

LinkedIn posts section for Harry

Fascinations

1. The best way to grow your personal brand
2. The 5 steps to growing your personal brand
3. Personal branding is way more important than you think
4. The reason why you aren't growing online
5. Stuck on the next steps to grow your business?
6. Why personal branding is for you
7. The best way to take your business to the next level
8. How personal branding will 10x your revenue
9. The #1 reason why you aren't growing
10. Struggling getting organic traffic? Here's why
11. Struggle with finding a new business strategy?
12. Struggling to grow on social media?
13. How to build a loyal customer base
14. Why a strong relationship with your customers is needed
15. How to attract new opportunities with personal branding
16. If you struggle with growing your business, then this is for you
17. The secret to growing organically online
18. How storytelling helps you connect with customers
19. How to increase attention on your business
20. How an authentic brand gets you more customers
21. Increasing your visibility and exposure to potential clients/customers
22. Differentiating yourself from others in your industry
23. Cultivating your personal brand as an asset that can be leveraged for future opportunities

IGNORE

1. Who is your avatar? (the person you are trying to sell to)

- 30-40-year-old business owner
- Wants to expand its brand online and on various social media

2. What is their current situation and why is it so bad?

- They are struggling with finding time to improve their customer relations
- Don't know how to get started

3. What is their dream situation and why is it so desirable?

- Wants to be able to gain more traffic
- Wants to build a stronger relationship with customers
- Wants to increase their revenue
- It can also help you land new opportunities like business deals or marketing partnerships

4. What problems are stopping them from getting to their dream situation (and how will your product solve them)?

- They don't know how to get started
- They don't have a strategy
- Confused by all the information and want a honed-in perspective
- Have tried to get started but are stuck on the next steps towards their goal.
- Craft brands will provide a strategy for them to grow their brand and expand across different social media
- Doesn't know the right mix of content to out out whether it's videos, long form text like blogs etc
- Doesn't know what key words for SEO to use
- They don't know their personal brand
- Manually promoting yourself is eating up time better spent on more productive activities
- Limited social channels
- No formula so it's difficult to understand what works and what doesn't work
- Don't know how to utilise storytelling

1st LinkedIn post
SL:

2nd LinkedIn post
SL:

3rd LinkedIn post
SL: