

Elements of a Great Post on LinkedIn

You won't use all of these in every post.
But this a great guideline to get started with!

1. **Headline, title, topic, name an audience or ask a question**

Let your audience know what the post is about. This is a wonderful courtesy. Let them decide if they want to read it.

2. **Facts, statistics, a quote**

Our Ego and logic brain love to be reassured we are making great decisions. Give us numbers to back up your claims.

3. **Only 1 main point for each post**

More than that is a blog. Keep it short and simple. Think sound bites.

4. **CTA** – always include a **call to action**

What do you want them to do?
Think about something, go to your website, comment below, sign up, share your thoughts, etc.

5. **3 – 4 Hashtags**

Anything more is overkill and is suppressed by LI.

6. **Lots of White space**

Give your readers lots of room to scan clean space. We zone out when faced with huge blocks of text

7. **Value, Value, Value**

What does your audience want or need? What do they find of value?

8. **Emojis**

If that fits your personal style. I use the arrows, numbers, diamonds and such to outline points. Find some that fit you!

Notes: