



AUTHORITY  
MARKETING

# **LinkedIn Post Endings: End Your Posts Like A Pro.**

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Plug-N-Play our most successful  
Ending Templates that are proven to  
leave your Audience in awe.

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## A NOTE FOR YOU

Dear Creator,

A post ending is so pivotal to the success or failure of your LinkedIn content that it's easy to take it for granted.

A good Hook will draw the reader in, but a strong ending will make them remember.

As you already know, many people out there create content in all shapes and forms. Yet only a few realize what makes the essence of a **successful post**.

The one that leaves your audience with a thought of change. The one that keeps your target clients coming back for more. And the one that ultimately makes them buy.

Sounds like a hard nut to crack, but do not be discouraged.

You're now reading this guide, which means that you're already far ahead of others.

What you're about to learn now is how to make more impact, more desire, and provoke more action through writing **strong, persuasive endings**.

These are the techniques and Templates that have the potential to dramatically transform your average posts into the stuff LinkedIn legends are made of.

Use that potential.

In Your service,

Dina & Stevan,  
Authority Marketing

## 3 QUESTIONS TO ASK YOURSELF

Before you write a single word, start with questions.

### 1. Who are you talking to?

Make sure it's your target audience.

### 2. What ONE message are you trying to deliver?

Summarize in one sentence what the message would be.

### 3. What behavior are you trying to change with the post?

Usually, it's something along these lines:

- Motivate people to do something.
- Challenge people to do something.
- Connect your post and a bad outcome.
- Connect your post and a successful outcome.
- State your strong opinion that makes people think.

## 5 POST-ENDING WRITING PRINCIPLES

### 1. **Avoid complex terminology/buzzwords.**

Keep the ending punchy & simple.

### 2. **Keep your language SIMPLE.**

Imagine the reader is a 12-year-old.

### 3. **One row, one sentence. A space in between.**

Unless there are two shorter sentences, then you can put them in the same row.

### 4. **Use POWERFUL words like:**

you, imagine, discover, proven, secret, now, today, free, bonus, step-by-step, easy, because, results, win, master, bargain, limited, first, value, profit, money, cash, introducing, truth, hidden, guarantee.

### 5. **Use Verbs of ACHIEVEMENT like:**

build, fast-forward, master, discover, learn, surpass, win, maximize, minimize, transform, overcome, get, improve, grow, accelerate, create, attract, generate, score, save.

## CONNECT THE POST BODY TO THE POST ENDING

Use connectors like:

- That's it.
- To sum up:
- Remember:
- Don't forget:
- A friendly advice:

Sometimes you don't need these, but make sure your content "flows" naturally.

## TEMPLATES WITH EXAMPLES

### CONNECT YOUR POST WITH A SUCCESSFUL OUTCOME

#### Template 1

Master [SKILL], and [POSITIVE OUTCOME].

#### Example:

Master content writing, and the clients will flood your inbox.

#### Template 2

Make [X], and you'll [ACHIEVE SUCCESSFUL OUTCOME].

#### Example:

Make a rock-solid Content Strategy, and you will never worry about attracting the right clients again.

#### Template 3

Want to improve your [KEY METRIC/SKILL]?

Give this a shot.

#### Example:

Want to improve your LinkedIn Profile conversion rate?

Give this a shot.



## CONNECT YOUR POST WITH A BAD OUTCOME

### Template 1

Don't forget:

[X] is complex enough.

Don't complicate it even further.

### Example:

Don't forget:

Marketing is complex enough.

Don't complicate it even further.

### Template 2

Look, you can [DO AMAZING WITH ONE THING],

But if you [DO THIS BAD THING] —

You [WILL FACE A BAD OUTCOME].

### Example:

Look, you can have the best LinkedIn Profile in the world,

But if you're not consistent with content writing —

You won't be able to attract clients.

### **Template 3**

Hello, [GOOD OUTCOME].

Goodbye, [BAD OUTCOME].

#### **Example:**

Hello, paying clients.

Goodbye, wasted opportunities.

## **CHALLENGE**

### **Template 1**

There's hardly anything as powerful as [X].

Take this seriously.

#### **Example:**

There's hardly anything as powerful as satisfied Clients.

Take this seriously.

