

Your LinkedIn content strategy

1. Identify your expert topics

Your expert topics are the subjects you want to become famous for.

They should also be topics relevant to your ideal clients that grow your business.

I recommend you pick 2-5 expert topics. Less is more here.

What topics attract your ideal clients?	<ul style="list-style-type: none"> • Who is your ideal client? • What questions do they ask you? • What do they crave info on?
What topics grow your business?	<ul style="list-style-type: none"> • What problems do your services help your ideal client solve? • What goals do your services help your ideal client achieve?
What are your expert topics?	<ul style="list-style-type: none"> • What services do you enjoy most? • What topics do you enjoy talking about? • What topics are you confident writing and talking about without research?

2. Confirm your content pillars

Your content pillars combine your expert topics with social proof you know your shit and personal content that helps people get to know you as a human.

Here's what a generic outline for four content pillars could look like. Flesh this out with your own expert topics, social proof, and personal story angles.

EXPERT TOPIC 1	EXPERT TOPIC 2	SOCAL PROOF	PERSONAL
<ul style="list-style-type: none"> • How to guides • Resources • Answer client questions • Tell stories about learnings 	<ul style="list-style-type: none"> • How to guides • Answer client questions • Tell stories about learnings 	<ul style="list-style-type: none"> • Testimonials • Case studies • Client stories <p>Present a testimonial with a background story about your client / their project. The testimonial may be about you, but the preamble makes them the hero.</p>	<ul style="list-style-type: none"> • Your business journey and what you've learned. • Lessons from life. • Personal stories. • Learnings from your wins and fails. • Your opinions (bonus points if they're a bit controversial).

3. Confirm your posting strategy

Balance your content mix

Typically, business content has three different purposes, (1) entertain, (2) educate (3) sell.

Each type of content benefits your business in a different way.

To grow your business, use a balanced mix.

A sensible split is +90% entertain & educate vs -10% sell.

PURPOSE & TYPE	BENEFIT	PERCENTAGE
Entertain Opinions, inspirational stories, personal insights.	Good for reach and engagement. Poor conversion rate.	30%*
Educate How to, interviews, advice, case studies, webinars.	Lower engagement. Higher conversion rate.	60%*
Sell Promote products and services.	Very low engagement. Highest conversion rate (if used sparingly).	10% No more than once a week.

*If you're a newbie LinkedIn poster wanting to grow your community faster, switch this percentage split and start out by focusing on personal content as this will get you more reach and engagement (but fewer sales). Over time, as your community grows, shift to more business content to grow sales enquiries.

Develop a content plan

Use a content plan to structure your week or month of content.

Here are two content plan examples.

Posting every weekday

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Expert topic 1 • How to post	Testimonial • Client story	Expert topic 2 • Free resource	Personal • Story from week	Expert topic 3 • Promote service

Posting three days a week

WEEK ONE	MONDAY	WEDNESDAY	FRIDAY
	Expert topic 1 • How to post	Testimonial • Client story	Personal • Story from week
WEEK TWO	MONDAY	WEDNESDAY	FRIDAY
	Expert topic 2 • Free resource	Personal • Story from week	Expert topic 3 • Promote service

Use these examples to develop your own content mix and posting plan.