



AUTHORITY  
MARKETING

# 20 Authority- Building LinkedIn Content Ideas.

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Steal these 20 Ideas & build Authority on LinkedIn – without ever worrying what to write about.

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## HERE'S A THOUGHT...

Dear friend,

The world is full of opportunities.

Stop for a second, and take a quick look at LinkedIn — 850 MILLION USERS, out of which 44% make MORE THAN \$75,000 a year.

And you can have access to all of them.

You can literally publish a piece of content from your one-bedroom summer bungalow on the Costa del Sol this morning, show up on the newsfeed of a department manager in Madison Avenue sometime around 3 pm, and jump on a quick Zoom call with them before dinner.

Without even getting out of your orange crab-printed swimming shorts and tatty flip-flops you've been wearing all day.

Something your grandma could only dream about.

The sad truth is, even with all these opportunities, millions of people struggle with writing Content that builds Authority & attracts the RIGHT audience for their goals.

So they either stop writing, or “show up every day” posting memes and writing about how their Starbucks coffee was not as good as usual.

Then wonder why the Clients & Job Opportunities are not coming.

But worry not. We know how frustrating “tabula rasa” and lack of writing ideas can be, so we decided to make this journey a little bit easier for you.

Welcome to the other side of LinkedIn – where good content helps the right people find you, and opportunities are endless.

So cheers to all the opportunities we haven't taken yet, and to the future.

For the future belongs to online creators.

Keep on writing,  
Dina & Stevan

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## 20 AUTHORITY-BUILDING LINKEDIN CONTENT IDEAS

### 1. Define Your Set of TOPICS.

Let's say you want to position yourself as a knowledgeable Content Writer.

Now, what topics does a Content Writer need to master?

I'll drop a few:

- Best Writing Practices
- Content Distribution
- Keyword Research
- Content Strategy
- Idea Generation
- Best Headlines
- Storytelling
- Editing
- SEO

You get the point.

So, when you don't know what to write about, you pick one of these, and write a piece about it.

This works best when it's combined with a Framework.

The formula goes like this:

**Topic + Framework = Post**

Which brings us to Idea No. 2.

## 2. Use FRAMEWORKS That've Been Proven to Work.

Here's an example:

### "Bad vs. Good." Framework

It goes like this:

#### Bad Practices

- Bad Practice 1
- Bad Practice 2
- Bad Practice 3
- Bad Practice 4
- Bad Practice 5

#### Good Practices

- Good Practice 1
- Good Practice 2
- Good Practice 3
- Good Practice 4
- Good Practice 5

[SUMMARIZE], [CHALLENGE], or [INVITE A READER TO TAKE ACTION].

That would be the Bad vs. Good Framework.

And this is how we used it in one of our posts:

"Average LinkedIn Creator: **[BAD]**

- Relies on one Idea Generation Source.
- Posts about whatever comes to mind.
- Doesn't have a Content System.
- Struggles with posting daily.
- Focuses on likes & reach.

Pro LinkedIn Creator: [GOOD]

- Relies on multiple Idea Generation Sources.
- Posts about a well-defined set of topics.
- Has a bullet-proof Content System.
- Posts every day without breaking a sweat.
- Focuses on good followers & qualified leads.

Pro LinkedIn Creators make more than 99% of the revenue generated through LinkedIn. [SUMMARIZE], [CHALLENGE], or [INVITE A READER TO TAKE ACTION].

Average LinkedIn Creators make less than 1%.

You decide."

That was the post.

Here's the Formula we used:

**Framework + Topic = Post**

i.e. Bad vs. Good + LinkedIn = Post.

Now, we need to add some friendly advice here:

→ Don't overuse the Frameworks.

There are too many identical posts on LinkedIn.

You want to stand out, not blend in, so use Frameworks wisely.

→ You need to add value to the post. Frameworks are just a structure.

If your post is bullshit, no framework can save it.

→ Make multiple Framework variations.

This will prevent you from sounding the same.



### 3. Use Hooks to Generate Content Ideas.

Yup, the ones you've just bought!

They're not only a great way to hook your readers into whatever you're writing about, but also idea-generators & time-savers in disguise.

Let's "show, don't tell" this:

HOOK 1

An often-overlooked part of X (and why it's crucial to do Y).

Example: "An often-overlooked part of increasing your Landing Page Conversion Rate (and why it's crucial to make your Calls-to-Action stand out)

Here's what I mean:"

That was the first one, and here come two more;

HOOK 2

How to turn X into Y.

Example: "How to turn Hooks into LinkedIn Posts."

HOOK 3

X ways I increased my Y by Z%, and so can you.

Example: "5 ways I increased my Inbound Leads on LinkedIn by 37% in 2 months, and so can you."

