

Your LinkedIn content game plan

A cheat sheet to keep your content clear, consistent and on track.

This isn't a full-blown strategy doc — just a quick reference to remind you what to post, who it's for, and how to sound like you. Use it to stay focused when planning, writing or reviewing your posts.

Your content goals

What we're aiming to achieve with your content:

- Build visibility with [insert audience]
- Become known for [insert topics or POV]
- Stay top of mind with [insert client type / peers / referral partners]

Your content pillars

Your main themes — what your content will cover regularly:

- [e.g. client lessons / industry trends / personal stories / tips & how-tos]
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These don't need to be rigid. They're just here to help you focus.

Your ideal post cadence

How often you want to show up on LinkedIn:

- ☐ 1x per week
- ☐ 2–3x per week
- ☐ Most weekdays
- ☐ Other: _____

Pick a cadence that's doable. You can always increase later.

Your audience focus

Who you're writing for — and what they need:

Audience: [e.g. founders, ops leads, heads of marketing]

They want: [e.g. practical insight, helpful shortcuts, confidence to act]

Avoid: [e.g. industry jargon, vague advice, overexplaining]

Your tone of voice

A reminder of how you want to come across:

Voice goals: [e.g. human, clear, smart but casual, sassy, sarcastic]

Avoid sounding like: [e.g. a corporate / AI / LinkedIn bro]

Your go-to post types





The formats that tend to work best for your brand and goals:

- ☐ Personal story with a takeaway
- ☐ Comment on a trend or mistake
- ☐ Quick opinion or “mini rant”
- ☐ Carousel or visual breakdown
- ☐ List of tips, lessons, or tools
- ☐ Screenshots with commentary
- ☐ Something funny but painfully true

Use what works. Ditch what doesn't.

Your “Do not post” list

Helpful if there are any formats, tones, or topics you want to avoid:

-  Salesy call-to-actions
-  Posts that just reshare someone else's content
-  “Here's what ChatGPT says...” without a POV
-  Anything that sounds like you're trying too hard

Your pre-post checklist

Look at this before you hit “post”:

- ☐ Does it have a strong, scannable hook?
- ☐ Is it written for your people (not peers or competitors)?
- ☐ Are the line lengths mobile-friendly?
- ☐ Does it include one clear idea, not three?
- ☐ Is there a takeaway, prompt, or question at the end?

Tip: If something feels off, send it to me. I'll help shape it before you hit publish.