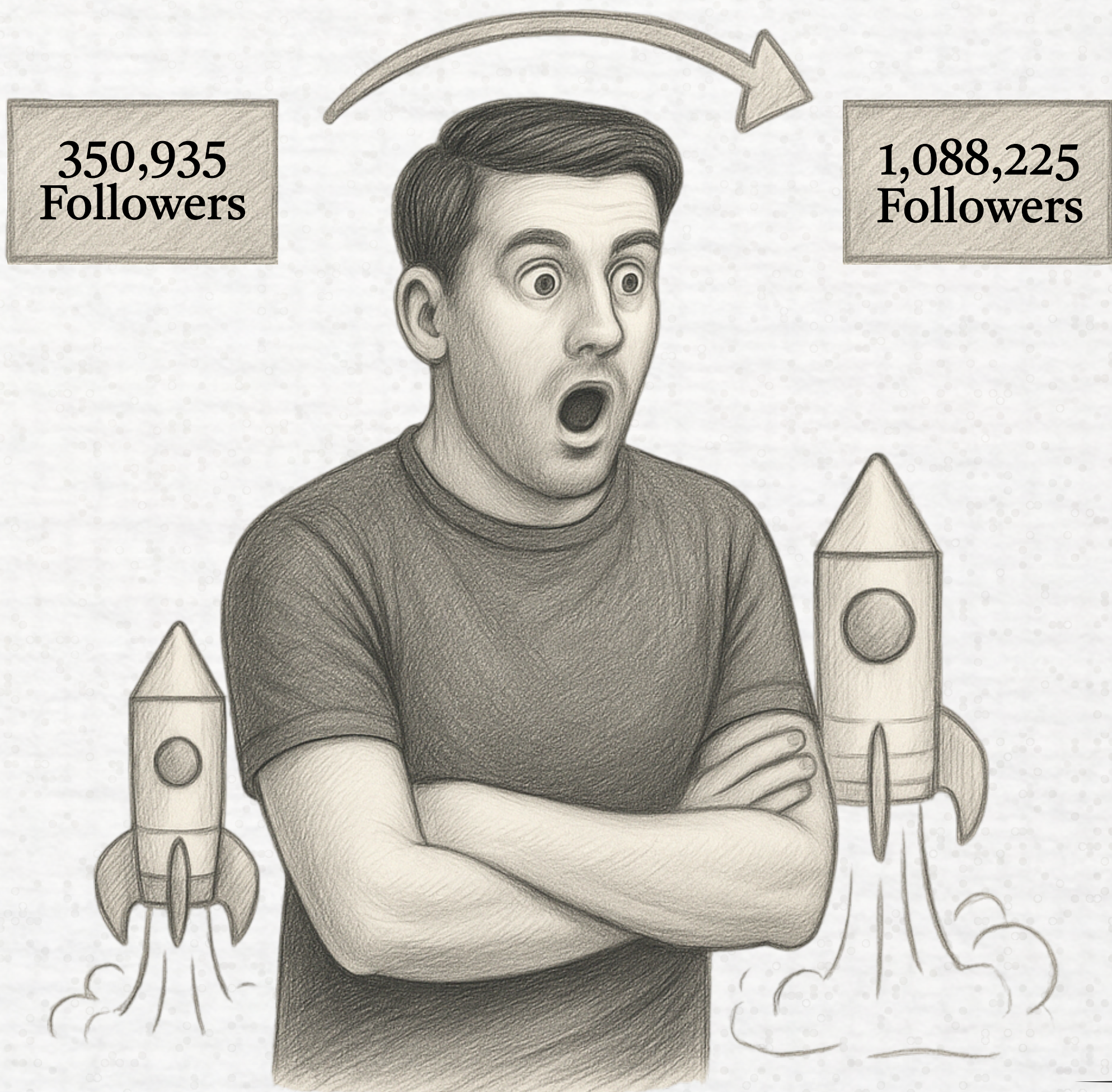


Want To 10x Your LinkedIn Growth With 1/2 The Effort?

————— *(How I went from 350k to 1,000,000 in 12 months)* —————



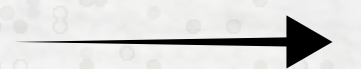
Chris Donnelly

90% of people give up within 3 months of writing on LinkedIn.

