



AUTHORITY
MARKETING

The Authority – Building LinkedIn Swipe File.

Organic posts behind 50,000+
engaged followers.

Swipe & get inspired.

- **Post Type:** The Formula.
- **Post Goal:** Turn complex advice into a simple formula.



Dina Calakovic • You

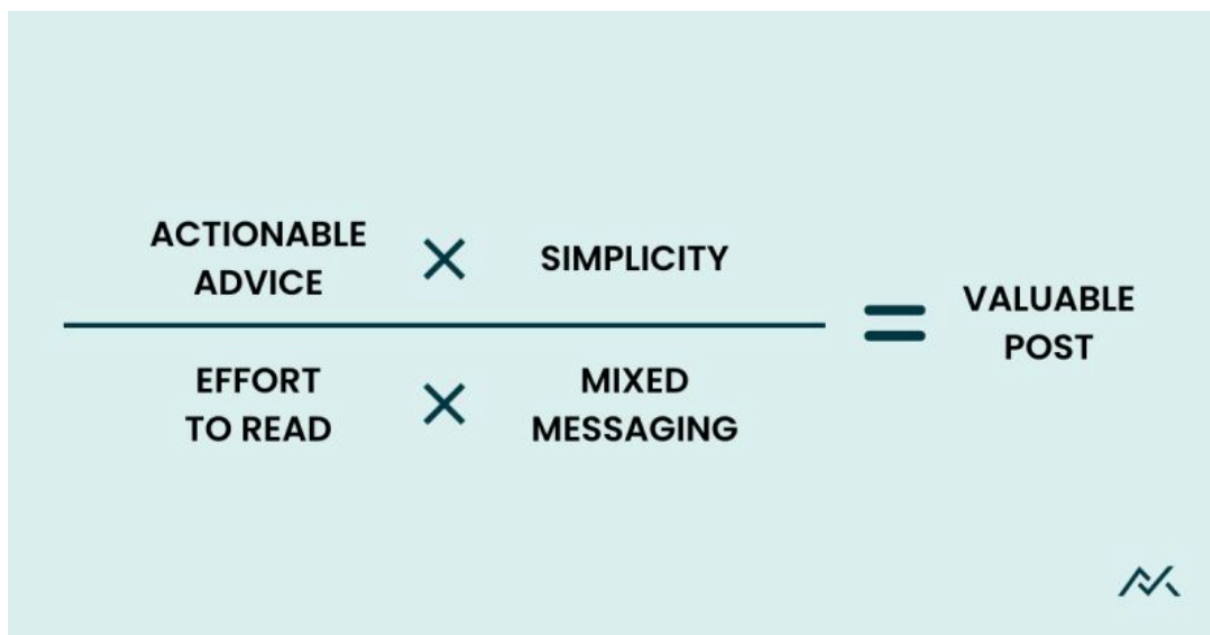
Building your Brand Authority through Copywriting power. Co-founder o...
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A valuable LinkedIn post Formula:

1. Give actionable piece of advice in Plain English.

...see more




👍❤️💡 Neda Pop-Andonov and 375 others

154 comments • 9 shares

- **Why The Hook Worked:** Easily digestible, communicates a naked benefit, contains the power words "valuable" & "formula".

- **Post Type:** Bad vs. Good.
- **Post Goal:** Show the benefits of LinkedIn profile optimization & building a Personal Brand.



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Standard way of applying for a job:

- Find a job ad,
- Apply for the job,
- Compete with 2,000 people,
- Go through 7 rounds of interviews,
- Negotiate from the position of Commodity.


Alternative way:

- Make a great LinkedIn Profile,
- Create Content about your ideal employer's problems,
- Give your best advice about how you solve these problems,
- Get contacted by the companies who want to hire you,
- Negotiate from the position of Power.

