.

[Help them feel the pain/shame of their current way of doing things]

Replace that ridiculous selfie of you in your driver seat with sunglasses on.

[Why?]

This is an investment in you.

[Which will lead to what?]

Investing in yourself yields MASSIVE returns.

[List a few examples of the benefits/results of following your advice]

Better company.
Better network.
Better brand.
Better job.

[What should they do next?]

Once the headshot is done.

Rinse and repeat.

Next up:

Website.
or...
Shopify store.

[Provide an alternative/consequent way of using your advice]

Find an hour you waste every week doing one of the following things:

[List a few examples of what you mean]

Netflix.
Boozing.
Smoking.
Video gaming.
Watching YouTube.

[Then what?]

Turn that time into:

Working on your website/store.
RePracticing your job.
Writing a blog post.
Recording a podcast.
Building an online course.
Going to a virtual networking event.

[It'll be tough]

It will suck upfront to skip some stuff you like.

[But it's worth it]

Until your brand is cranking...

[It might be slow]

It might take 3 months.

It might take 6 months.

It might take 12 months.

[But again, it's worth it]

But when it pops...Damn.

[This is the ultimate benefit/result they'll get from following your advice]

More income & more freedom.

[Finish with two consecutive CTAs]

Play the long game.

Invest in yourself.

Reactions: 2,692

70. Challenge Their Paradigms ([View live post](#))

[Start with a rhetoric question that challenges the status quo]

You think building your own thing online is risky?

[Use a provocative statement to get their attention]

Wait until you learn how risky your 9 to 5 is.

[Use a relevant stat/data point to support your claim]

20.6M people lost their job during COVID.

[Use sarcasm or humor to make your point]

Their ""safe"" 9 to 5 job.

[Use a simple analogy to drive your point home]

No more playing defense.

Time to play offense.

[One-word CTA that's easy to do]

Build.

Reactions: 2,679

71. Share a Process That Works For You

(View live post)

[Introduce a productive activity that you do regularly]

On Sundays, I do a weekly audit of my time.

[Every time, I follow a structured process]

I ask myself these questions:

[List the steps/elements involved in the process]

- What gave me energy?
- What took energy away?
- What can I easily eliminate?
- What tasks can be automated?
- Is there anything I can outsource?

[Encourage readers to participate in the conversation]

How do you review your time spent?

Reactions: 2,678

72. Tell Them What to Avoid, and What to Do Instead [\(View live post\)](#)

[Don't do X. Do Y instead]

Don't create a content calendar, write one post.

[Don't do X. Do Y instead]

Don't start a business, help one customer.

[Don't do X. Do Y instead]

Don't build a product, finish one module.

[Summarize why this is important/beneficial]

Small wins, in aggregate, become big wins.

[Encourage readers to implement this advice]

Start small this week.

Reactions: 2,623

73. There's Always Something Worse [\(View live post\)](#)

[Doing X is challenging/hard/time-consuming]

Starting a business is hard.

[Doing Y is worst/more painful/impossible]

Working a job you hate is harder.

Reactions: 2,601

74. Share What Truly Matters [\(View live post\)](#)

[List four things that are crucial and relevant to your brand positioning]

Make money, love your family, help people, and travel the world.

[Everything else is noise]

Everything else is a dog and pony show.

Reactions: 2,570

75. A List of Practical Advice [\(View live post\)](#)

[Simple advice to achieve X]

Simple advice to get better at your job:

[List simple advice that's easy to follow]

- Practice everyday
- Root for your teammates
- Come in 30 minutes earlier
- Limit alcohol during the week
- Start listening and stop talking
- Surround yourself with winners
- Clear your head with a walk each day
- Don't talk poorly about your company or co-workers

[It's amazing how much this can help/impact your life]

It's amazing how much of "being better" simply begins with your approach.

Reactions: 2,550

76. Talk About Common Mistakes [\(View live post\)](#)

[X things that are harmful to your audience]

8 things that destroy a one-person business:

[List must-avoid things]

1. A big ego
2. Not networking
3. No experimenting
4. Ignoring feedback
5. Too many meetings
6. Very little marketing
7. Not saying ""no"" enough
8. Lack of business systems

[Emphasize the obvious]

Avoid as many of these as possible.

[End with a question that invites participation/conversation]

What's a business killer you see?

Reactions: 2,513

77. I Made a Tough Decision That Changed My Life ([View live post](#))

[I made a tough decision]

2.5 years ago to the day, I resigned from my executive role.