Why?

- They spend 5 hours on a post
- Then they'll spend 3 hours/day writing comments.

And their posts still flop and they don't grow.




My Journey:

3 years ago:

- Tiny audience
- Average of 15 likes
- Mostly sympathy comments

Now:

- 1 million followers
- 30 million weekly views
- 1000s of daily engagements



Chris Donnelly
Oct 24, 2022 at 03:33 PM

Text

"On average partners of Found experience 23% better occupancy" in their care home.

"On average social care staff are saving half a day a week of admin by using Found CRM"

These are just two stats that have come from a recent customer survey at our Found business.


Found is an essential operational system for care homes and retirement operators, creating incredible customer experiences and giving prospective residents confidence that their data and requirements are being stored and handled to match them to the appropriate medical and living standards.

The ultimate mission of every Lottie organisation and its products is to elevate later life for everyone.

Found is the cornerstone of that change.

Ultimately we want to change health outcomes and Lottie, Found and Seniorcare by Lottie are just getting started.

...see less

 27

1 comments • 0 reposts





Chris Donnelly
Dec 21, 2024 at 12:56 PM

Image

Those that get the 6-figure job offers are not the smartest. ...see more

The Job Interview Cheat Sheet

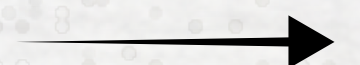
By Chris Donnelly | chris-donnelly.co.uk

TELL ME ABOUT YOURSELF AND BACKGROUND <ol style="list-style-type: none">1. Share your work journey, mentioning the explicit experience you built up that would help with this job.2. Tell them about your passions and hobbies and what skills they built up.3. Aim to keep this under 5 minutes.	WHY DO YOU WANT TO WORK FOR THIS COMPANY? <ol style="list-style-type: none">1. Show you've done your research, mention things you really like.2. Relate it to the position and how you align with it.3. Be passionate and excited.	HOW DO YOU DEAL WITH PRESSURE OR STRESSFUL SITUATIONS? <ol style="list-style-type: none">1. Share an instance when you remained calm despite the turmoil.2. Discuss how it's been a continuous journey of improvement and talk about how you've learned with every new experience.	WHAT IS THE HARDEST PROBLEM YOU'VE EVER TACKLED? <ol style="list-style-type: none">1. Explain the caliber of the problem and its importance.2. Discuss how you approached it despite the difficulty.3. Explain clearly how you solved it and the impact that had.
WHAT SETS YOU APART FROM OTHER CANDIDATES? <ol style="list-style-type: none">1. Talk about your top strengths and ensure you relate them back to the role.2. Discuss any unique strengths and how you built them.3. Even bring in your extensive research about the company.	WHAT ARE THE MAIN STRENGTHS YOU'LL BRING TO US? <ol style="list-style-type: none">1. Discuss your main strengths in relation to the role.2. Talk about any experience and how these developed over time.3. Share how you think these strengths will directly benefit them.	WHAT WOULD YOU SAY ARE YOUR WEAKNESSES AND HOW WOULD YOU IMPROVE THEM? <ol style="list-style-type: none">1. Be honest, share actual weaknesses not "I work too hard."2. Ensure the weakness isn't a core skill of the role.3. Show them the action steps you have in place to improve it.	DESCRIBE A SITUATION WHERE YOU HAD TO HANDLE MULTIPLE RESPONSIBILITIES. HOW DID YOU MANAGE YOUR TIME? <ol style="list-style-type: none">1. Describe how you were organised and prepared.2. Discuss what techniques you used to multitask.3. Use a specific example and discuss the impact of the result.
TELL ME A TIME WHEN YOU COULDN'T MEET A DEADLINE AND HOW YOU DECIDED TO HANDLE IT? <ol style="list-style-type: none">1. Discuss honestly how things didn't go as you expected.2. Share how you reflected on this and learned a lesson.3. Explain how you would have handled it with this new knowledge.	SHARE AN EXAMPLE OF WHEN YOU WERE WORKING WITH SOMEONE WHO'S DIFFICULT. HOW DID YOU HANDLE WORKING WITH THEM? <ol style="list-style-type: none">1. Explain how you communicated very clearly with them to ensure nothing was missed.2. Share that you went in with empathy as you never know what others are going through.3. Discuss the common ground you reached and what you learned from it.	WHY DID YOU WANT TO LEAVE YOUR CURRENT POSITION? <ol style="list-style-type: none">1. Flip the question and talk positively about your current place of work.2. But highlight how you wanted a new challenge/improve areas of your skillset.3. Discuss the importance of growth and improvement with new challenges.	DO YOU HAVE ANY QUESTIONS FOR US? <ol style="list-style-type: none">1. Use this time very wisely, it's a great way of showing your research.2. Select 3-5 very precise and important questions.3. Ask them politely and with respect.

