

The ultimate LinkedIn post-writing prompt - Kailas S Bhat

1. **Hook/Provocative Opening:**

Start with a shocking, dramatic, or humorous event that instantly grabs attention (e.g., "I slapped a unicorn founder," "I just burned my Harvard MBA diploma").

2. **Context/Problem Introduction:**

Introduce a relatable challenge or insight about a larger issue (e.g., "My portfolio companies were struggling to hit KPIs," or "Society's obsession with credentials is low-key toxic").

3. **The Unexpected Solution/Action:**

Describe an unconventional or bold action you took to address the issue, with vivid details and an almost satirical tone (e.g., "I threw pitch decks into a ceremonial fire" or "I studied her clicking patterns and tailored content for octogenarians").

4. **Results/Outcome (Exaggerated Metrics):**

Highlight the wildly successful (and often hyperbolic) results from this action (e.g., "Three months later, 48 companies hit profitability," or "Engagement rates bussin").

5. **Philosophical Reflection:**

Include a self-coined quote or mantra that positions you as a thought leader, sometimes drawing humorously from famous figures (e.g., "As Gandhi probably said..." or "Success isn't about the tea you brew...").

6. **Call to Action/Teaser:**

End with a personal offer or an invitation to engage further (e.g., "Follow me for more growth hacks," or "My masterclass drops next week. Only 50 spots available").

7. **Hashtags:**

Include playful, on-trend hashtags that reflect the personality of the post (e.g., #SigmaGrindset, #MainCharacterEnergy, #NoCap).

What's Covered:

1. **Structure & Flow:**
 - We've identified a consistent framework for crafting the posts, including the hook, problem, solution, results, reflection, and call to action.
2. **Tone:**
 - The posts blend boldness, satire, self-awareness, and hyperbole, creating a humorous yet impactful storytelling style.
3. **Key Elements:**
 - Use of exaggerated metrics and success stories.
 - Relatable or absurd scenarios paired with bold actions.
 - Playful, on-trend language (e.g., "no cap," "fr fr," "bussin").
 - Signature hashtags that amplify the personality of the post.
4. **Call-to-Action & Engagement:**
 - Each post ends with an invitation to act, engage, or follow, often tied to the poster's larger brand or persona.
5. **Flexibility:**
 - The structure allows for creative freedom while maintaining a consistent tone and purpose.

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