So, the idea-generating formula goes like this:

**Hook + Topic = Post.**

Here's what you can do now:

- Grab a hook from your Hook Book.
- Pick a topic to write about.
- Give your best advice, and that's your post.

#### **4. Show, Don't Tell.**

Showing is much more powerful than telling.

If you can walk the talk, you'll be able to earn your audience's trust almost immediately.

So let's "show, don't tell" how "show, don't tell" works.

Let's say you're a Copywriter.

Here's what you can "show, don't tell":

- Show your recent work & explain what you did.
- Add the "Bad Copy vs. Good Copy" example.
- Show what your creative process looks like.
- Dissect an idea & give an example.
- Show a client's testimonial.

You can apply the exact same principle to any niche.

So, the formula goes like this:

**"Show, Don't Tell" + Topic = Post.**

## 5. Use Your Principles.

A Principle is a philosophy you preach & practice.

"Show, don't tell." is, for example, one of the principles we practice all the time.

Here's one more: "Customer-Centric > Company-Centric."

This is how we used it in one of our posts:

"Company-Centric Marketing Copy:

- This is who we are.
- This is what our product does.
- These are the features of our product.

Customer-Centric Marketing Copy:

- This is what you're struggling with.
- This is what you need, want, and demand.
- This is how we can help you solve your burning issues.
- This is what differentiates us from the others on the market.
- This is the experience of people like you who have tried our product.
- This is a reminder of what you get from our product.
- This is where to click to buy the product.

Don't forget:

Customer-Centric Copy beats the sh\*t out of Company-Centric Copy every time."

That was the post, and this is the formula we used:

**Principle + Framework = Post.**

For the post above, this would be:

"Customer-Centric > Company-Centric" + "Bad vs. Good" = Post.

## 6. Use Your Values.

Here are some of Authority Marketing's values;

### 1. SIMPLICITY.

If you read our posts, you'll notice that we:

- Simplify complex topics by breaking them into smaller pieces.
- Use simple language when we write.

This is how you can use it to generate content:

- Simplify an idea.
- Dissect a complex topic.
- Demystify a topic people struggle with.

And don't forget to make it simple for the reader to read your posts.

Here comes another one:

### 2. ACTION.

We invite you to do something in most of our content pieces.

That's because we value action.

Action is the best antidote for:

- overthinking,
- arguing who's right,
- staying in your comfort zone.

"Just do it" is more than a Nike slogan.

Small actions turn into big results over time.

Thus, our posts & digital products are actionable.

So, how to use Action to generate content:

- Give simple advice & invite people to do it.

The Formula would be:

**Value + Topic = Post.**

or

**Value + Principle = Post.**

## **7. Save Posts You Like, And Add Your Point of View.**

Here's how to do that in three steps:

1. When you find a great post, save it.
2. Rewrite the saved post, and add your Point of View.
3. If it's from someone who's in a different industry than yourself – even better. Apply the format to your industry.

The formula would be:

**Saved Post + Your POV = Post.**

It's that simple.

## **8. Document What You Do.**

For example:

We were writing copy for one of our client's Homepage.

We liked the end result, so we made a Homepage Framework.

Here it is:

LOGO on the left, MAIN MENU on the right.

MAIN BENEFIT AS A HERO HEADLINE.

Benefit 1, Benefit 2, and Avoid Pain 1.

[CALL TO ACTION BUTTON]

IMPORTANT LOGOS

SHORT TESTIMONIAL

6 BENEFITS that explain what your solution brings to the table (3x2 or 2x3 columns).

[CALL TO ACTION BUTTON]

3 COMMON MYTHS that are not true (zig-zag design with pictures).

[CALL TO ACTION BUTTON]

3-STEP PROCESS of how the solution works.

LONG TESTIMONIALS.

[CALL TO ACTION BUTTON]

Footer

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So, that's one of the Homepage Frameworks we now often use.

We could also write 20+ posts on Website Copywriting from this project alone.

The Formula goes like this:

**Documented Work + Framework = Post.**

Trust us on this one – content creation comes easy when you document what you do.

## 9. Repurpose Your Content.

Here's how:

You've written a blog post?

Pick one idea from that blog post, and write a LinkedIn post about it.

You have a long video?

Cut it into shorter videos & post it.

Easier for you to write long-form content?

Write it long, and chop it later.

The Formula:

**One Idea From Your Long-Form Content = Post.**

The best part?

A single piece of long-form content is enough for 30+ LinkedIn posts.

## 10. Answer Your Ideal Client's Questions.

Your clients ask you hundreds of questions on a weekly basis.

One of our clients asked us will his target clients (who happen to be busy CEOs) read their LinkedIn content.

So we used it in one of our posts:

"Will the CEOs and decision-makers I'm targeting read my LinkedIn posts?"

They might not read ANY of them, and still hire you.

Here's what you shouldn't forget:

People talk.