Download this high-res sheet from my newsletter Step by Step. Join 400,000 people and subscribe here: chris-donnelly.co.uk

 136,939

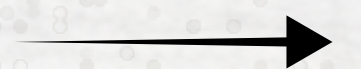
3,075 comments • 10,351 reposts



The Secret?

*I stopped doing
everything manually.*

Here's my proven
playbook...



Step 1

Know Your Goals

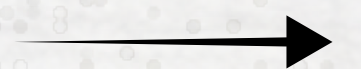
Before doing anything, you must know your goals.

- ➡ Do you want leads?
- ➡ Do you want a job?
- ➡ Do you want followers?

All are completely valid depending on your desired outcome.

For Example:

My goal currently is building the largest audience possible, so I can impact as many people as I can with my book once it is released.



Step 2

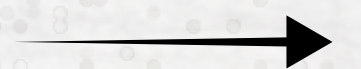
Research Smarter

You have to then understand the landscape of LinkedIn and what performs best.

I.e. which content formats perform the best for views and followers, and how can you integrate them into your content cadence.

With Saywhat, you can:

- ➡ Find trending topics instantly
- ➡ Analyse top-performing content
- ➡ Identify winning patterns



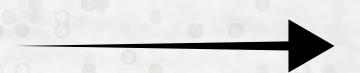
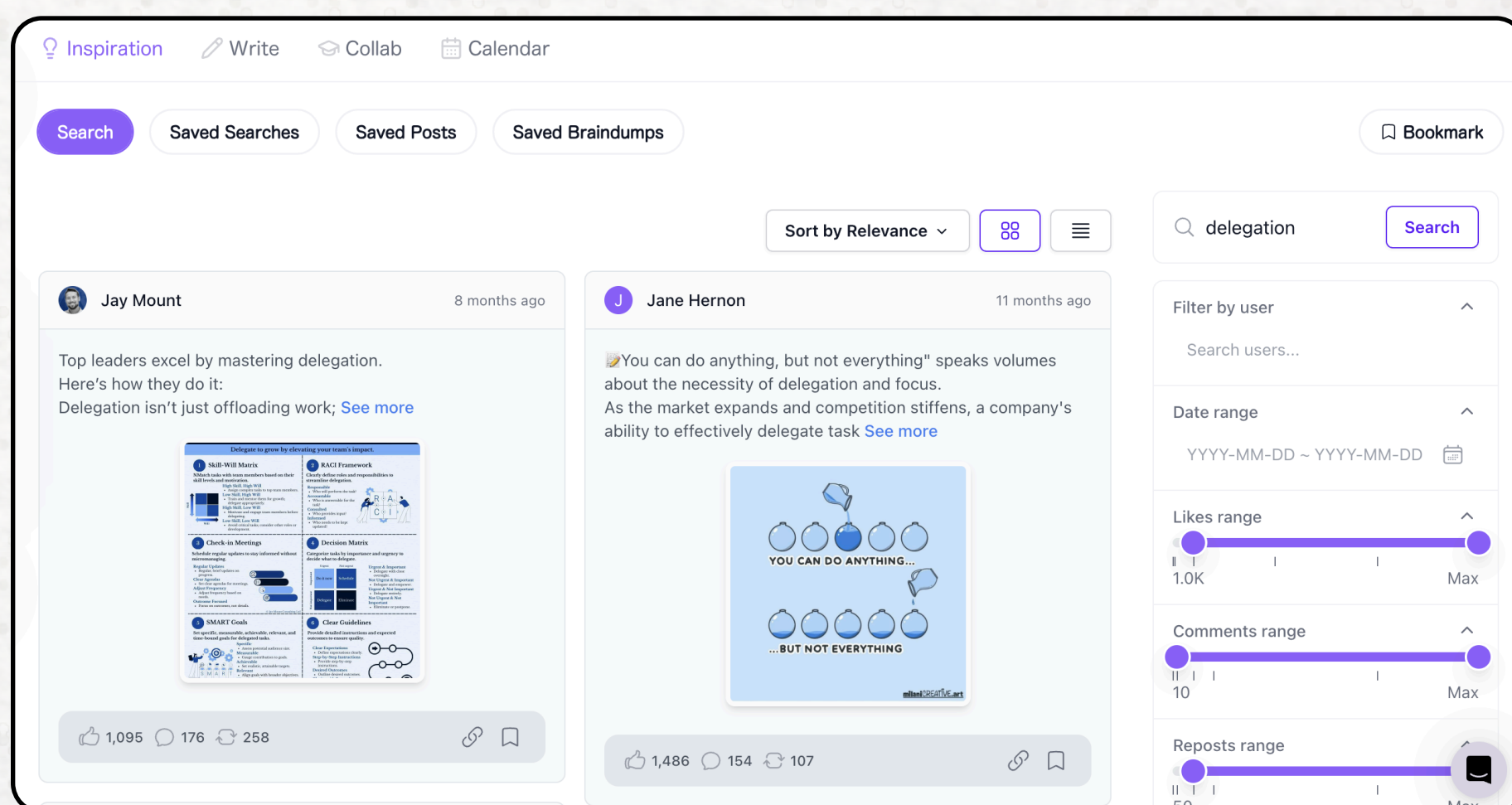
Step 3

