

**Storytold.**<sup>TM</sup>

**Post writing methods  
that get you clients!**

**Your Authentic Visual Storytelling options for 2025 and beyond**

**Delight your clients, and get your story told.**

A successful post on LinkedIn isn't about chasing metrics, its about transforming stories into high-value leads.

**These are five methods we use to get our stories told.**



**Jack Dyer** 

CEO of Storytold

**Number 1:** positioning yourself as a leader of authority. You have to build your authority on the platform, you're an expert after all!

## Example Post:



**Jack Dyer** 

CEO of Storytold



Having a website isn't enough.  
You need to wine and dine your audience.

It used to be enough.  
you could build a site,  
stick some photos on it  
people would find it on Google.

Not any more.

Now that everyone can use AI,  
your competition is everyone who uses AI.

200 Likes

12 Comments 2 Reposts

**Use your expertise  
and knowledge to  
give advice and  
provide value.**



**Jack Dyer** 

CEO of Storytold

**Number 2:** amplify the pain points. Your goal is to make the project feel urgent, so you can offer the solution. This provides the value they crave.

## Example Post:



**Jack Dyer** 

CEO of Storytold



You post about what you do,  
but LinkedIn ignores it.

People engage when they recognise  
themselves in what you're saying.

Their problems, their pain, their emotions.

That's why Storytelling helps you  
It provides insight, connection and value.

Humans sell to humans.  
Stories make you relatable

200 Likes

12 Comments

2 Reposts

**These pain points  
are relevant or  
trending, and you  
provide insight.**



**Jack Dyer** 

CEO of Storytold

**Number 3:** social proof is great to LinkedIn! Its a trust builder, from people your audience respects. It shows real outcome of the services you provide.

## Example Post:



**Jack Dyer** 

CEO of Storytold



My team and I are so busy delivering, that we don't often stop to smell the roses.

Or in this case, to recognise that our partners enjoy the work as much as we do!

It's meaningful, so thank you to our client!

We've grown her in the hearts and her audience by over 20,000 followers which is why she left this recommendation:

200 Likes

12 Comments

2 Reposts

**This is an insight into what its like to work with you, this is invaluable.**



**Jack Dyer** 

CEO of Storytold

**Number 4:** show off your process and frameworks. This follows on from what its like to work with you, and it highlight your unique problem solving.

## Example Post:








**Jack Dyer** 

CEO of Storytold



What if your LinkedIn attracted leads without you carrying all the weight?

-  Your audience grew fast
-  Your message cut through
-  Your content generated leads
-  Your brand became recognisable
-  And all it took was one call a week

That's the point of the Storytold system:

 Book a call with me

200 Likes

12 Comments 2 Reposts

**This also adds to your desirability, because people know they need these services.**



**Jack Dyer** 

CEO of Storytold

**Number 5:** contrarian statements. This is such a powerful way to create interest and it becomes memorable. People feel obliged to engage.

## Example Post:



**Jack Dyer** 

CEO of Storytold



I don't like my employees.

I love them!

Ok, sorry for the bait and switch.

But it was important for this next part:

I never thought I'd actually  
achieve my lifelong dream of  
running my own company.

And even then, I never thought  
I'd get myself a team (I thought I'd  
run a freelance solo consultancy)

