LinkedIn content planning worksheet

1. What do you do that positively impacts other people? (isn't that a nice way of asking **"What do you do for a living?"** _**Let's use a car salesman as an example.**_

   → I help people find & buy their dream car.
   → I help people get the best deal on their trade-in.
   → I help people choose the car that best suits their budget.

   Add in your answers below:

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2. Related to the answer you gave in question 1, list everything you know a lot about. _**Car salespeople know a lot about:**_

   → The brands they sell & the difference between various vehicles.
   → Car financing and insurance.
   → Resale values and cost-of-ownership

   What do you know a lot about?

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3. List the problems you solve and the challenges your ideal customers urgently need to address. (this could also be what the next company you're aiming to join is trying to achieve.)
   **Again, car salesman example:**

   → Buyers need the best financing interest rates.
   → Buyers want exactly the color they like, with the options they prefer.
   → Buyers want peace-of-mind about cost-of-ownership

   List what your ideal customers care about most.

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Let's plan your content.

Your main theme or topic of expertise, related to your job, company and industry.

→ E.g. Marketing

List at least 3 sub-topics, and talking points, related to your theme:

→ E.g. SEO
→ Best practices
→ Software tools
→ Training resources

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Happy post planning, and don't forget to subscribe to my email newsletter at nicholaskrul.com/newsletter-issues/