Most people think business happens like this:

A CEO is sitting at his table sipping coffee.

"Hm, let's see what's new on LinkedIn.

OMG, this Stevan guy is a genius!

Better call him ASAP!"

We're on a call.

I rock.

"Shut up and take my money, Stevan!"

I shut up. Money sent. Service done. Problems solved. All happy.

But here's how it looks in real life 90% of the time:

A CEO doesn't give a shit about my content.

They probably don't even know I exist.

They've never read any of my posts.

And they're busy CEO-ing.

But they know their Company has a problem with X, and it's becoming a burning issue.

They need someone to solve X, but who?

And then, out of the blue:

- The CMO listened to an interesting podcast while jogging. What's the name of that guy again?
- Their Department Managers are on LinkedIn. They follow people who give valuable advice.
- The CEO's wife's uncle's daughter's boyfriend drops a name at a random family dinner.



- A CTO's friend had a great experience working with a company that solves X.
- A neighbor's cat meows "Stevan Koncar" while looking the CEO in the eye.

Ok, not that last one.

But you get the point —

CEOs might not read your everyday posts.

And the ways that your Ideal Clients find you are unpredictable.

But if you focus on writing valuable content & building Brand Authority —

People will find you. Not always the way you think, but they will.

Keep calm & keep writing."

So:

→ Your Ideal Client asks you a question.

→ You answer it in your post.

The Formula would be:

**Ideal Client's Question + Answer = Post.**

## 11. Use Humble Flexing.

Here's an example:

"A B2B Sales Consultant booked a 30-minute call with us 2 weeks ago.

Here's what happened:

1. He sent us the questions he wanted to cover on the call (best client ever!).
2. We did our research, prepared, and gave him all we got.

3. We followed up with a detailed & actionable email.
4. 2 weeks later, he sent us the email below. [SCREENSHOT INCLUDED]

The aftermath of the call:

A 30-minute call.

Multiple deal opportunities.

Fun fact — his services start at 15,000 EUR.

P.S. We can take on 2 more Consulting Calls next week."

Is this bragging?

It is. But it's humble.

The goal of this is to show that you're good at what you do.

It also explains:

- Who our Ideal Clients are.
- What our process looks like.
- What's the ROI of working with us.

An important note to add:

These posts will usually have LOW ENGAGEMENT.

But they will spark the desire of your Ideal Clients to work with you.

You'll get more inbound leads this way, than by posting super-detailed how-to posts.

Aim to post humble flexing posts once in two weeks.

## 12. Use Testimonials.

Here's how:

- Take a screenshot of your client's testimonial.
- Underline the most important part.
- Add one-two relevant sentences to the post itself.

This is similar to the Humble Flexing we mentioned above, but this time, your client talks – not you.

The better the testimonial, the more people will want to work with you.

That's it.

What you can do now:

- Find a testimonial.
- Make a post about it.

## 13. Address Your Ideal Client's Frustrations.

For instance, our clients are frustrated with:

- Spending 5+ hours a week figuring out what to write about.
- Writing on LinkedIn without getting inbound leads.
- Lack of clear brand strategy & content strategy.
- Having LinkedIn profiles that look like shit.
- Having websites that don't convert.

That's what we address in our posts.

The formula would be:

**Ideal Client's Frustrations + Framework = Post.**

Here's what you can do now:

- Write down all your Ideal Client's frustrations.
- Write how you help them solve those frustrations.

This one is powerful.

#### **14. Address Your Ideal Client's Fears.**

For example, our clients are afraid of:

- Wasting thousands of dollars on sending traffic to a website that doesn't convert.
- Wasting months on LinkedIn without getting any inbound leads.
- Missing out on attracting ideal clients organically.

And that's why we address these in our posts.

The formula would be:

**Ideal Client's Fears + Framework = Post.**

Here's what you can do now:

- Write down all your Ideal Client's fears.
- Write how you help them overcome those fears.

It's simple, but effective.

## 15. Address Your Ideal Client's Wants.

Let's say you're a B2B service provider on LinkedIn.

You want to:

- Attract & convert clients for your business.
- Become the first choice in your niche.
- Become recognized as an expert.
- Build predictable revenue.
- Do all this fast.

You get the point.

The formula would be:

**Ideal Client's Wants + Framework = Post.**

Here's what you can do now:

- Write down all your Ideal Client's wants.
- Write how you help them make those come true.

## 16. Address Your Ideal Client's Roadblocks.

For instance, all B2B service providers want to generate leads through LinkedIn, but they struggle with:

- Writing a customer-centric profile that converts visitors into discovery calls.
- Making a content strategy that generates **leads** instead of likes.
- Aligning their overall business strategy and LinkedIn.
- Figuring out their weakest link on LinkedIn.
- Making time-saving LinkedIn processes.

So, what do you do once you identify the roadblocks?