Friendly reminder:

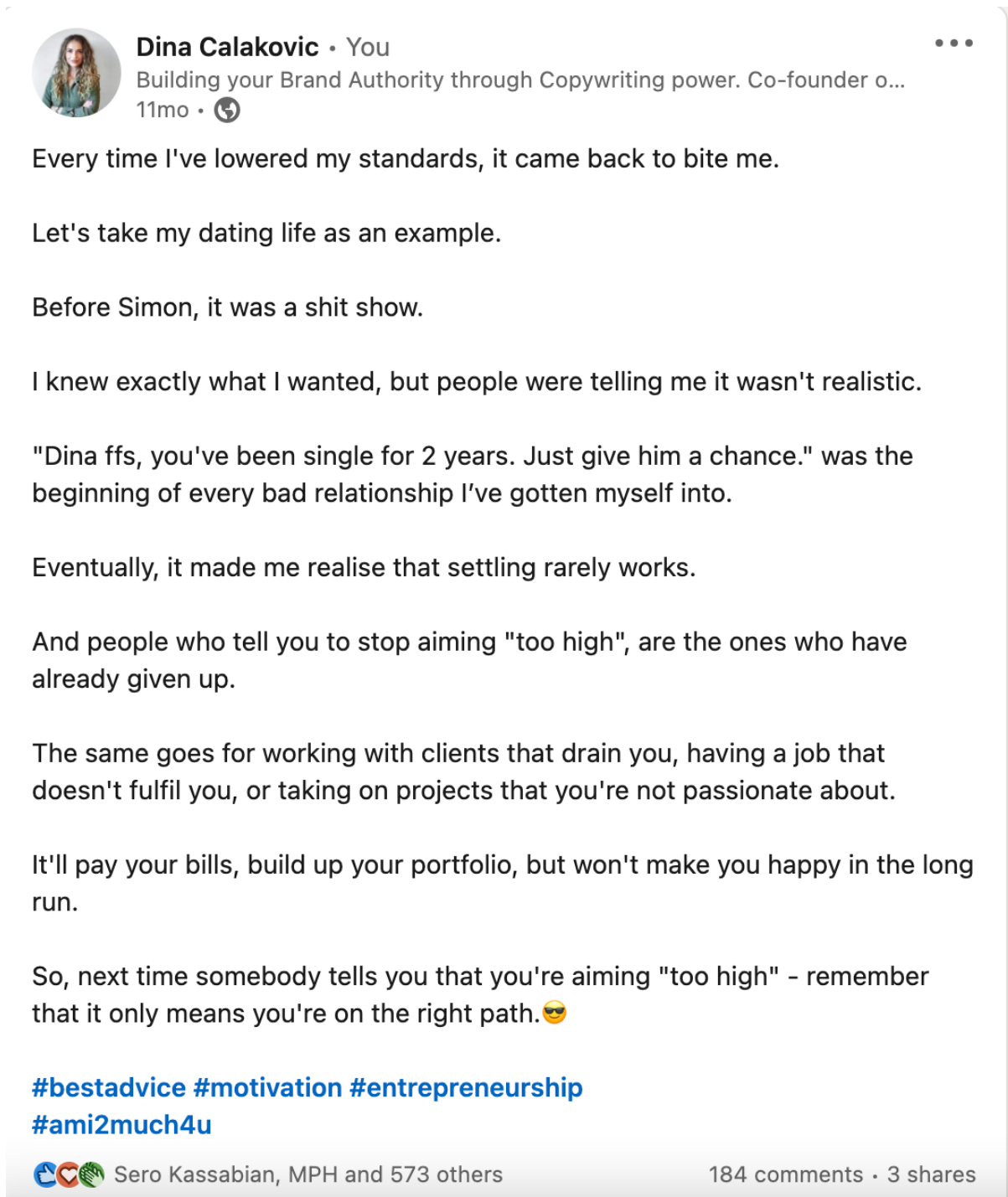
Sending job applications is not the only way to get a job.

Build Authority online and you'll make jobs come to you.

 1,173
 155 comments • 32 shares

- **Why The Hook Worked:** Most people apply for jobs in a "standard, bad" way. They will be curious about a better way of doing it.

- **Post Type:** Personal With a Customer-Centric Twist.
- **Post Goal:** Motivate the audience, while revealing something personal to form a connection.



