LinkedIn Templates

These five posts have a cumulative 170,000 impressions. Here's how I did it:

Template #1: The Objection

Philosophy: Read your clients' minds by pointing out their objection to your product or service and addressing it directly.

My Post:

Holly Crawshaw (She/Her) • You
Best-Selling Ghostwriter || I help people share their story in bo...
3d • 🌐

"Writing on LinkedIn feels like shouting into the dark."

A new client said these words to me recently.

I ghostwrite posts + books for a living.
And sometimes I feel the same way.

Sharing my story,
sharing my experiences,
and sharing my knowledge can feel terrifying.

Still.
And I've been doing this writing thing for 17 years.

[Imposter syndrome, anyone?]

When I start to feel like I'm just "shouting into the dark," I have to come back to one simple question:

"Why do I write?"

I write because I've failed.
And I want others to learn from my failures.

I write because I've succeeded.
And I want others to reach higher and bigger than I ever have.

I write because my story is unique.
But I believe there are commonalities in the human experience that give others a sense of connection and belonging.

I write because it's who I am.

When I bring it back to "Why do I write?", writing feels less risky.
Less meaningless.
And less like shouting into the dark.

Why do you write?

Template:

[Objection your ideal client has to your product or service.]

[Statement of empathy.]

[Statement of empathy.]

[Statement of empathy.]

[Your unique solution or answer to that objection.]

[CTA: Question that gets your ideal client thinking about their purpose.]

Template #2: The Vulnerable Post

Philosophy: Only sharing a highlight reel of your wins is one-dimensional. Your audience needs to see you a real, live human being they can connect with. I know it's counter-intuitive for many of us, but sharing about difficulty you've faced and overcome is a powerful way to relate to your audience.

My Post:

Holly Crawshaw (She/Her) • You
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Overcoming anxiety + depression.

If you'd have met me in 2018, you wouldn't have recognized me.

Surprise decisions.
Surprise divorce.
Surprise debt.

(Full Disclosure: I didn't make it any easier on myself.)

The anxiety + depression settled in for a long winter's nap ... for a solid year.

My body felt heavy.
My thoughts felt heavy.
My entire life felt ... heavy.

So, how did I climb out?

First, my faith in God.
I could write 10,000 posts on the importance of faith.

Second, my faith in the power of stories.
Every day - I'm serious - I thought to myself, "How do I want this story to go?"
I knew I wanted it to shift.
I knew I NEEDED it to shift.
And I knew that I was the only person with the power to make that shift.

So, I took the focus off me.
Instead, I focused on the people I serve - my clients.

Ghostwriting is not about me.
It's not about my opinions, my beliefs, my experiences, or my life.

And, in many ways, telling others' stories healed me.

I believe myself to be the luckiest woman on the face of the planet to wake up every day and do what I was created to do.

If you're reading this today and things feel ... heavy.
Try shifting your story by placing your focus elsewhere.

I promise that one day the sun will come out again.

Template:

[Vulnerable "confession" that states your struggle bluntly to grab attention. Bonus points if it's a common struggle that you know your readers can connect with.]

[Unpack the struggle. It's important here to show humanity, self-awareness, and honesty. Don't shift blame or point fingers. Own it.]

[Share step-by-step how you overcame your struggle. Fashion this as a list.]

[Bring the conversation into the reader's world. Talk to them directly. Give them advice for how they, too, can overcome their struggle.]

[CTA: End on a positive note – one that builds self-belief in your reader and empowers them. This makes readers want to come back to your page for further positivity and encouragement.]

Template #3: Immediately Actionable List

Philosophy: You absolutely must master the art of creating content that is immediately actionable on LinkedIn. Think: What set of steps can your ideal client take today to advance their status, health, or wealth?

My Post:

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5 Ways to Win on LinkedIn:
[That have nothing to do with hooks.]

Creating opportunities OFF LinkedIn begins by building a meaningful presence ON LinkedIn.

Maybe you want to ...
-Find leads
-Share your experience
-Make a career change
-Garner industry authority
-Connect with like-minded professionals

... LinkedIn is THE (only) platform that can make all those things happen.

Here are 5 Ways to Win on LinkedIn:

1. Be COMPELLING
-Grab your readers' attention with words that have meaning, merit, and purpose.

2. Be CLEAR
-Clear is more important than clever. Pick one point and drive it home.

3. Be CREATIVE
-It's tempting to use the same exact templates as the LinkedIn-lebrities. But it's also obvious.
-Instead of copying + pasting, be *inspired* by those leading the charge. But create your own charge.

4. Be COMPASSIONATE
-You can't expect people to engage with
-Show your true self, be vulnerable, and share your story.

5. Be CONSISTENT
-Even on the days you can't post, comment.
-Even on the days you can't comment, send 1 DM.
-Even on the days you can't DM, just show up.

Investing in this community has a guaranteed ROI.

Which of these 5 do you need to work on the most?

Template:

[# of ways to accomplish a short-term goal.]

Examples:

5 Ways to Scale Your Business:

3 Ways to Attract Leads:

8 Ways to Improve Your Marketing:

[Teasers that detail the benefits of your unique strategy.]

[List of "ways" to accomplish the goals. Alliteration helps to make the "ways" a bit "stickier" to your audience.]

[CTA: Ask readers a question that makes them reconsider your steps and helps them immediately apply the content to their life or business.]

Template #4: Social Proof

Philosophy: This strategy may make you feel uncomfortable – like you're bragging – but it's necessary if you want credibility. People want to know you've helped others like them.

My Post:

Template:

[Identify that you're sharing social proof. In my example, I indicate that what I was about to share was a project that I personally worked on.]

