



30 Days of LinkedIn content prompts

You may be thinking:

- ⇒ Why would people listen to me?
- ⇒ What would I say that someone hasn't already said?
- ⇒ I'm just plain scared to be judged.

I'm hearing you loud and clear, and trust me when I tell you that all of these feelings are very valid, but you'd be surprised how much value you can offer your audience.

You only have to be slightly more experienced than your target audience to make a difference and to start making content (so, literally everyone can do it; we're all a teeeeny bit more experienced than *someone* out there on the internet, right?).

But don't worry: if you're stuck on where the heck to start and what the heck you're going to write about online that could mean *something* to *someone*...I got you.

I present to you 30 days of LinkedIn prompts. For each prompt, keep a few things in mind:

- As you get more comfortable, **experiment with photo, carousels, and/or video** to pair with your writing (posts with selfies usually perform well), but not every post has to have additional media.
- Show your **personality!**
- **Use hashtags** with each post; check which ones are most relevant to your content before using them by searching them on LinkedIn and seeing how many followers of each hashtag have
- **Share external links** (like to your portfolio/website/etc.) within the comments of the post (the algorithm doesn't like it when they're in the main post).
- **Know who your audience is** before starting and make sure to speak directly to them.
- **If a prompt inspires you to create something completely different, go for it!** The important thing is that you're creating something every day.
- **Spend a few minutes every day engaging with other people's posts** also—LinkedIn likes it when you show that you're an active member so you have a better chance of your posts reaching more people.

Take a deep breath, know that everyone has to start somewhere, push your ego aside, and just create. You're about to prove to yourself that you can do this personal brand thing!

Day 1

Write about how you're going to start becoming more active on LinkedIn and why you've been putting it off.

- Your vulnerability will be relatable to other people
- People will appreciate your honesty
- People want to hear about other people's struggles and how they're overcoming them
- Saying your goal out loud will make it more real and you're more likely to keep yourself accountable to achieve your goal

Day 2

Write about something you learned from a conversation you had with someone recently. This can be anything related to freelance writing, marketing, content writing, copywriting, goal setting, something inspirational, etc.. Now tell that story.

- People love stories
- If you talked about it with someone else, other people are likely talking about it/thinking about it/needing to see someone else talk about it
- What you learned or taught to someone else can be valuable to share with others on LinkedIn

Day 3

Write about something you're working on, either for a client or for yourself and share something you're learning in the process of working on it.

- Documenting your process is very helpful
- Other people may be working on something similar that could spark conversation

Day 4

Write about something you're working on that is a challenge to you and how you're trying to overcome that challenge.

- Sharing your challenges is very relatable
- You may find someone who can help you
- How you're solving that challenge may be different from someone else who is trying to solve a similar challenge
- Again, being a little vulnerable makes people feel more comfortable sharing their

experiences with you and relating to you

Day 5 Share a misconception you had before you started writing professionally or pursuing writing professionally

- This could help clear any confusion for someone who is less experienced than you
- This is a good way to show your expertise
- This could be encouraging for someone if it was something that was holding them back from starting

Day 6 Promote yourself!

You'll do this once every 5-7 days. How else will people know what you do? Share what niche you write in, who you write for, what type of writing you do, etc. Whatever your thing is, share it. Then choose one of the following:

- Ask for people to schedule a call with you
- Ask for people to sign up for a newsletter
- Ask people to DM you
- Ask people to email you
- Ask people to visit your online portfolio

Whatever makes most sense to gain leads for your freelance business, ask for it! I would suggest only one ask though—so don't overwhelm your audience with encouraging them to do more than one thing, just choose one action.

Day 7 Talk about a mentor you had and something you learned from them

- This is a great way to educate your audience
- This may inspire other writers to find a mentor or just someone they can talk about writing with
- If you don't/didn't have a formal mentor, this can also be someone you've looked up to

Day 8 Talk about your experience talking to other writers

- Similar to the mentor post, this could just be classmates you had or a friend or family member who also writes
- What did you learn from them?
- Did they offer you a new or different perspective on writing?