1. You make sure your Ideal Clients feel understood.
2. You "show, don't tell" how you can remove those Roadblocks.

The formula for your posts would be:

**Ideal Client's Roadblocks + Framework = Post.**

## 17. Write About Your Ideal Client's Mistakes.

Let's take another example.

Service Providers on LinkedIn often:

- Copy-paste what big accounts do without questioning their goals.
- Optimize content for engagement instead of cash in the bank.
- Avoid talking to their ideal clients.
- Give up after two months.

So, what do you do once you identify the Mistakes?

1. Write about these mistakes.
2. Offer an alternative.

The formula for your posts would be:

**Ideal Client's Mistakes + Framework = Post.**

Help your Ideal Clients identify their mistakes, and they will ask for more.

## 18. Build In Public.

There are many ways you can build in public;

- Share a new thing you're working on.
- Ask for feedback before it's done.
- Report on your progress.

Why would you do this?

Because this way you:

1. Reduce the risk of the new product failing by getting early feedback.
2. Generate demand for your new product before it's even finished.
3. Build **trust** with your target audience.

This is the formula:

**Build In Public + Framework = Post.**

## 19. Crush Your Ideal Client's Objections UPFRONT.

Proactively eliminating your client's objections is one of the smartest moves you can make in marketing. Let us show you how.

Here's one objection we often get for our Copywriting Services:

"How do you write for an industry you know nothing about?"

-"Do your Ideal Clients have fears, frustrations, wants, dreams, and results they want to achieve?"

-"Yes."

-"Awesome. Once we have those, we can write. And that's why we have a Knowledge Extraction Process.

It starts with you filling out a Questionnaire about your ideal clients and your products/services. We also do our own research in the meantime.

If we're not sure we have everything we need, we will ask you more questions. We start writing only when we're 100% sure we have everything we need to write a great copy."

Now, why would you write about your clients' objections?

Because:

1. Many of your potential clients have the same objections.

2. You build trust with them by showing how you handled their concerns before.
3. You show your expertise & set expectations on what working with you looks like.

This is the formula you can use:

**Objection Handler + Framework = Post.**

## 20. Explain Your Process of Working With Clients.

For example:

- Explain what happens when a client starts working with you.
- Elaborate on the deliverables your client gets.
- Explain the time commitment from their side.

Why would you do this?

Because this way you:

1. Show that you have a process of working with clients.
2. Set expectations for your future clients.
3. Build trust with your target audience.

The formula you can use for these posts:

**Your Process + Framework = Post.**

Give it a go.



## PICK THE IDEA YOU WANT TO USE

Alright, here's the thing...writing is hard work. Now that you've gone through all the Ideas, it's time to finally put them to use. That's why we want to make this hard work a bit easier for you;

Here's the list of all 20 Ideas in ONE PLACE.

Simply scroll through the list, and pick the source you'll use to generate content ideas from.

- 1. Define Your Set of TOPICS.**
- 2. Use FRAMEWORKS That've Been Proven to Work.**
- 3. Use Hooks to Generate Content Ideas.**
- 4. Show, Don't Tell.**
- 5. Use Your Principles.**
- 6. Use Your Values.**
- 7. Save Posts You Like, And Add Your Point of View.**
- 8. Document What You Do.**
- 9. Repurpose Your Content.**
- 10. Answer Your Ideal Client's Questions.**
- 11. Use Humble Flexing.**
- 12. Use Testimonials.**
- 13. Address Your Ideal Client's Frustrations.**
- 14. Address Your Ideal Client's Fears.**

**15. Address Your Ideal Client's Wants.**

**16. Address Your Ideal Client's Roadblocks.**

**17. Write About Your Ideal Client's Mistakes.**

**18. Build In Public.**

**19. Crush Your Ideal Client's Objections UPFRONT.**

**20. Explain Your Process of Working With Clients.**

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## TIME TO GIVE IT A GO

You've gone through it all – at last! Well done rockstar.

The easiest way to put these Ideas into practice;

Choose one that resonates with you the most at this very moment, and start typing.

Not knowing what to write about is the greatest ally of blank paper, so at least we got this one **out of the way**.

So what else could possibly be stopping you now?

Time? You'll never have more.

Skill? You'll sharpen it only by actually writing.

Creators that are well ahead of you? Nah, don't let this fool ya. It's just your Imposter Syndrome talking. Tell him to shut up, and hear us out.

We started completely from scratch. No content, no brand, no business network, zero followers, and zero clients.

In two years, our posts were read by 10,5+M people, we've worked with 800+ customers, met each other, built a team across four countries, and started a newsletter.

And this is what just two years can do.

But don't take our word for it. Listen to your own voice, and take the first step. A miniature action can set off a domino effect.

The rest is certain – good things are coming your way.

Stay amazing,  
Stevan & Dina