

Tab 1



Plan

1. Read the prompt below.
2. *Before* writing, plan with your business and LinkedIn goals in mind. Use the [planning doc](#), or answer these key questions:
 - a. Who are you writing this to? Be specific.
 - b. What is the key takeaway? What's the one thing you want them to remember?
 - c. What do you want them to do after reading?

Prompt 1

Type of Post: Gratitude

Topic: The People Who Got Me Here

This post gives credit to the people who shaped your business journey, whether that's mentors, early clients, referral partners, or customers who took a chance on you before you had a track record. It's a thank-you post that doubles as proof of your growth.

Why It Works People remember how you make them feel, and public gratitude is rare enough that it stands out in a feed full of self-promotion. When you name specific people and specific moments, you're also showing your audience the arc of your business, who believed in you early, what changed, and where you are now. It builds warmth and trust without ever asking for anything.

Before you write, pause and answer these questions:

- Who are the 2-3 people who made a real difference in my business, and why them specifically?
- What did they actually do? A referral, tough feedback, believing in me before I'd proven anything?
- What would I want them to know if they read this post today?
- Is there a specific moment or memory I associate with this gratitude, rather than a vague "thanks for everything"?

The Anatomy

- Open with a specific person or moment, not a general statement about being grateful
- Name what they did and why it mattered, concretely enough that a stranger could picture it
- Connect it to where you are now, the contrast between then and now
- Widen the lens briefly to include others (clients, community, referral partners) without diluting the specific story
- Close with a real thank-you or an invitation for others to share their own gratitude

Example

Three years ago, a client named Maria took a chance on me when I had exactly one testimonial and a website I'd built myself over a weekend.

She needed help restructuring her commercial lease negotiations and I was, generously speaking, still figuring out my process.

I remember asking her twice as many questions as I probably should have, just to make sure I got it right.

She hired me anyway. Then she referred me to two other business owners. Those two referred four more.

I think about that a lot, how one person deciding to trust you before you've earned it can become the whole foundation of a business.

Maria didn't know she was doing that. She just needed help and figured I could give it.

That's true of most of the people who got me here:

- a mentor who told me my rates were too low before I believed her
- a former colleague who sent me my first three referrals without me ever asking
- clients who stuck around during the slow months and didn't seem to notice they were slow.

If you're one of the people who helped me get somewhere I couldn't have gotten here alone, thank you. I don't say it often enough.

Who's someone that helped shape where you are in your business? I'd love to hear about them in the comments.

Post in the Wild:

Stacy will post later this week

Adaptation Prompts

- Is there one specific person this post should center on, or is it more about a collective group (early clients, a mentor, a team)?
- What's the "before and after" in your own journey that makes this gratitude land?

- Do you want to name the person publicly (with permission) or keep it anonymous?
- Should this post end with a direct ask (referrals, reviews) or stay purely reflective?

Hook Ideas

- "[Name] took a chance on me when I had exactly one testimonial."
- "I don't think [person] realizes what they did for my business."
- "Someone believed in me before I believed in myself, and I want to talk about it."
- "The people who got me here didn't have to."

Pause & reflect

1. Reread it with your ideal client (persona/avatar/person you pictured...) in mind. Would this resonate? Does it use the type of language they would use?
2. Is the takeaway clear? What needs to be added in or taken out?
3. Is the call to action clear and easy to follow?
4. Use the custom GPT to analyze for consistency with your tone and voice.
5. (If you're an overthinker, skip to the next step!) Step away for 24 hours and come back to read it with fresh eyes. It's easier to revise and edit when you have some space from what you write.

Don't forget the best practices for posting! When you can:

- [Engage for at least 10 minutes](#) before posting (comment, DM, request to connect, accept/reject connection requests...)

- Respond right away to comments on your post. Go back to previous posts and respond to any comments you missed the first time.
- Continue to engage for 15-20 minutes after posting.