[Share the words someone else used to describe the work you did.]*

*This is one way to get around the feeling of "bragging" – allowing someone else to do the "bragging" for you. You can screenshot texts, emails, messages, or reviews and share them. (Make sure you get permission before sharing.)

**If you don't have much (or any) social proof yet, I would suggest asking someone to do work for free or at a discounted rate in exchange for an honest review.

[There is no CTA in my example. I should have included one. But you could close with, "To learn how I can do the same for you, send me a private message or comment "ME!"]

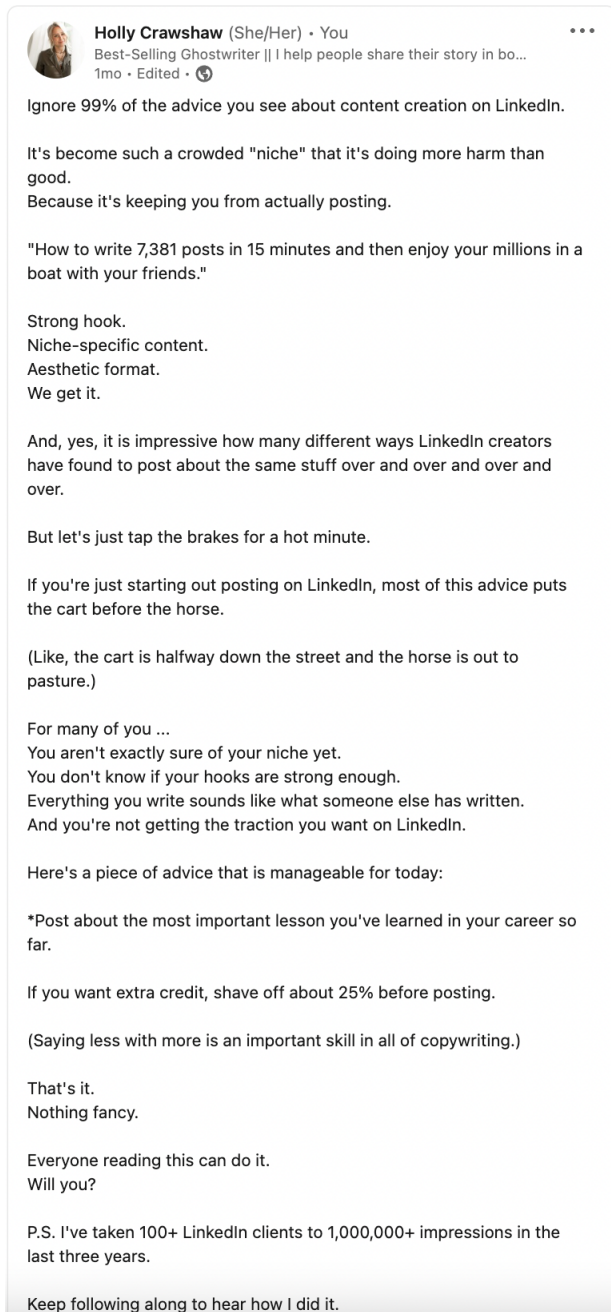**Before I share the final template ...**

I'd be remiss if I didn't take this opportunity to extend my professional services to help you immediately implement these templates and many more.

If you want me to help you build industry authority, increase your brand awareness, and get more leads, book a free, no obligation call with me [here](#).

Template #5: Contrarian Post

Philosophy: Grab the reader's attention by stating a contrarian position. *But do not do so in an effort to back out of that position later in the post.* That feels like deceptive clickbait. Simply point out a popularized opinion that you disagree with and list your reasons for dissent in a helpful way that educates your audience.

My Post:

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1mo · Edited · 🌐

Ignore 99% of the advice you see about content creation on LinkedIn.

It's become such a crowded "niche" that it's doing more harm than good.
Because it's keeping you from actually posting.

"How to write 7,381 posts in 15 minutes and then enjoy your millions in a boat with your friends."

Strong hook.
Niche-specific content.
Aesthetic format.
We get it.

And, yes, it is impressive how many different ways LinkedIn creators have found to post about the same stuff over and over and over and over.

But let's just tap the brakes for a hot minute.

If you're just starting out posting on LinkedIn, most of this advice puts the cart before the horse.

(Like, the cart is halfway down the street and the horse is out to pasture.)

For many of you ...
You aren't exactly sure of your niche yet.
You don't know if your hooks are strong enough.
Everything you write sounds like what someone else has written.
And you're not getting the traction you want on LinkedIn.

Here's a piece of advice that is manageable for today:

*Post about the most important lesson you've learned in your career so far.

If you want extra credit, shave off about 25% before posting.

(Saying less with more is an important skill in all of copywriting.)

That's it.
Nothing fancy.

Everyone reading this can do it.
Will you?

P.S. I've taken 100+ LinkedIn clients to 1,000,000+ impressions in the last three years.

Keep following along to hear how I did it.

Template:

[Make a bold statement that is in direct conflict to what is popularized.]

[Create tension in the heart of the reader by expanding on the popularized idea. Be specific here. Write words they've seen over and over again. They should think, "Yeah, I've heard/seen/read that opinion multiple times. I wonder why she/he disagrees with it."]

[Begin the pivot into your unique position here.]

[Why do you think differently? These work best as a punchy, short list of specific reasons your opinion is different from the popularized opinion. These reasons should strike as very personal to your ideal client.]

[Give readers one actionable step. What do you want them to do with this new information?]

[CTA: This is one of my favorite CTAs. It gives social proof and simply asks the readers to keep following along to see how I accomplished the facts shared in my social proof.]