

# How to Write Great Content for LinkedIn

## Find the time

- Dedicate 60 minutes before the week starts.
- Turn off all social media apps and email for maximum focus.



# How to Write Great Content for LinkedIn

## Write from Business Experience

- What are you going through every day?
- What barriers and challenges have you had to overcome?

# How to Write Great Content for LinkedIn

## What Are Your Clients Thinking About?

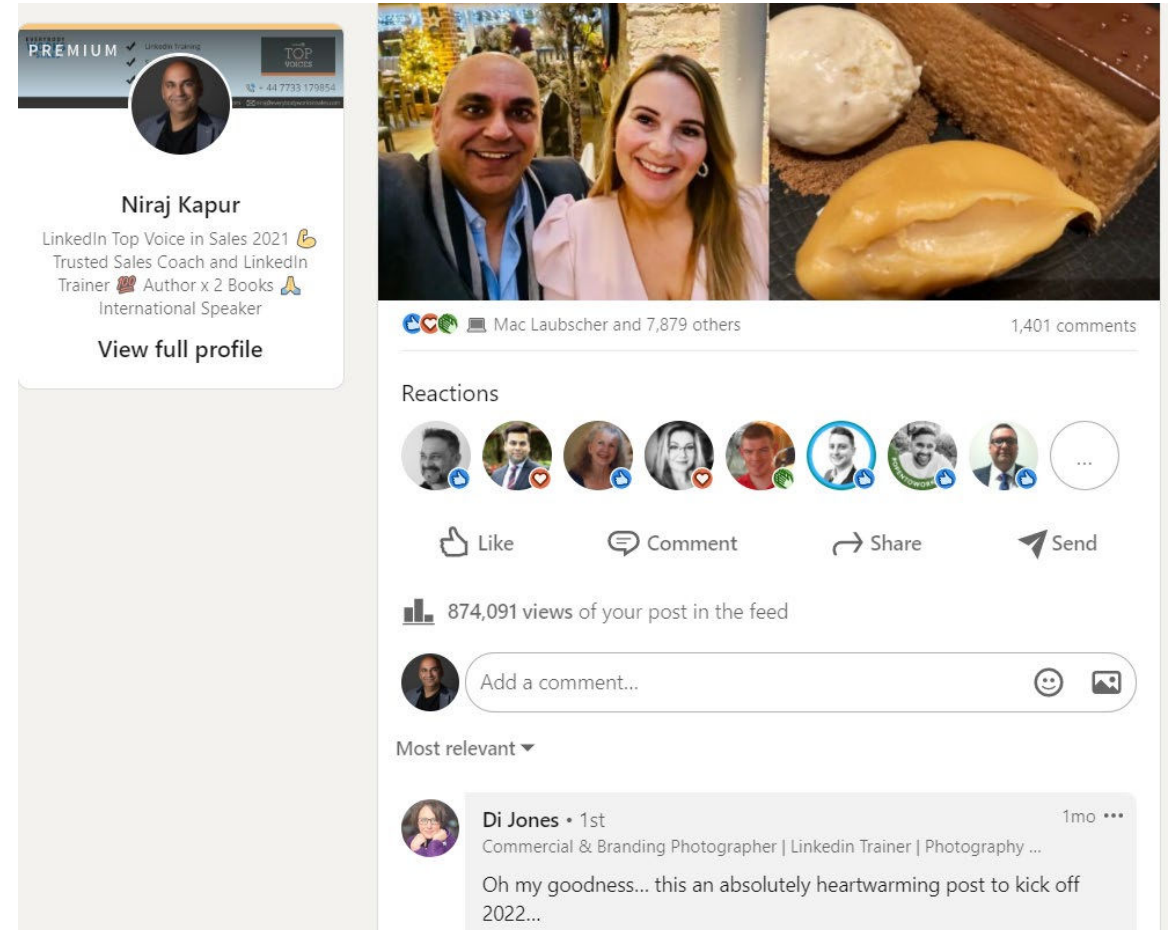
- It usually involves making money, cutting costs, reducing stress, improving health, streamlining process or optimising operations.



# How to Write Great Content for LinkedIn

## Personal Posts

- This humanises you and makes you more relatable.



The screenshot shows a LinkedIn post by Niraj Kapur. The post features a photo of a man and a woman smiling, and a close-up of a dessert. The post has 1,401 comments and 874,091 views. The post text is partially visible, showing "Oh my goodness... this an absolutely heartwarming post to kick off 2022...".

**Niraj Kapur**  
LinkedIn Top Voice in Sales 2021  
Trusted Sales Coach and LinkedIn Trainer 📖 Author x 2 Books 🙏  
International Speaker  
[View full profile](#)

Mac Laubscher and 7,879 others  
1,401 comments

Reactions

Like Comment Share Send

874,091 views of your post in the feed

Add a comment...

Most relevant

**Di Jones** • 1st  
Commercial & Branding Photographer | LinkedIn Trainer | Photography ...  
Oh my goodness... this an absolutely heartwarming post to kick off 2022...



# How to Write Great Content for LinkedIn

## Personal Posts that Become Business Posts

### 3. Caring is Cool

While Dad was on the phone, mum had Zoom calls with her friend and their family, promising everything would be okay and listening to everyone vent. Most people talk, they don't listen enough. Mum doesn't say much, but she knows how to listen to what is said and what is not said.

### 4. Don't Judge

Living with my parents in the last year has been such an honour after spending my life working in London. I love them more than I ever thought I could. People see them as old and society ignores them.

Never judge someone for their age. In fact, never judge at all. Only judge yourself to become a better person every day.



Jane Horridge MBA FCMI and 5,478 others

522 comments

Reactions

Like Comment Share Send

741,085 views of your post in the feed



[https://www.linkedin.com/posts/nkapur\\_peopleandculture-prospectingt看tips-salestraining-activity-6856201154125275136-Bm-T/](https://www.linkedin.com/posts/nkapur_peopleandculture-prospectingt看tips-salestraining-activity-6856201154125275136-Bm-T/)



Salesforce Sales Influencer  
to Follow in 2021

# How to Write Great Content for LinkedIn

## Charity Posts

- Like personal posts, this shows the quality of your character.
- Support charities that matter to you.



# How to Write Great Content for LinkedIn

## Use Different Methods to Vary Your Post Type

- Video.
- Polls.
- Text-Only.
- Posts with an image.



# How to Write Great Content for LinkedIn

## Consistency Beats Occasional Flashes of Inspiration

- I grew my following from **5,000 to 20,000** in 14 months with a mixture of all of the above.



"Trust is built with  
consistency."

Lincoln Chafee



Salesforce Sales Influencer  
to Follow in 2021



# If You Want RESULTS, contact me

- ✓ Sales Training
- ✓ 1:1 Mentoring
- ✓ LinkedIn Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets in 2022

...and so much more



EVERYBODY  
**WORKS**  
IN SALES



niraj@everybodyworksinsales.com

[www.uk.linkedin.com/in/nkapur](https://www.uk.linkedin.com/in/nkapur)

+ 44 7733 179854



Salesforce Sales Influencer  
to Follow in 2021