- **Why The Hook Worked:** Highly relatable – many people can relate to a bad dating life & lowering their standards.

- **Post Type:** The ONE Thing Post.
- **Post Goal:** Encourage people to start writing.



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...

The best Copywriters I've ever met:

- don't wait for the moments of inspiration to start writing,
- are not the most creative people in the world,
- are prone to grammatical errors,
- haven't studied literature,
- have bad days.

But they:

- read every day,
- write every day,
- improve every day.

Every day is what makes a difference.

[#copywriting](#) [#authoritymarketing](#)

 403

130 comments • 4 shares

- **Why The Hook Worked:** You want to know what "the best" do.

- **Post Type:** Myth vs. Fact.
- **Post Goal:** Break the common beliefs.



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Don't let them fool ya.

#marketing #copywriting #branding
#ami2much4u

✗ MYTH	✓ FACT
Building a Personal Brand means talking about yourself.	→ Building a Personal brand means solving problems for others.
The internet is saturated & it's difficult to stand out.	→ The internet is full of crap & it's easy to stand out.
A good product sells itself.	→ A good product is sold by good Copywriting.
You need 10 sales funnels to be profitable.	→ You need one that works.
Adjust your strategy to algorithms.	→ Adjust your strategy to human psychology.



Neda Pop-Andonov and 810 others

200 comments • 26 shares

- **Why The Hook Worked:** You want to know how "they" (a common enemy) are fooling you.

- **Post Type:** Bad vs. Good + Visual.
- **Post Goal:** Show the benefits of building a Personal Brand.



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How does Brand Authority impact your Marketing Funnel?

It makes it FATTER.

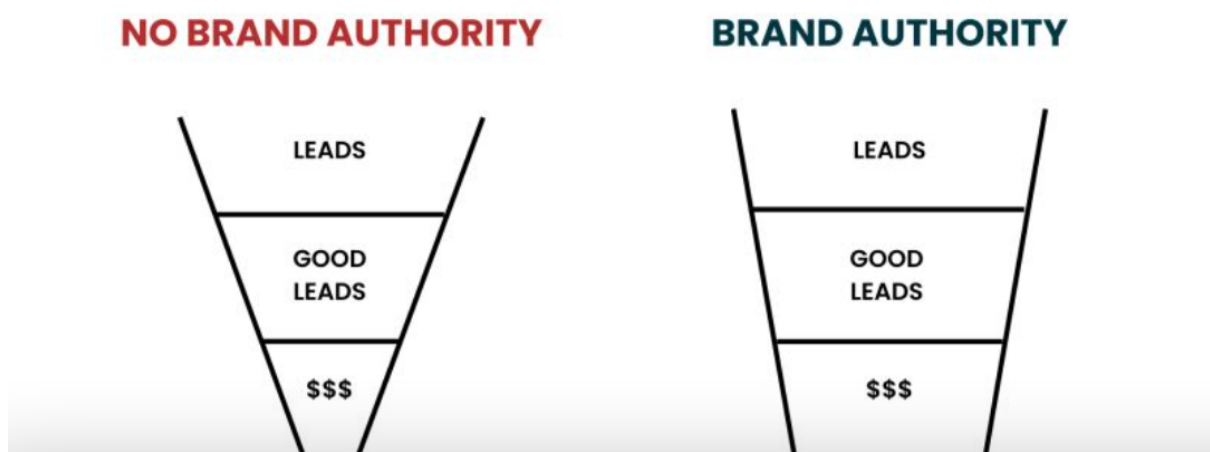
With Brand Authority, you:

- get more leads,
- get better leads,
- convert more leads,
- can charge more money,
- end up making more money.

Save your "V-shape" for bodybuilding.

Fat is what you want for your Marketing Funnel.

[#branding](#) [#marketingfunnel](#) [#authoritymarketing](#)



- **Why The Hook Worked:** "Brand Authority" is a strong term, and communicates something desirable.

- **Post Type:** Proof Of Skill.
- **Post Goal:** Show our copywriting skill.



