

# 15-Day Content Calendar


For LinkedIn Creators




## Day 1:

Share the most controversial things you've learned in the past month.

## Example:



**Adam Robinson** • 2nd  
CEO @ Retention.com & RB2B | Person-Level Website Visit...  
[Visit my website](#)  
10mo • 

✓ Following ...

I've spoken to 30 founders over the past six weeks about their BDR teams.


Here are the 7 most controversial (and surprising) things I learned:


1. 2023 finally broke the old BDR playbook
  - Cold email, cadences & data are a fraction as effective as last year
  - Inboxes are completely ruined as everybody sends the same crap to the same people (mine included)

## Day 2:

Outline your strategy for solving a specific problem or achieving a desired result.

## Example:



**Tim Stoddart** • 2nd  
Owner of Copyblogger and Stodzy Inc. Teaching you how to bui...  
[Visit my website](#)  
9mo • 

[+ Follow](#) [...](#)

LinkedIn strategy for beginners:

- Posts 3 times a week
- Make 1 of them an image or PDF
- Reply to 30 posts a day

Then, add 1 personalized connection request from someone who you'd actually like to have a relationship with.

## Day 3:

Share 7 mistakes you've made in the past but you'd 100% avoid now.


## Example:




## Day 4:

Analyze a significant number of things (e.g, 14 LinkedIn posts, 20 classic ads, etc.) and share your findings.

## Example:



**Matt Barker** • 1st  
Driving inbound leads through social copywriting (without going viral).  
[Visit my website](#)  
1yr • 

I just spent 3 hours analysing 700 of my LinkedIn posts.

Posts from 2022 and early 2023.

Here are 3 trends I noticed:

1. Educational carousels = followers

I used Shield to sort by month.

## Day 5:

Outline the specific habits that helped you overcome a specific challenge.


## Example:




## Day 6:

Share a framework/method you've used in the past to solve a specific problem (and give it a cool name as a bonus).

## Example:



**Lara Acosta** • 1st  
Building personal brands on LinkedIn (and beyond)  
[Visit my website](#)  
10mo • Edited • 

...

How I mastered writing in 3 months:

(Without a 4 year English degree)

I call it the "Steal Like an Artist" Method.

Each time I sat down to write I:

**Day 7:**

Share X hyper-tactical ways to overcome your audience's biggest pain

**Example:**

**You're too  
EXPENSIVE**

Here's 8 ways to deal with clients  
who come at you with this reply.