[I did it because...]

My goal was to redesign my life with more intention.

[List examples of the things that led to this decision]

Here's what that meant to me:

- I didn't want to hustle 24/7.
- I didn't want to be in meetings all day.
- I didn't want to build the next unicorn.
- I didn't want to be featured on any lists.
- I didn't want to get the highest valuation.

[List examples that support your decision/positioning]

Instead:

- I wanted to be able to travel wherever I want to, whenever I want to.
- I wanted to spend way more time with my friends and family.
- I wanted to spend my time working on things I enjoy.
- I wanted to stop doing things I don't like doing.

[I knew I'd need to make some changes to make this happen]

But, I knew that building this would require a new way to earn a living.

[Significant changes]

A much different way than I was accustomed to.

[So, I did this...]

So I started writing on LinkedIn.

[It's been great/life-changing/amazing]

And over the last 2.5 years, that one single skill has given me the life I strived for.

[This one simple change was all it took]

It's been my key to unlocking an intentional life.

[I invite you to try it too/I'm happy to help you get started]

So I hope this year you'll join me in daily writing, recording, drawing...really just creating anything.

[You'll never know until you try]

And see where it takes you this year.

I think you'll be pleasantly surprised.

Reactions: 2,501

78. Two Parallel Ideas That Make a Solid Point [\(View live post\)](#)

[Give new light to two different but relatable topics]

Education is free. Degrees are expensive.

Reactions: 2,499

79. Show Them Why It's Not That Bad [\(View live post\)](#)

[People tend to be pessimistic about X]

People complain about getting 7 likes on their LinkedIn content.

[Their behavior is contradicting/hypocritical to what they say]

Then go to a job where they get 3 compliments a year.

[X is not that bad when you change your perspective]

Remember to reframe your results.

You're doing just fine here.

[Encourage people to keep going/remind them that their efforts are valuable]

Keep going.

Reactions: 2,468

80. Share Your Unique Perspective ([View live post](#))

[Talk about an otherwise common topic with a surprising/unique perspective]

My business plan is to avoid things I don't like.

Reactions: 2,418

81. Success Symbols Are Changing

([View live post](#))

[This sought-after "success" symbol is obsolete]

The internet doesn't care about seniority.

[You can win without it/it's not necessary to achieve your goals]

You can rise to the top without:

[List a few examples of the things that are no longer necessary]

- A college degree
- Historical success
- A specific background
- A previous title at work

[It's outside of your control/it's not worth worrying about]

Good or bad, it's a free market, and the people choose the winners.

Not some boss or some manager.

[Attack popular thinking/turn a common belief on its head]

There's no ""expertise certification""
You don't need to ""qualify"".
There's no ""career path"".

[Not everyone will like it/it will be controversial]

The old guard hates it.

[But it's the truth]

But that's just the way it is.

[Ignoring it won't make it go away/you can't hide from it]

If you're not optimizing for this, you're 100% getting left behind.

Reactions: 2,396

82. I Took a Risk That Paid Off [\(View live post\)](#)

[I took this huge risk a while ago]

On August 1st, 2019 I walked away from the corporate world.

[And it's paid off...]

3 years later, I'm doing stuff I never dreamed of...

[I honestly thought it wouldn't work out/I was terrified]

I thought I'd be a consultant for 12 months and then get another job.

[But, I'm so glad I took the leap]

Turns out, the world had different plans.

[Here's proof of what I'm saying]

Here's the last known picture of me inside of an office, a few hours before I'd start my own business.

[I'm grateful for what you've helped me achieve/I want to help you too]

What a wild ride.

Thanks for being a part of it.

♥

Reactions: 2,378

83. Invite Them to Take the Road Less Traveled [\(View live post\)](#)

[Start with a vague statement that will get people's attention]

People got it backward.

[Explain what you mean]

They say building your own thing is "risky."

[Use a rhetoric question to make them think]

You know what's risky?

[List opposite things of what they're thinking]

- Becoming redundant.
- Living paycheck to paycheck.
- Not creating your own income.
- Navigating company politics to thrive.
- Waiting until you're 65 to control your time.

[In three sentences, invite them to go against the grain/take the road less traveled]

Unlearn the status quo.

Untrain your mind.

Build something you own.

Reactions: 2,371

84. Break Down the Logic Behind a Big Goal [\(View live post\)](#)

[Achieving goal X is hard]

Making \$200k/yr selling a digital product is really hard.