Search Using Keywords

On Saywhat, there is a bank of thousands of LinkedIn posts from years of content, and within that, you can search for specific keywords.

For Example:

Say you want to create some high-quality content around delegation. You can filter by content format (i.e. carousels, images, videos, etc).



Step 4

Use Collab

Stage 1

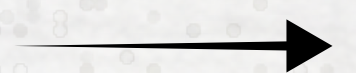
Firstly, you need to link your account with Collab and give it examples of your tone of voice.

Stage 2

Next, you tell Collab who your target audience is, and ask what their pain points are.

Stage 3

Then, you can ask Collab to write a post expanding on one of the ideas it's given you.



Step 5

Create Interesting Content... Consistently

5 Brutal Accounting Truths

Every Small Business Owner Needs to Hear:

1/ "Saving money" on software is expensive

→ Your Excel spreadsheet isn't cutting it

→ Manual errors cost 10x more to fix

→ Proper accounting software is cheaper than mistakes

2/ Tax planning in December is too late

→ Smart businesses plan taxes in January

→ Last-minute tax moves are band-aids

→ You're leaving thousands on the table

3/ Your profit doesn't equal cash

→ Made \$50K this month? Fantastic.

→ Can't pay your bills? Also possible.

→ Stop confusing profit with cash flow. They're different games.

4/ DIY accounting is costing you money

→ Those 5 hours you spend on bookkeeping?

→ That's 5 hours you're not selling or growing

→ A \$300/month bookkeeper pays for themselves

5/ Clean books = business clarity

→ Messy numbers = messy decisions

→ You can't optimize what you can't see

→ Your gut feeling isn't financial strategy

The hard truth?

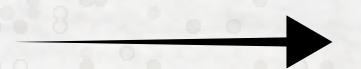
Most business owners treat accounting like a necessary evil instead of a growth tool.

Don't be most business owners.

 Share this with a business owner who needs to hear it

- Apply trending topics to your niche
- Use proven frameworks to create interesting niche content
- Keep a long-term mindset to brand building

Prompt: “I want to write a post about [the brutal truths about accounting every small business owner needs to hear]. The reader should think “aha, that’s a great point” when they read this.”