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Many companies claim they are customer-centric.

Few of them are.

I rewrote this billboard to show you how to go from Company to Customer-Centric, and win more customers.

[#copywriting](#) [#marketing](#) [#sales](#)
[#ami2much4u](#)



Sam Browne 🦎 and 310 others

80 comments • 1 share

- **Why The Hook Worked:** Your company is most likely one of the "many" that are doing it wrong. You naturally want to become one of the "few" that are doing it right.

- **Post Type:** Don't Do → Do Instead.
- **Post Goal:** Break the common belief.



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Trying to go viral is not the best LinkedIn tactic.

Especially for Service Providers.

Do this instead:

- HELP ONE PERSON through your content (your Ideal Client),
- BE STRATEGIC (set a goal & make a plan to get there),
- BE AUTHENTIC (no one can be you better than you).
- BE CONSISTENT (rest if you must, but don't quit).

A post going viral usually means it's a post for everybody.

And not everybody is your Ideal Client.

You might get followers slower,

But you'll get the right ones.

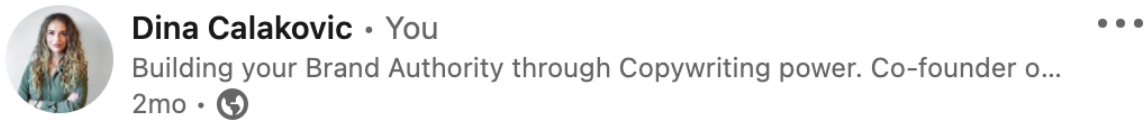


You and 197 others

132 comments • 1 share

- **Why The Hook Worked:** The common belief is that "going viral" is one of the best LinkedIn tactics. We tell you the opposite.

- **Post Type:** Counterintuitive.
- **Post Goal:** Make people think.



My 3 viral posts together brought me:

- 7k followers
- 904k views
- 7,700 likes & 1,360 comments

and

- 0 inbound leads
- 0 clients
- 0 dollars

Are you writing for likes or cash?

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[#ami2much4u](#)

 Stevan Koncar and 966 others

317 comments • 10 shares

- **Why The Hook Worked:** Mentioning big results is one of the best ways to form a hook.

- **Post Type:** Short Tip + Example.
- **Post Goal:** Educate our audience on how to write an effective LinkedIn profile.



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A friendly tip for Freelancers & Service Providers on LinkedIn

Don't use A | B | C | D | E | F headlines.

Here's what I mean:

Designer | Copywriter | Software Engineer | Recruiter | Financial Advisor |
Virtual Assistant.

You're not increasing your chances of getting Clients by adding more.

You're confusing people with what you do.

Less is more here.

[#linkedinprofile](#) [#authoritymarketing](#)



You and 371 others

193 comments • 6 shares

- **Why The Hook Worked:** Calling out our Target Audience (freelancers & service providers).

- **Post Type:** Listicle + Examples.
- **Post Goal:** Educate our audience on creating highly engaging posts.



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7 types of posts that will increase your engagement:

1. Inspiring: How I went from 0\$ to 10k\$/month, and so can you.
2. Polarising: Cold outreach can only damage your brand.
3. Educational: How to build a business network from scratch.
4. Simplified: 5 easy steps to close a high-ticket client.
5. Preventable: 3 things you should never say on a sales call.
6. Systematic: Steal my 3-Step Framework to create content with ease.
7. Listable (like this one).

Any ideas for number 8?

[#copywriting](#) [#linkedin](#) [#marketing](#)
[#ami2much4u](#)



Reba 🍷 Tlatsana 🌸 and 422 others

214 comments • 10 shares

- **Why The Hook Worked:** Contains a number & a naked benefit (engagement increase).

- **Post Type:** Process (Visual).
- **Post Goal:** Show our audience that their struggles are a part of the winning process, and thus motivate them to keep going.



- **Why The Hook Worked:** In this case, the hook is the visual itself. It speaks the truth – every content creator goes through this process.