### **Template 2**

Remember:

An average [X] [ACHIEVES A].

A great [X] [ACHIEVES B].

**Example:**

Remember:

An average profile speaks highly of you.

A great profile speaks to your target audience.

**Template 3**

"[A COMMON ADVICE]"

Yeah, but [CHALLENGE THAT ADVICE]?

**Example:**

"Build an Audience online."

Yeah, but is this your Target Audience, or window shoppers?

**Template 4**

Still not taking [X] seriously?

**Example:**

Still not taking LinkedIn seriously?

## MOTIVATE

### Template 1

That's it.

Give [X] a go.

You'll see [WHY X IS USEFUL].

#### Example:

That's it.

Give power verbs a go.

You'll see how your content becomes a magnet in no time.

### Template 2

Remember:

[STATE A FACT OR A STRONG OPINION].

There has never been a better time to [START/DO X].

#### Example:

Remember:

350 million LinkedIn users are making more than \$75,000 a year.

There has never been a better time to start building Authority on LinkedIn.

## SUMMARIZE

### Template 1

So:

Step 1. [DO X].

Step 2. [DO Y].

Step 3. [ACHIEVE SUCCESS].

### Example:

So:

Step 1. Find the weak spot.

Step 2. Fix that spot first.

Step 3. Rinse & repeat.

### Template 2

It's simple — [STATE SOMETHING SIMPLE].

Making [X] will help you [ACHIEVE Y].

But a huge part of it is [Z].

**Example:**

It's simple — testimonials sell.

Make great results to make even more great results.

So better choose your Clients and the problem you solve wisely.

**Template 3**

To sum up:

[DO THING 1].

[DO THING 2]

It has to work.

**Example:**

To sum up:

Focus on helping your Audience with your Content.

Make a killer LinkedIn Profile.

It has to work.

## ASK FOR A SALE

### Template 1

P.S. If you like this, you will love [X]. It brings you [BENEFIT].

Go to [LINK] and grab it.

### Example:

P.S. If you like this, you will love our 20 Tips To Write 10 Times Better in ONE Hour. The tips include specific, actionable advice with examples, that'll make you a better writer. Guaranteed.

Go to authority [dot] marketing & grab 'em.

### Template 2

P.S. If you want [BENEFIT] without [PAIN], my [PRODUCT] launches in [X] days.

### Example:

P.S. If you want to slide right into the Top Performing LinkedIn Profiles without breaking the bank, our step-by-step LinkedIn Profile Framework launches in 7 days.

### Template 3

Tomorrow, I'll go much deeper into the strategy on how you achieve [X].

Join [X] subscribers here: [NEWSLETTER LINK]

**Example:**

Tomorrow, I'll go much deeper into the strategy on how you achieve all the above.

Join 27,000 subscribers here: [authority \[dot\] marketing](#)



## **PICK THE ENDING FOR YOUR NEXT POST**

Yo, we are very well aware of how challenging writing on LinkedIn can be at times, so we want to make this as easy as possible for you.

If you've already nailed down the Hook and the Body of your post, here's the list of all Post Ending Templates in ONE PLACE.

You can just scroll through the list, click on the one you'd like to see an example of, and pick what suits your post best!

**CONNECT YOUR POST WITH A SUCCESSFUL OUTCOME**

**CONNECT YOUR POST WITH A BAD OUTCOME**

**CHALLENGE**

**MOTIVATE**

**SUMMARIZE**

**ASK FOR A SALE**

## WHAT TO DO NEXT

Hell yeah.

Now you're armed with both Writing Principles & Templates with examples that'll help you craft an effective post ending – whether you want to sell, motivate, or challenge your audience.

All you gotta do now is put them to use.

But before you do, we'd like to share with you a couple of beliefs that made us write this ebook in the first place, and make it available to you;

First, we believe that content well done equals power. It slowly builds credibility and trust, until one day your name **carries weight**.

Second, we believe you should always act in your clients' best interest. That's the difference between persuasion and manipulation. If you use these Templates to help people out, you'll win.

Third, we believe in you, and your massive potential to make all your dreams a reality. Everything you need is already within you.

We hope you'll recall these no matter where you are on your journey.

Now go and write an ending people will remember.

Until next time...

Stevan & Dina,  
Authority Marketing