

# What's your LinkedIn creator archetype?

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**1. What's your favorite type of LinkedIn post to write (or read)?**

- A) A product update that explains how something works
  - B) A breakdown of a framework or market trend
  - C) A personal story with a clear takeaway
  - D) A post about your team, client, or event
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**2. If LinkedIn disappeared tomorrow, where would you put your energy instead?**

- A) On refining the product or building something new
  - B) Writing a newsletter or recording a podcast on your niche
  - C) Coaching others or writing a blog about your journey
  - D) Hosting meetups or building a private online community
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**3. You're at a work dinner. What's your role at the table?**

- A) The one explaining a cool feature with a napkin sketch
  - B) The one discussing the latest macro trends
  - C) The one telling a story that makes everyone nod (or laugh)
  - D) The one introducing people and keeping the energy up
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#### **4. What gives you the most energy at work?**

- A) Solving complex product or tech challenges
  - B) Watching market trends and thinking three steps ahead
  - C) Helping someone grow or giving useful advice
  - D) Talking to people and building community
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#### **5. You're most likely to use LinkedIn to...**

- A) Talk about what you're building and why
  - B) Share your expertise and thought process
  - C) Reflect on your journey and connect through vulnerability
  - D) Celebrate people, projects, and good vibes
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#### **6. Which sentence sounds most like something you'd post?**

- A) "We just hit 100+ customers — here's what got us there."
  - B) "If I were a CFO today, these would be my 3 top priorities."
  - C) "I failed big time on this project. Here's what I'd do differently."
  - D) "Huge thanks to the team for making this happen — you're the best!"
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#### **7. What content format feels most natural to you?**

- A) Charts, progress updates, dashboards
  - B) Frameworks, case studies, carousel posts
  - C) Stories, how-to lists, short videos
  - D) Photos, shoutouts, behind-the-scenes posts
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#### **8. What's your guilty pleasure on LinkedIn?**





- A) Reading long technical breakdowns most people skip

- B) Bookmarking every smart take you see (but forgetting to read later)
  - C) Watching people being real and emotional
  - D) Jumping into fun comment threads with people you barely know
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## **9. Your ideal weekend activity?**

- A) Building a side project or learning something new
- B) Attending an industry event or reading a business book
- C) Journaling, hiking, or calling an old friend
- D) Hosting a dinner party or going to a community event

# RESULTS

<p>Mostly A's:</p> <p> <b>Product Storyteller</b></p>	<p>You're obsessed with what you're building, and it shows. You love talking about features, growth, and the value your product creates. You make complexity understandable and exciting.</p>
<p>Mostly B's:</p> <p> <b>Industry Influencer</b></p>	<p>You live for frameworks, strategic insights, and data-backed posts. You're the person people tag when they want to sound smart. You're always ahead of the curve and happy to share what you see.</p>
<p>Mostly C's:</p> <p> <b>Career Coach</b></p>	<p>You're a storyteller. Your feed is full of lessons learned the hard way, and that's what people love about you. You're generous with what you know and not afraid to show the messy side of growth.</p>
<p>Mostly D's:</p> <p> <b>Community Leader</b></p>	<p>You're a connector. Your content builds trust because it's real, warm, and social. You highlight others, celebrate wins, and make your community feel like part of your journey.</p>



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