Day 9 Talk about what you went to school for and how it does or doesn't relate to your career

- If you went to school for something related to writing or marketing, this can show the benefit of doing that

- If you didn't, this is a great way to show how you can carve your own career path to freelance writing anyway
- If you didn't attend higher education, this is still a great way to show how you got to where you are now

Day 10 Talk about why you write and why it's important to know why you write

- Some writers may not have a "why" and could feel lost because of it
- Some writers need that extra motivation and this could be the key for them
- At the end of your post, ask your audience to share their "why" and see what conversations you can have in the comment section

Day 11 Talk about a book that helped your writing

- Reading is key to being a good writer, so share a fiction or non-fiction book you enjoyed and what you learned from it

Day 12 Promote yourself!

Day 13 Write about a movie or TV show that taught you something about writing

- Movies and TV shows can be wonderful examples of good storytelling
- Remind your audience that you can learn writing from many different mediums

Day 14 Poll: Ask your audience something you want to learn from them

- Posts with polls usually perform pretty well on LinkedIn
- This could really spark conversation in your comment section!

Day 15 What you wish you knew when you started writing

- The "what I wish I knew before X" format usually performs well
- This is a great way to share your wealth of knowledge

Day 16 Promote yourself!

Day 17 5 reasons why someone may choose a writing career

- What are the cool parts of being a writer?
- If someone is lost about their career, this could inspire them to give it a try

Day 18 Share a writing technique you like to use or recently learned about

- Do you have a specific way you like to write headlines, email subject lines, call-to-actions, hooks, etc.? Choose one and write about it.

Day 19 Somewhere you worked that taught you more about writing

- Sharing work experience outside of freelancing could show that you can learn about writing in other jobs also—some people may benefit from a traditional job before freelancing

Day 20 How you overcome writer's block

- Let's be real, this is something every writer would benefit from

Day 21 How you've found a client/tried to find a client

- Even if you haven't had your first client yet, share what strategies you've tried to gain a lead, or even what strategies you are going to try
- Ask your audience how they find clients and learn from each other
- This is the most asked question I see from fellow freelancers, so this could be a great opportunity for high engagement for you

Day 22 Promote yourself!

Day 23 Poll: Ask your audience something you want to learn from them

Day 24 Share something about your writing process

- Even if something you do feels obvious, it may not be obvious to someone else
- This is a great way to show your expertise

Day 25 5 characteristics you believe makes someone fit for a writing career

- This could help someone who is going through self-doubt
- Someone may be lost in their career and this could help them recognize their potential
- This could show some skills that someone may need to learn more about if they're trying to build a writing career

Day 26 Share a writing technique you like to use or recently learned about

Day 27 Promote yourself!

Day 28 Share any characteristics as a kid that showed you would be a writer

- People love personal stories

- Stories about childhood are cute and fun to write/read!
- Bonus if you share a picture from when you were a kid

Day 29 What you do when you're not writing

- How do you take breaks?
- Discuss the importance of taking a break from writing
- Have you done an activity that inspired your writing?

Day 30 Share what you learned about creating and publishing 30 days of content

- What did you like or not like?
- What did you learn?
- What were some challenges and how did you overcome them?
- Will you continue to create content? Why or why not?
- How many people did you meet?
- Did you get any new prospects?

Of course, you can also use these prompts for other platforms, but these specific prompts may be best fit for LinkedIn because you have more space to write on LinkedIn rather than Twitter (X?) for example. But there is always a way to pull little pieces out of your LinkedIn posts and post them in other places!

Lastly, It's going to take more than 30 days to get a hang of building a personal brand and start seeing progress, but you have to start somewhere, right? This is a great place to begin.

Have fun with it and keep up the great work!! Good luck 😊



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