- **Post Type:** Motivational (Short Form).
- **Post Goal:** Motivate our audience to start creating content.



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Most people on LinkedIn are lurkers.

Few engage with other people's content.

Only 1-2% create content.

Still think it's difficult to stand out?

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Nick Bennett and 938 others

340 comments • 4 shares

- **Why The Hook Worked:** Highly relatable & following an appealing writing format; most → few → only.

- **Post Type:** The Common Mistake.
- **Post Goal:** Encourage our audience to start optimizing their LinkedIn profile.



- **Why The Hook Worked:** You want to know whether you're making "the common mistake".

- **Post Type:** The Eye-Opener.
- **Post Goal:** Show what happens when you consistently write on LinkedIn.



Dina Salnikow

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"But my target clients are busy founders, managers & CEOs. They don't read LinkedIn posts."

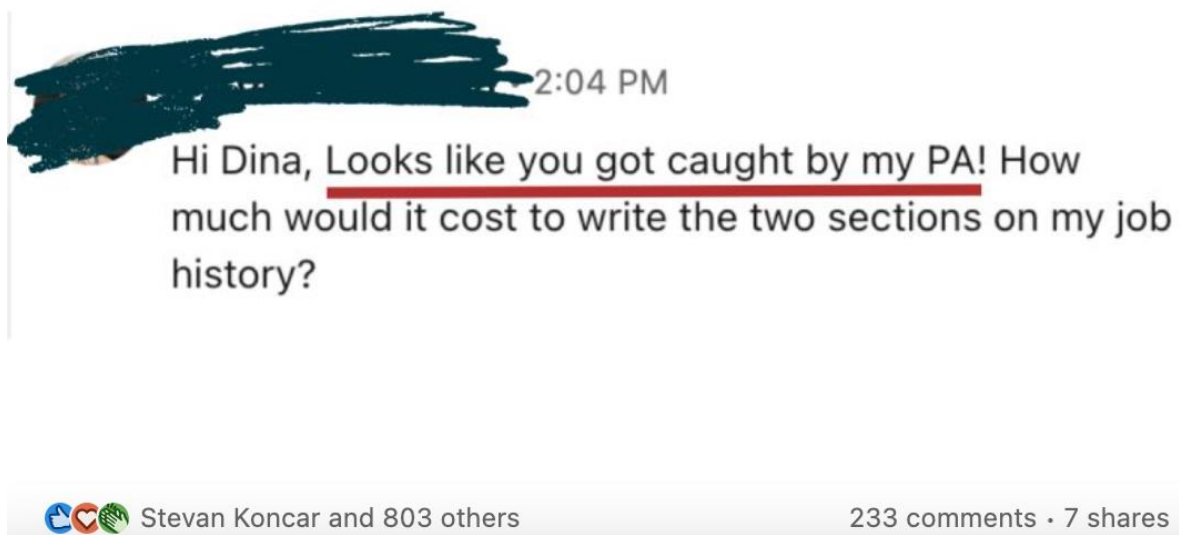
Maybe they do. Maybe they don't.

But their PAs do. Their son in law does. Their sales guy does. Their neighbour's cousin's wife does.

People talk.

Keep on writing.

[#linkedin](#) [#marketing](#) [#branding](#)
[#ami2much4u](#)



- **Why The Hook Worked:** Many people will identify with this way of thinking described in the first sentence.

- **Post Type:** From-To.
- **Post Goal:** Show how to make content creation easy.



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Great Content Repurposing brings out the best in Content Creation.

- 1 White Paper -> 5 Blog Posts.
- 5 Blog Posts -> 15 Newsletters.
- 15 Newsletters -> 45 LinkedIn Posts.
- 45 LinkedIn Posts -> 90 Tweets & Threads.
- 90 Screenshots of Tweets -> 90 Instagram Posts.

One piece of content is really 100 pieces of content when distributed properly.