[Breaking it down into smaller goals makes it more manageable/less daunting]

But, it's much easier when you break it down.

[Break down the math/logic behind goal X]

Here's one way to look at it:

\$200,000 per year is:

- \$16.7k per month
- Which is roughly \$550/day
- Which could be 11 customers @ \$50 each
- And that's 275 daily web visitors at a 4% conversion

["Simple" doesn't equal "easy"]

Mind you, none of those things are easy.

[But it's still achievable/doable]

But it's certainly easier than staring \$200k in the face with no plan.

[Friendly, two-sentence CTA]

Break your plan down this weekend.

And come out firing on Monday.

Reactions: 2,359

85. Inspire Them to Support Others

([View live post](#))

[Start with a personalized introduction for the platform]

LinkedIn network...

[If someone you know is facing problem X, do this to help them]

If your friends or former colleagues have lost their jobs, here are 2 things you can do in 10 minutes:

[Break down the steps]

1. Email them a short letter of recommendation or write them a LinkedIn recommendation
2. Make one intro to a leader or executive that you know is hiring.

[Invite them to take action]

Do this for one person when you're done reading this.

[Call on their sense of humanity/empathy]

We're all busy.

But, let's lift our friends up.

Reactions: 2,353

86. Step-by-Step “How to” Listicle [\(View live post\)](#)

[How to do X]

How to grow 2x faster on LinkedIn:

[Here's a simpler way/a different perspective/a better way]

Here's one hack I use:

[List practical, actionable steps]

1. On the 1st of each month, I look at my content from 4 months ago.
2. I use Shield Analytics to sort my content by most impressions.
3. I take 20 of my top-performing posts and edit them slightly.
4. Now, I have 20 of 40 monthly posts already written.
5. I usually write the other 20 posts in one sitting.
6. Then I do it again for next month.

[This helps me because...]

It helps me move fast and create way more content than most people.

[Pique their curiosity]

See, here's the truth...

[Reveal the "aha" moment/secret behind your success]

Nobody remembers your content like you remember your content.

[So, take this action]

Repurpose and grow massively fast.

[Summarize in the simplest terms]

Systems ftw.

Reactions: 2,350

87. Walk Them Through the Entire Process

(View live post)

[Start with a huge past failure]

I made \$0 online in 2019.

[Fast forward to the present and the results you've achieved]

3 years later I crossed 150M+ impressions and \$2M in online income.

[Share what you did differently]

What changed?

I started writing online every day.

[Share the step-by-step process you took. The more detailed and specific, the better]

Here's how I did it:

Here's my simple 5-step process:

1/ Ideate rapidly

What's the fastest way to come up with ideas?

Use systems.

I created my own content matrix in Notion.

- Choose a topic
- Match it to a style
- Write a quick headline
- Repeat until you have 10 ideas

Much of writing is about systems.

2/ Choose a solid format

Struggling to format your writing?

There are so many tools out there to help.

I am loving Typeshare.

They have beautiful templates built right in for inspiration.

No better way to get started.

3/ Edit ruthlessly

No easier way to lose a reader than unclear writing.

So, once I'm done, I pass my writing through HemingwayApp.

It tells me:

- The grade level
- Poor word choices
- Poor sentence structure

Paste in your writing and see where you can simplify.

4/ Distribute widely

99% of people waste distribution opportunities.

You've already written something.

Why not share it everywhere that's relevant?

I use Hypfury to send my content to multiple platforms.

- Twitter
- LinkedIn
- Instagram

The tool is powerful as hell.

5/ Stay consistent

Writing consistently is the most important step of all.

[TL;DR]

Here's the TL;DR:

- Ideate with topics/structures
- Format with tools like Typeshare
- Edit with tools like Hemingway
- Distribute with tools like HypeFury

[Close with a friendly note]

Hope that's helpful.

[Add a CTA disguised as a P.S.]

P.S. If you want to learn more about the different systems I use, visit my featured section and poke around. Cheers.

Reactions: 2,339

88. Contradict Conventional Wisdom [\(View live post\)](#)

[Conventional wisdom teaches this]

What the world teaches you:

[List the conventional advice/wisdom]

- Trade your time for money
- Trade money for stuff
- Show off on social
- Repeat

[I suggest this instead]

How to get off the hamster wheel:

[List your alternative perspective/advice]

- Trade your time for money
- Use that money to create assets
- Use those assets to produce money
- Use that money to buy back your time

Reactions: 2,338

89. It's Been a Wild Ride [\(View live post\)](#)

[I started my journey a while ago]

I wrote my first piece of LinkedIn content 3.5 years ago.

