

# Word Wizard

## LinkedIn Post Prompts

### Authority Building

- Lists – books, tools, resources etc
- How-to – process execution (make it easy to take action)
- Case study – details of an actual client helped
- Problem/Solution – define the issue and present solution
- FAQ – answer the questions you are most commonly asked
- Research – conduct your own and post the results
- Checklist – break information into bullet points
- Ultimate guide – detailed and comprehensive
- Definition – explain a confusing term from your industry
- Series – break a topic into separate posts and upload over time
- Stats – preferably use numbers you have researched
- Pillar – evergreen content that is core to your company (think backlinks to website)
- Video review – choose one related to your audience (doesn't have to be your own)
- Tips – list of how to do something better
- SAQ – Should Ask Questions that your clients should ask but don't (and their answers)
- Tools – a list of tools that may help with particular tasks (can be ranked or rated)

### Creating Trust

- Inspiration – story, profile or quote
- Behind the scenes – ideal when you have loyal followers
- Holiday – write posts for publishing on public holidays when others are not posting
- Home runs – awards or notable achievements
- Guard-down – a deeply personal experience the audience can relate to
- Rant – share your passion and anger about a topic relevant to your audience
- Bloopers/mess-ups – ideal when you have a solution or resolution that works in your favour

### Promote Others

- Profile – write about an influential person in your niche
- Link roundup – curate, link to and provide descriptions of pieces of valuable content

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- Pick of the week – describe a single piece of content, tool or resource and provide a link
- Crowdfsource – combine other people’s ideas on a topic
- Quote – choose quotes from multiple influencers on a specific topic
- People to follow – a list of influential people with descriptions and links to connect
- Interview – the higher profile the better
- Best of the web – content, tools and other resources curated, linked to and described
- Content aggregator – list of viral content on a given topic

## **Promote Yourself**

- Comparison – compare the features and benefits of your product to competitive solutions
- Company update – new employees, acquisitions or major contracts
- Year-in-review – a showcase of what your company has done or made during the year
- Project showcase – outline a specific project you’re working on or have completed
- Presentation – public presentations by employees of interesting and valuable content
- Product update – new product or feature announcements
- Best of – pull together a list of your most popular published posts
- Product tips – help customers be more successful with your product or service

## **Create Controversy**

- What if – speculate on what might happen if...
- Prediction – at year’s end/start or changes in your industry
- Debate – present one side of an argument and have someone disagree with another viewpoint
- Reaction – react to content created by someone else eg blog post, book, presentation
- Attack – pick a fight with the right person/organisation/event and force readers to choose sides
- Embed – choose a video, slide show or infographic and embed, posting your reaction

## **Entertain**

- Story – tell a story that entertains
- Satire – be humourous through irony or exaggeration (works well for timely issues such as politics or sport)
- Parody – imitate a well-known person or media property in your niche, exaggerate their strengths and shortcomings

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## **Timeliness**

- News – create content about events as they happen, adding your own spin
- Review – a product, event or topic currently in the news
- Trend – predict a trend
- Survey – choose a newsworthy or trending topic and survey your audience, posting the results
- Issue – choose issues that affect your audience and create content about them while they are still in the news
- Takeaway – react to an event, presentation or experience, listing your top takeaways

## **Engagement**

- Question – curate and answer questions asked by your audience on forums or in the comments
- Answer – ask a question and allow the audience to answer it via the comments. Keep it short.
- Challenge – pose a challenge to your audience which you can update featuring participating audience members
- Customer showcase – feature a customer or project you have worked on, tagging in the client (partly promotional but builds engagement)
- Freebie – provide access to a relevant giveaway
- Contest – announce a contest that you can run as a series with updates on the results