

# The LinkedIn Automatic Post Pack



*Educational*



*Win/Success*



*Social proof*



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*Socially Responsible*



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*Inspirational*



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*Culture*



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*News*

Helping Coaches, Consultants & Speakers Build Their Brand  
& Raise Their Profile Without Spending Hours At The Computer



*The LinkedIn  
Automatic  
Post Pack*

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## Educational

☞ Simple Ways to [achieve goal your target market has]:

- 1
- 2
- 3
- 4

Let's vote: Which one is your favourite? 1, 2, 3, 4? ☞

If you have any questions about \_\_\_\_\_ drop them below and I'll answer!

# \_\_\_\_\_

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## Gratitude

Today I'm feeling extremely grateful.

You know, that head-spinning, chest expanding, welling up feeling of goodness from inside.

So this happened: [describe magic moment or crisis with hidden gift]

I couldn't believe it. My first thought was "[limiting belief that target market shares]"

Then I realised [learning or new distinction that target market would appreciate].

So I'm basking in gratitude right now.

Thank you, thank you, thank you.

# \_\_\_\_\_

## Documentary

If anyone was watching the reality show version of my life today, they would have seen this:

I went to [location or event target market would frequent]

When I was there, I [bad experience or good experience]

That got me [ask question avatar asks] and I felt really [emotion avatar can relate to]

The funny thing is, [learning or new distinction]

And if it happens again, next time I'll [do behaviour that target market needs to do more of]

So if my life is like The Truman Show, today the viewers got [humorous summary of situation]

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### **Controversial**

Think [old behaviour or pattern] is dead? Think again.

I've been in the [industry target market knows] space for years now.

Every year there's a new [shiny toy], such as [example of shiny toy]

Don't get me wrong.

I LOVE trying [new things or big steps] but in terms of [goal the avatar would love]

There's still little that beats [old behaviour or pattern].

\_\_% of [target market] see [old behaviour] as more effective than [new thing]

And \_\_% of [target market] stated that [old behaviour] generates more [end result], than ANY other [type of method]

➔ Great share for [target market]

Curious to hear your thoughts 🙋

# \_\_\_\_\_

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### Question

Have you ever asked yourself: [frequently asked question avatar often asks]?

It's been on my mind a lot recently.

My first answer would have been [target market limiting belief]

But the more I think about it, the more I've decided [new empowering belief that would help avatar get ahead]

Agree or disagree?

Comment below 😊

# \_\_\_\_\_

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### Social proof

Summary of a recent [client result for an avatar]

[Number of things we achieved in [specific time period]

We did [these activities] which resulted in [measurable results]

So [overall achievement] without [massive pain avatar dreads or hates]

We've been working like a Trojan to hit the goals we set together.

What works is [empowering behaviour] coupled with [empowering belief or trait], and never let yourself [fall into limiting belief or bad habit].

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Message me if what you're doing for [goal avatar wants] isn't working for you and you'd like some ideas

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## CSR

Is [one of your company values] important to you?

At [Company name] we believe in [philanthropy, environment conservation, diversity, labour practices, and volunteerism.]

Without getting all heavy about it, instead we try to [small activity or habit]

The [avatars] we work with like to see us [doing helpful strategy]

And honestly, it benefits us by [benefit] and it gives our [avatar] clients [end benefit to them].

Is that cheesy or responsible? Comment below.

#\_\_\_\_\_

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## Inspirational

"Why don't I [launch project] at the age of [age], [start something] when I have never [done anything like that] and have only just discovered I can actually [do something] despite not knowing what [that thing] is?"

Our [launch of project] starts on [date]. Am I [emotion]? Yes.

Luckily, my [contact or colleague] knows about things like [project topic] so I'll be [bribing them with present] for advice.

Do I worry that the world will hate my idea? Yes.

Do I worry that no one will even see it? Yes.

Am I doing it anyway? Yes.

Sometimes, you just have to [take first step], take a massive breath and just go for it.

Encouragement greatly received from [tag one or more supporters]

#makeithappen #[project] #[yourcompanyname]

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### **Motivational**

How's your mental toughness?

Resilience and “stick at it –ness” are hot topics at the moment.

I firmly believe that mindset is everything when it comes to going after [goals that avatar wants]

I don't know about you, but I fall back on [affirmations/meditation/visualisation/prayer/hard drugs] to keep me going.