[I wanted to achieve goal X]

My goal was to get some attention online.

[I faced these specific challenges/roadblocks along the way]

I didn't know:

- I'd be writing daily.
- It would be read 81M times.
- I'd release 3 digital products.
- I'd work with 100+ people to build their business.
- I'd run a private community of creators from 50+ countries.

[I thought I'd fail sooner because of these reasons]

I simply thought I'd land a few clients before going back to my 9 to 5.

["Downplay" of success/journey]

So, maybe we don't all need to know where we're going.

Maybe life is more random than we think.

Maybe 5-year plans are overrated.

[Invite them to take action]

If you haven't already, put yourself out there.

[End with a friendly note]

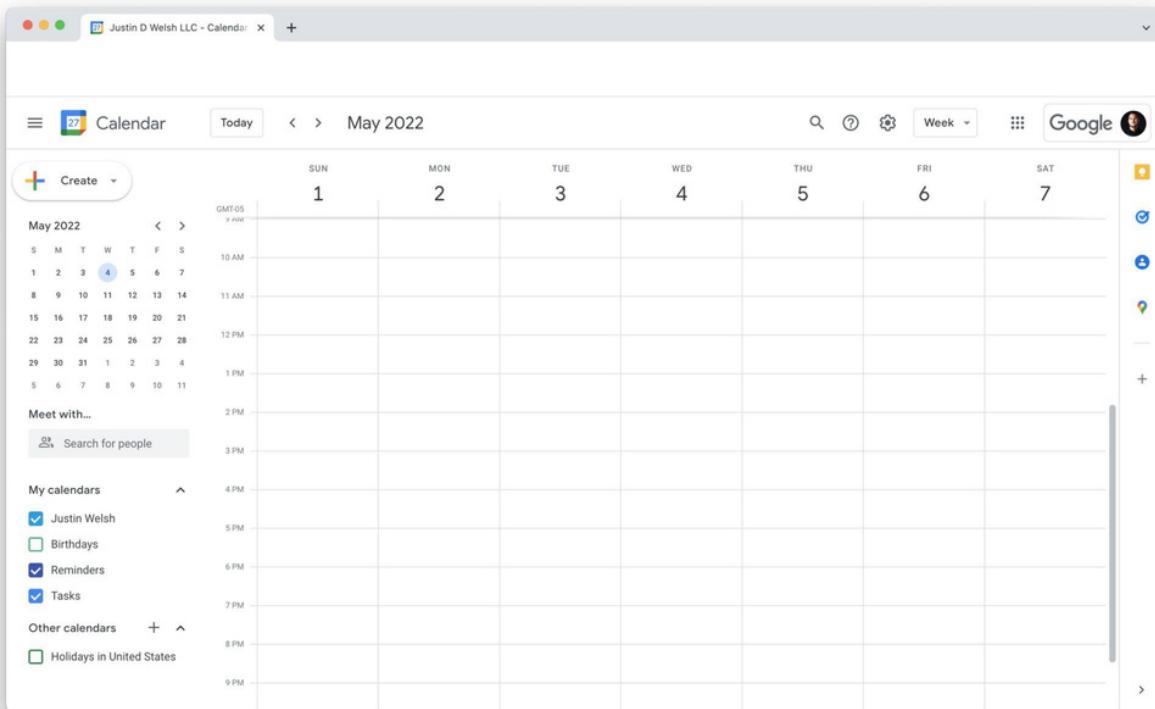
See where this wild world takes you.

Reactions: 2,328

90. The Right Image Is Worth a Thousand Words [\(View live post\)](#)

[Use an image to illustrate an otherwise complex concept]

True wealth.



Reactions: 2,324

91. Lead by Example [\(View live post\)](#)

[I take a selective approach to how I spend my time]

I say "no" to 90% of what comes my way.

[Not everyone understands this about me]

Some people think that's mean...

[I don't agree with them because...]

I don't.

Prioritizing our lives and time is the best decision we can make for ourselves and our families

[Summarize your point in three consecutive, parallel sentences]

Get yourself right.

Get your family right.

Get your friends right.

[This will help you achieve X, Y and Z goals]

Then you're in a better position to help others.

Reactions: 2,314

92. “Proverbize” One of Your Core Values/Ideas ([View live post](#))

[Proverbize one of your values in a creative way]

Work so smart that people call you lucky.