200 Likes

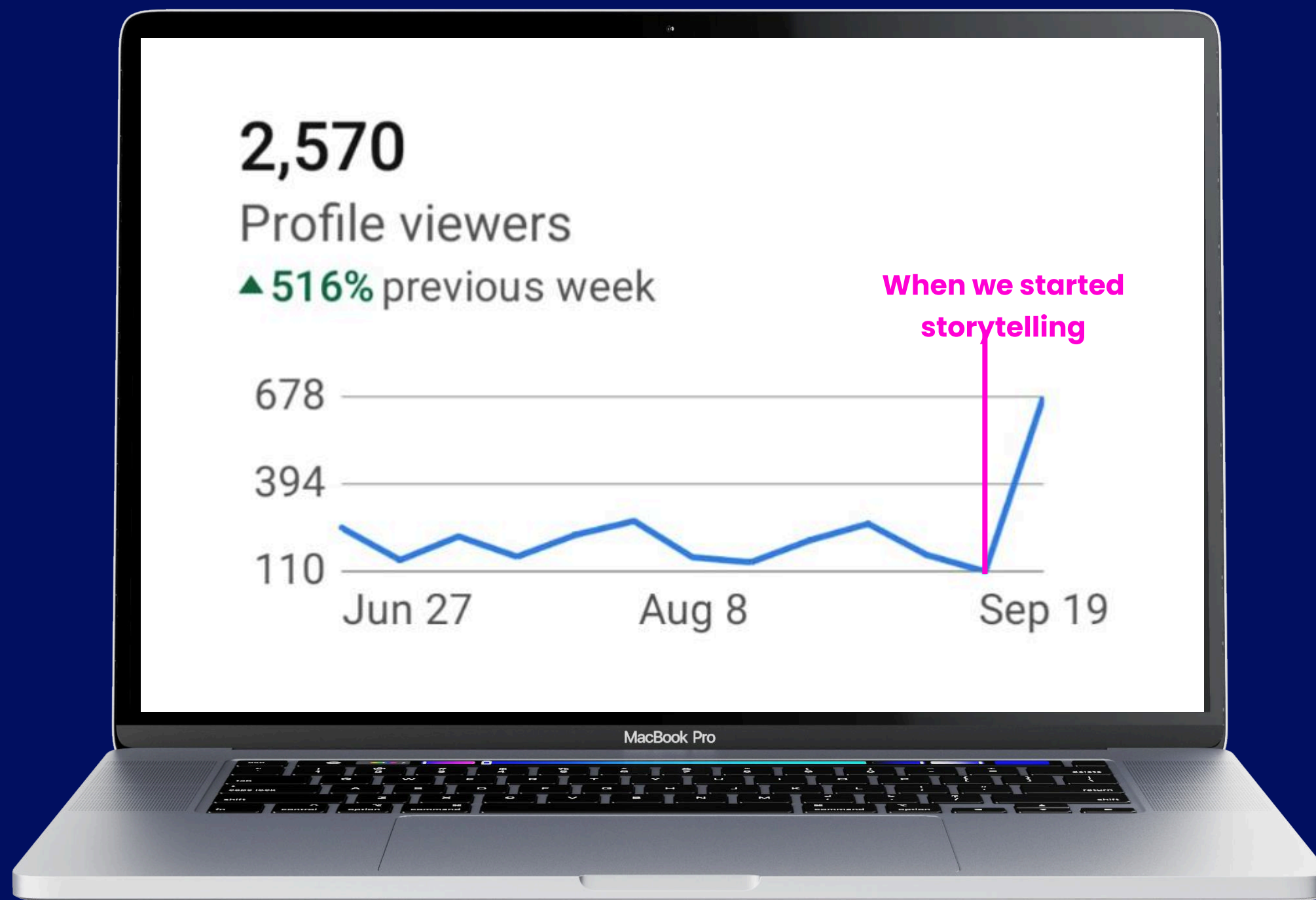
12 Comments

2 Reposts

**the contrasting  
statement makes  
your second line  
hit harder and  
stay memorably.**

**To stand out:  
Master your formatting.**

But formatting is only one part.  
Telling an authentic story that  
makes your reader the hero,  
that's a whole other... story.



## When we start storytelling

We create more engagement, more views,  
more connections = **more inbound leads.**

**We make you the  
most visible Leader  
in your industry**

Jim Stirrer (CEO)

Storytold  
go from 3,500  
+ in just 5  
nehow did it  
me into a robotic  
ons I learned  
g oxygen" LinkedIn

happens when you  
n, remove the  
mayonnaise, and  
with an actual soul.

rytold, most founders  
In are basically  
ghosts tapping on the  
e, "Hello... is anyone  
g my thought  
ship." Jack shows up like a  
ard with a megaphone  
therapist clipboard and  
"Cool. Let's turn this into  
ething a human would want  
ead." 🙋

★★★★★

01/26



**Gracie Caine**  
Comms & Marketing

worked with Jack at Interactive  
Schools and was always  
impressed by his innovative  
thinking and collaborative  
approach.