You and 128 others

60 comments

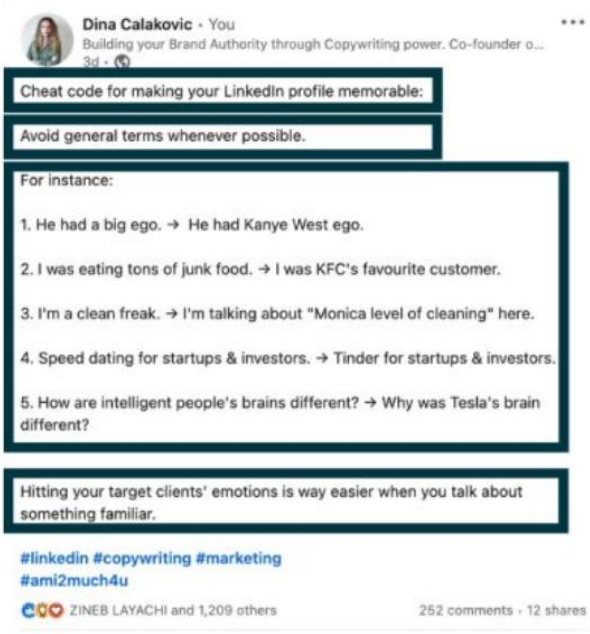
- **Why The Hook Worked:** "From-To" format is easily digestible & eye appealing.

- **Post Type:** The Framework.
- **Post Goal:** Show our audience how to land clients with powerful post frameworks.

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This Post Framework will land you more clients.

#copywriting #linkedin #marketing ...see more



The screenshot shows a LinkedIn post from Dina Calakovic. The post text is: "Cheat code for making your LinkedIn profile memorable: Avoid general terms whenever possible. For instance: 1. He had a big ego. → He had Kanye West ego. 2. I was eating tons of junk food. → I was KFC's favourite customer. 3. I'm a clean freak. → I'm talking about 'Monica level of cleaning' here. 4. Speed dating for startups & investors. → Tinder for startups & investors. 5. How are intelligent people's brains different? → Why was Tesla's brain different? Hitting your target clients' emotions is way easier when you talk about something familiar. #linkedin #copywriting #marketing #ami2much4u". Annotations with red arrows point to specific parts of the post: "Hook Simple Advice" points to the first two lines, "Examples" points to the list of five instances, and "Short Conclusion" points to the final line about hitting emotions.

Hook Simple Advice

Examples

Short Conclusion

#linkedin #copywriting #marketing
#ami2much4u
ZINEB LAYACHI and 1,209 others 252 comments · 12 shares

Stevan Koncar and 575 others 152 comments · 10 shares

- **Why The Hook Worked:** Contains desire (landing more clients) + ease of use (following the Framework).

- **Post Type:** Old Way vs. New Way.
- **Post Goal:** Show people how content creation can massively improve their visibility.



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1w • 



Old way of getting referrals:

Someone from your 100-people network refers you.

New way of getting referrals:

Someone from your 10,000-people LinkedIn network refers you.

You can literally 100x your chance in 6-12 months.



You and 166 others

74 comments • 2 shares

- **Why The Hook Worked:** Most people do marketing the "old way". They will be curious about the new, more effective way.

- **Post Type:** The Compound Effect.
- **Post Goal:** Show people how small writing steps turn into big results.



- **Why The Hook Worked:** Highly relatable – many people have no/a low marketing budget.

- **Post Type:** The Influencer.
- **Post Goal:** Inspire people to build their Personal Brand on LinkedIn.



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I don't know if I'm the only one noticing this new trend:

Twitter influencers are flooding LinkedIn.

Big names like:

Sahil Bloom

Shaan Puri

Zain Kahn

JK Molina

They all started being more active on LinkedIn a few months ago.

I watched some of their podcasts, and they're surprised by how fast they grow on LinkedIn.

All this brings me to a conclusion:

1. LinkedIn's bullseye in 2022.
2. LinkedIn's still hungry for great content.
3. It's still not late to start building your Brand Authority on LinkedIn.

You and 106 others

60 comments

- **Why The Hook Worked:** Everybody wants to know what the new trends are, and what the big names are into.