When I got hit with [bad common situation avatar can relate to] I just keep telling myself [empowering belief avatar needs to adopt]

What I hadn't foreseen was that I'd [behave or believe something different]

Would love to know your thoughts Z👉👈

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### **News**

This story went viral in the [publication or platform or organisation]

The headline was [big message]

The [report/account/article/item] says that [avatar industry title] did [typical limiting behaviour]

The thrust of the item is that [avatar did some disempowering behaviour that caused them problems]

So my question is [frequently asked question avatar often asks]?

What are the implications for that?

Where do you lean?

Would love to take this conversation away from the [source] and into a civilised and educated platform like LinkedIn.

If you don't live in [original location], I'm particularly interested in your views on this topic.

Let me know in the comments. 🙌🙌

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### **Win/Success**

So I started working with this [avatar] client back in [date]

It looks too good to be true.

“Wait, so you started [action you took] and within [time scale] they'd [achieved goal avatar wants]?”

Yeah.

Here's what our [complimentary adjective] [avatar] said today, when I asked them how it was going.

[Testimonial or positive comment]

Because, well, proof.

Honestly don't think I did that much. They did most of it.

But that's what we try and do. We try to [metaphor or analogy]

We help [avatars] achieve [goal] so they can [end result] without [pain they expect]

Who's next?

# \_\_\_\_\_

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### **Learning**

What I Learned While [working on goal avatar wants]

Sharing my experience after \_\_\_ years as a [your industry or title]

These lessons are true gold:

➔ \_\_\_\_\_

➔ \_\_\_\_\_

➔ \_\_\_\_\_

Over the last [number of years] of [working in your industry], I've learned my own lessons but they are strikingly similar.

Conclusions: 😊

[Overall conclusion or empowering message aimed at motivating avatar]

Don't make the same mistakes!

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### **Personal Story**

So [Person A] did this to Person B [me] in front of [Person C or group or witnesses]

I'd only been there for \_\_\_\_\_ [days/weeks/months]

I wanted to [goal avatar would relate to]

I was [doing something positive] while they were [doing something disempowering]

[Person A] felt [emotion Avatar feels]

But at the end of the [session/day/event] I walked out with a smile on my face.

I knew if I ever became a [Job title], I wouldn't be like them.

The other day, one of my colleagues yelled across the room, "Hey \_\_\_\_\_!"

I cringed a little --

Thinking of my experience with [Person A]

But then I laughed.

I'd achieved my goal of being a "[your goal]."

Starting a [project/business] is about building [emotional traits Avatar can relate to]

My colleagues are my equals.

Not my competition.

# \_\_\_\_\_

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## Culture

[Make a bold or controversial statement that will trigger the avatar + name the "us vs them" enemy]

Instead of [good ecological behaviour] that makes [avatar] feel [positive emotion], they're actually [disempowering behaviour] that makes them feel [negative emotion].

We've all seen it: [enemy doing bad behaviour]

This just leads to [repercussions or worst case scenario]. No [avatar] ever [reached goal] by being [negative emotion]

What they should be doing is

1 helping them to [empowering belief]

2 teaching them how to [empowering behaviour]

3 feel [positive empowering emotions]

This works because it helps the [avatar] behave better] and get [more results avatar wants]

Do you agree? What are some other ways we can properly [get end result]

Would love to know your thoughts in the comments 🙌🙌

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### **Resource Giveaway**

Looking to become a better [Avatar job title]?

[Good habit/empowering behaviour/emotional trait] is as important as ever,

Especially with the rise of [trend/current situation/typical problem]

Also [another current trend/situation/problem] is on the rise,

And even if people are [typical avatar behaviour] it was likely some form of [typical daily situation avatar can relate to]

Examples include [typical things avatar can relate to or recognise]

All founded in [Good habit/empowering behaviour/emotional trait]

The better the [Good habit/empowering behaviour/emotional trait], the more effective the [end result avatar wants],

And the more likely [avatar will take good action/get good result]

If you're looking for a great resource full of examples to inspire your own [Good habit/empowering behaviour/emotional trait], you have to check out this [free resource]

HUGE shout out to [source of resource] for creating this [resource]

This is especially a great share for [avatar 1 and avatar 2]

Leave a comment below



Here's to [Good habit/empowering behaviour/emotional trait] that gets [result or goal avatar wants]

#\_\_\_\_\_

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