

Linked In Posts

POST TEMPLATES

Why Use Templates?

- Save time and limit time spent on LinkedIn
- Make sales without being salesy
- Deliver the information to your audience needs to buy what you sell
- Build community and create super fans

How to Use Templates

Look at the example and tip below it. Then create a similar post about your product or service. Each of these are targeted points that can work for any product or service.

Plus you are building a bank of posts to reuse so that you continue to save time.



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Poll Based on Problems Solved

Example: What do you think is most important when choosing cat food?

- A. Healthy ingredients
- B. Convenient packaging
- C. Cats love how it tastes
- D. Easily available--purchase online or in local shop

*Make each of the options a selling feature of your product/service. You want to get conversations going and then let commenters know that your product is perfect for them because it.....

Testimonial

Example: Wow, just got this note from a customer. Makes our day to see how our cat food is changing lives. (Insert photo, screenshot or video testimonial.)

*Once some have commented and engaged. Go back and edit post to include the direct link to the product, or drop the link in the comments.



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Teaching Post

Example: Did you know that businesses need three sets of documentation to accurately keep up with single entry bookkeeping? This is the ideal bookkeeping style for sole-proprietorships and small businesses

Single entry bookkeeping needs:

1. Cash Sale Journal
2. Cash Disbursement Journal (for expenses)
3. Bank Statements

How many of these 3 do you have up to date?

*Teach your audience what they need to know, so they know that they need your product or service!

Statistic Post

Example: A study by US Bank found that 82% of small businesses fail due to poor cash flow management skills. That doesn't mean that they didn't make enough money. It does mean they didn't track expenses enough. Most businesses don't need more money to survive, they just need better bookkeeping.

*Find a statistic, study, or interesting fact about your niche and use it to demonstrate the need for your product or service.



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Challenge Post

Example: Staying hydrated is important! (Heck, that's the whole purpose of our company.) So, we propose a little challenge.

To participate in the 4-Day Stay Hydrated Challenge, comment "Thirsty" below! One special challenge participant is going to win a month's supply of H2Woah natural water enhancer. Winner chosen at random.

*You can offer a prize or not, up to you! But this post works because it creates excitement while also getting people on your email list. Once someone comments, reply with a link to grab your challenge offer. It could simply be a tracker for the challenge or instructions on how to participate.