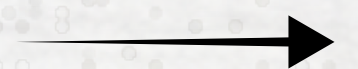
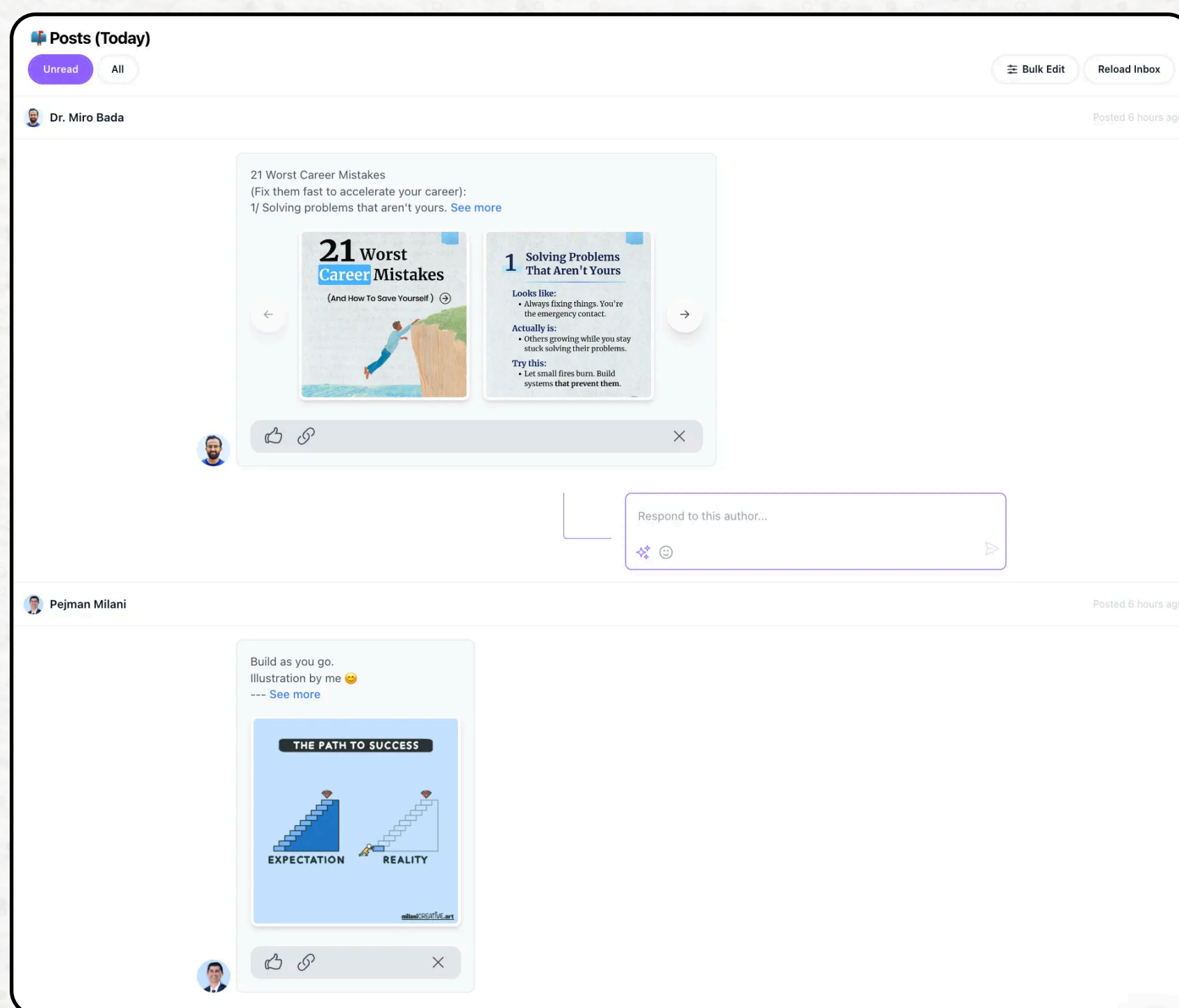


Step 7

Build Your Community

Engaging with your audience on LinkedIn is critical. Saywhat's engagement feed allows you to cut down time making comments by 50%.

By linking your account and giving it examples of previous comments, it will write perfectly in your tone of voice.



The Results:

- ➡ 10x faster growth
- ➡ 50% less time spent
- ➡ 100% authentically you

This is why I invested in Saywhat.

They turned this entire playbook into one simple tool.