Reactions: 2,314

93. Tell Them What Success Should Look Like [\(View live post\)](#)

[Take a desired result to an almost absurd extreme to make a point]

Build such a massive brand that jobs apply for you.

Reactions: 2,313

94. Break Down the Recipe ([View live post](#))

[Element 1 = Result 1]

Content = makes people aware of you.

[Element 2 = Result 2]

Newsletter/podcast = shows people how you think.

[Element 3 = Result 3]

Community = helps people build a relationship with you.

[Mix these ingredients together and you get...]

Nail all 3 and you're destined for success.

Reactions: 2,310

95. Redefine a Well-Known Topic [\(View live post\)](#)

[The truest definition of X is something unexpected/unusual]

The truest definition of failure is never getting started.

Reactions: 2,293

96. Share Your Accomplishments [\(View live post\)](#)

[Since I started doing X, I've....]

Since I started creating content, I've:

[List the things you've accomplished]

- Quit my job
- Built 4 businesses
- Created new friendships
- Become an angel investor
- Spoken at 50+ virtual events
- Built and sold 3 digital products
- Been a podcast guest 200+ times
- Formed a private community of 550+ people
- Made 7-figures on courses, coaching, and advising.

[Doing X produces unexpected results]

I have no idea what each new piece of content will do.

[But certainly X will produce Y]

But I know that content creates attention...

[And Y is always a positive thing]

And that attention has nearly 100% upside.

[Because Y equals Z desired result/outcome]

Attention: the currency in today's digital economy.

Reactions: 2,285

97. How to Go Against the Grain [\(View live post\)](#)

[Audience X tends to behave this way]

Things most people do:

- Watch a ton of YouTube
- Read ""self-help"" books
- Binge Netflix seasons
- RT famous celebs
- Crush viral videos
- Scroll Instagram
- Watch TikTok
- Troll social

[Here's what audience X doesn't do]

Things most people don't do:

- Build something.

[Going against the grain is how you succeed]

Do what everyone else does.

Get what everyone else gets.

Do things most don't.

Get results most don't.

[Close and invite them to take action]

It's that simple.

Get started today.

Reactions: 2,280

98. Take Control of Your Own Destiny [\(View live post\)](#)

[Help them see how fragile their current situation is]

You're afraid to leave your job, but your job isn't afraid to leave you.

[Tell them how to protect themselves in one sentence]

Build something you own.

[One-word CTA that's easy to internalize and act on]

Leverage.

Reactions: 2,270

99. Share a Weird Observation [\(View live post\)](#)

[A weird observation about X]

A weird observation about LinkedIn:

[Describe the thing you noticed]

Content from smaller accounts is often better than large accounts.

[So, I want to take this action]

So I'm looking to connect with more up-and-coming LinkedIn creators.

[Select the people you want to connect with and state your intention]

So, if you're less than 10k followers, drop 2 lines below:

[Describe the criteria they should meet]

- What's your business?
- Who is 1 other creator worth following?

[End with an encouraging note]

Let's upgrade my network.

Reactions: 2,268

100. Break Down a Recent Accomplishment Into Smaller Pieces

([View live post](#))

[I recently hit a milestone/did something cool]

Last month I crossed \$500,000 in online course sales.

[Break down smaller milestones that got you there]

- 12 months to make the first \$100k
- 10 months to make another \$400k.

And 2022 is pacing around \$775k.

[List three cool things that make your journey special and inspiring]

I run zero ads.
It's 100% organic.
Compounding quickly.

[Invite readers to ask you anything for a limited time]

Ask me anything for 60 minutes.

[Humblebrag a bit]

There's plenty I don't know, but I can give you my perspective

Reactions: 2,268

Next Steps

This guide is intended to serve as a resource for anyone who wants to get started with LinkedIn content. But it's only the beginning.

For a more comprehensive and structured approach, check out The Operating System. In this course, Justin takes you through the process he used to go from zero to **285k followers** and **\$2.8M+ in income** with no paid ads.

Collectively, the Operating System students have generated **1,837,000,000+** impressions on LinkedIn.

So, if you're looking for a distilled and battle-tested system to get results with LinkedIn content, the Operating System is probably a good fit.

Right now, Justin is offering an "inflation-busting" deal on the Operating System. From 20% discounts in the US and Canada to 70% discounts in Iran and Sudan, now everyone in every country gets a discount.

You can claim your country's discount here.