



LinkedIn Content Ideas

Who are you?

- Give a shout out to someone who's inspired your career
- Behind the scenes look
- Day in the life
- Pic of things on your desk
- Habits that shape your day
- Tools that make your life easier (and would benefit your clients)
- Celebrate your team
- Do you have any hobbies which make you a more capable leader?
- What fear or worry have you dealt with?

What is your business about?

- What pain points does your business solve?
- What are you hoping to achieve/transform?
- What niche do you serve?
- What issues are the industry currently facing?
- What current news item relates to your business?
- What's new with your business – product updates?
- What sets you apart from the competition?
- What do you aspire to become?
- What are your long-term goals? How are you going to hold yourself accountable?
- What questions are you often asked by clients?
- What do your clients need (that they might not know they need!)?

- What changes have you made to better serve your audience?
- What has changed in your approach over the past year?
- What should your clients be thinking about this coming year?
- What industry events are coming up?
- What are the key trends for next year in your niche?
- What has changed in your industry and how have you responded?
- What challenges are on the horizon in your industry? (and how do you help solve them)
- What resources do you have to offer to your clients?
- What questions do your clients never ask that they should be asking?
- What action points are vital for your clients/prospects? (create a checklist)
- What definitions need to be clarified within your niche?
- What mistakes do clients often make?
- What statistics are you able to share with your audience?
- What have been your most popular blog posts – create a “best of” or top 3 posts of this year/month
- What tips do you have for your clients to get the most of your relationship/product/service?
- What if....debate post – be controversial!

When have you been inspired?

- When has someone said something that made you think?
- When have you taken a totally different approach that was successful/unsuccessful?
- When have you given a talk? (Post pictures, slide shows)
- When have you read a book that was a game changer?
- When have you attended an industry event? (Ideally post about this at the time it’s happening for greater exposure)
- When have you seen someone speak (or watched a TedTalk) which sparked ideas?

- When have you created exceptional client results? Showcase post
- When have you taken time away from your business/desk/previous career only to have insight?
- When have you made a mistake and learnt from it?

Where have you helped?

- Where have you collaborated with someone amazing?
- Where have you been inspired to help? (charities/board positions/paying it forward)
- Where have you made an impact for your clients?
- Where have clients said nice things about you (share testimonial)?
- Where have you disrupted conventional thinking?

Why do you do what you do?

- What led you to your current career?
- What fuels you?
- What are you passionate about?
- How does your business make an impact?

Share great content

- This is your opportunity to share content you've seen that you feel is relevant to your audience

Sell your services

- Share an article about your products
- Share an eBook
- Share about an event

- Share about an upcoming webinar
- Share when you're going to be visiting a particular city to book meetings