It was clear to see he had a

It was clear to see he had a strong ability to connect ideas, people and problems in a way that moved projects forward. Jack brings both creativity and professionalism to his work and is a fun and enthusiastic person to be around!

★★★★★

15/01/2026



**Guillaume Jouvencel**  
GHA Marketing, Co Founder

Had the pleasure of hosting Jack Dyer from Storytold™ on Consulting Leaders, where guests go through a thorough selection process.

What stood out about Jack is how naturally he blends design, storytelling, and psychology. The way he pulls real human stories out of busy founders and turns them into meaningful LinkedIn content is powerful, especially in a world drowning in AI noise.

What I like about Jack is his obsession with authenticity. He helps business owners share who they truly are, not just what they do, and the results speak for themselves.

Highly recommend!

★★★★★

05/12/25



**Katie Chambers**  
Editor, Beacon Point

Jack, famous for his little dancing man and that vibrant pink, brings so much fun to every call. He's quick to compliment what's working and just as quick to tell you what's not. It's authentic and real. You never feel like he's buttering you up to sell you something; when he says something isn't working, you know it's true.

He's direct and honest in a way that makes you sit up, listen, and take action (unless you're stubborn and easily offended. Don't be! He's helping you here). He gets you to dig deep, not just into your brand but into yourself. By the time you're done, you've got a better profile, a clearer message, a stronger sense of who you are...and a friend.

And let's be honest (because Jack is definitely honest), by the end, you'll not-so-secretly want to be as cool as Jack.

★★★★★

07/10/2025



**Cassandra Toroian**  
Co-Founder and CEO

Jack is a wonderful and creative partner to have in your camp. He listens, and has a great ability to



**Hana Skomra**  
Strategic Leader

It was a gloomy April day. The overcast sky promised storm and thunder when I met the dazzlingly dashing, daringly handsome Jack D.

Little did I know my branding salvation awaited.

Our first call was surgical. Jack asked questions that would haunt me for months, each one peeling back layers of my professional facade. When I finally dared to press that "join meeting" button again in August, I was ready for the full consultation...

Or so I thought.

"Your profile needs serious work," he stated, somehow making brutal honesty feel like a warm hug.

This man doesn't dance around with corporate euphemisms. He serves truth straight up, no chaser. But here's the plot twist: behind that feedback lay a treasure trove of actionable insights.

★★★★★  
25/08/25

and gave me the confidence to show up authentically.

The result? I left our conversation buzzing with ideas, unable to sleep because I was so inspired. I made a list of all the things I wanted to share, and for the first time in a long time, I felt excited to put myself out there.

★★★★★  
09/10/25

This is not a service, **This is a partnership.** My team and I are truly invested in your success



**Kate Fletcher**  
Director, Peace of Mind

Working with Jack was a game-changer for me.

After 21 years in the police, where everything from what you wear to what you say is regulated, I left thinking I now needed to reinvent myself as a corporate version of me: polished, buzzword-heavy, and



**Oluchi Sophia Nzekwesi**  
Project Manager

Working with Jack on a recent project was a masterclass in thoughtful leadership and strategic clarity. He brings a rare blend of empathy and expertise that makes collaboration not only seamless but deeply enriching.

Jack offered clear, actionable insights throughout our work together; always with genuine zero ego, and a genuine focus on impact. His ability to communicate with both precision and warmth set him apart. If you're looking for a partner who leads with integrity and elevates every project he touches, Jack's the one I'd recommend!

★★★★★  
23/07/25



**Jamie Col**  
CEO of So

I'm truly grateful for the incredible work you've done for my top notch. Jack's raw startup and being a business scale.

Thanks to Jack more custo

# Storytold™

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