Prompt 2

Don't forget to use the 4P framework: Plan, prompt, pause & reflect, post.

Good catch, that's a real platform constraint. Updated the anatomy and example so the screenshot always lands at the end.

Type of Post: Social Proof/Trust

Topic: Before & After

This post pairs a real testimonial or screenshot with the story behind it, showing the transformation a client went through rather than just dropping the praise on its own. It gives the proof context so it lands harder.

Why It Works A screenshot alone is nice, but a screenshot with the story behind it is proof your audience can actually picture themselves in. When you show the specific "before" a client was struggling with and the "after" that testimonial represents, you're not just saying "look how great I am," you're showing a reader their own possible future. That's what makes people trust it enough to reach out.

Before you write, pause and answer these questions:

- What did this client's "before" actually look like? What were they frustrated by, stuck on, or afraid of?
- What changed, specifically, and how long did it take?

- What does the testimonial or screenshot actually say, and what's the one line worth building the post around?
- Would someone reading this recognize their own situation in the "before"?

The Anatomy

- Open with the "before," the specific problem or doubt the client had, in their words or yours
- Introduce the shift, what changed and what you did together
- Build toward the testimonial or screenshot without revealing it yet, let the story carry the tension
- Place the screenshot at the very end of the post, LinkedIn formatting means it can't sit mid-post, so the copy has to earn its way there
- Close with a real reflection line after the screenshot, then hand the reader one or two specific, actionable fixes drawn from the story
- End with a direct CTA naming the service that produced this result, so the reader knows exactly what to book or reach out for

If you don't have a clean before/after, try one of these instead:

- Lead with the moment you received the testimonial or screenshot, and what you were doing when it landed
- Build the post around one line from the testimonial and unpack why that specific line mattered to you
- Use a milestone instead of a transformation (a number, an anniversary, a repeat client) and let the screenshot back it up
- Focus on what surprised you about the feedback, something the client noticed that you didn't expect them to name
- Skip the narrative arc entirely and write a short reflection on a pattern you're noticing across multiple testimonials

Example

Six months ago, a client told me she was embarrassed to send her own proposals out.

She'd write them, reread them four or five times, and still hit send feeling like something was off. She couldn't say what, but knew clients weren't converting the way they should.

We spent two sessions rebuilding her proposal structure from the ground up, not just fixing sentences but rethinking what order she was making her case in.

Last week she sent me a message I've read probably ten times since.

She told me she'd just closed a \$42,000 contract and hadn't touched the proposal template we built together. It just worked. 🥳

Here are two fixes we made that you can try too.

1. Move your pricing to the second half of the proposal, not the first.
2. Count how many sentences are about you versus about them. That ratio matters more than the wording does.

Curious if the fix could be this easy for you too? Shoot me a DM and let's talk.

[Screenshot: I just closed a \$42,000 contract using the proposal we built!]

Post in the Wild:

(Stacy will post later)

screenshot:

"My clarity call with Stacy was downright cathartic. I went in feeling pulled in different directions by competing ideas, and came out with a positioning

statement that made everything click into place. Feels like I have a compass guiding all my communications now. The best part was how Stacy asked just the right clarifying questions, and then got precise about the actual language, exactly what I needed to create a narrative that's compelling and differentiated."

Adaptation Prompts

- Is the "before" something the client said directly, or something you observed and are describing for them?
- What's the broader lesson this specific transformation points to for your audience?
- Does your closing line after the screenshot add something new, or is it just restating the image?
- Should the CTA invite similar stories, direct inquiries, or just engagement?

Hook Ideas

- "Six months ago, she was [feeling] to [action]."
- "I didn't expect this message when I opened my inbox this morning."
- "This screenshot took two sessions and one very honest conversation to get."

Pause & reflect

6. Reread it with your ideal client (persona/avatar/person you pictured...) in mind. Would this resonate? Does it use the type of language they would use?
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