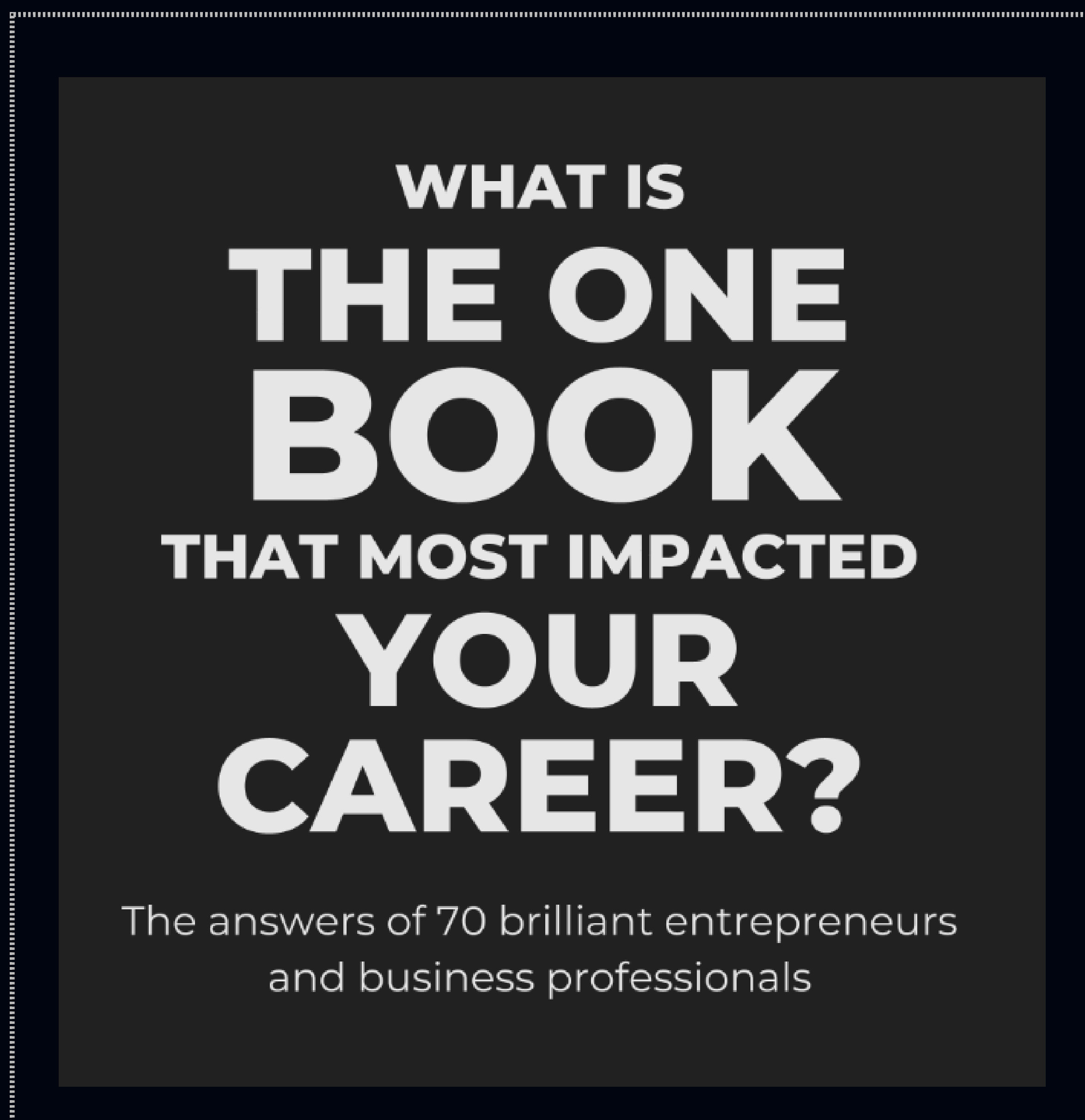




## Day 8:

Ask 10 people you admire ONE specific question and share their answers with your audience.

## Example:



## Day 9:

Create a tutorial to help your audience achieve a massive outcome.

## Example:



## Day 10:

Share a behind-the-scenes process you've used to achieve something your audience might also want to achieve.

## Example:



**Day 11:**

**Share X lessons to achieve a widely-desired outcome.**

**Example:**

# HOW TO MASTER LINKEDIN NETWORKING

7 NETWORKING LESSONS

**TO MAKE LINKEDIN YOUR B\*TCH:**



## Day 12:

Share X examples on how NOT to do something (i.e., bad examples).


### Example:



# Day 13:

Share a list of free resources that helped you achieve a goal in the past.


## Example:



Ivan Landabaso • 1st

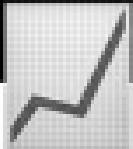
Venture Capital | Partner at JME.vc

Subscribe to newsletter

5d • 

Don't reinvent the fundraising wheel.

Top 10 assets I keep coming back to: ...more



Fundraising Resources

Fundraising

- Startup Pitch Deck GPT - JME
- Data Room template - Creandum
- Story Branding - Donald Miller
- The Idea Maze - Balajis Srinivasan
- Fundraising guides by Y Combinator
- Fundraising wisdom by Firstround
- Fundraising by Creandum
- Deck Template by Creandum
- Business Plan by Sequoia
- Front Series A Deck
- SaaS Fundraising Playbook by IVP
- P9 SaaS Napkin
- P9 B2B Marketplace napkin
- How to build a financial plan - Creandum

Metrics

- Operational efficiency metrics Iconiq
- B2B benchmark metrics - a16z
- What is good retention - Lenny Rachitsky
- Top 5 SaaS metrics VCs look at - Jon Ma
- VC metrics scorecard series A, Initialized
- Cohort analysis template SaaS Point9

Equity & Compensation

- Equity grants per round - Balderton
- Founder's compensation - Creandum
- Option Plan Tool - Index

Negotiation


- Never split the difference - Chris Voss



*Ken*

## Day 14:

Share your backstory with the world  
(yes, you have an inspiring story and  
we want to hear it!).

## Example:



**Justin Welsh**  • 1st  
Building my one-person business to \$10M in revenue and sharing everything ...  
[Visit my website](#)  
5yr • Edited • 

I got FIRED 3 times before I was 28. 🙄

I NEVER hit quota in my first 4 sales jobs.

At 28, I took a job as one of the first salespeople at a tech company in NYC.

I'll spare you the details on how I got the job.

I moved to NYC and was paid \$40k as I turned 29.

I slept on my friend Mara's couch for 5 months. (Thanks!)

Something funny happened though: An intersection, I'll call it.

The intersection of finding a product, team, culture and city I freaking LOVED.

I got energized. Pumped. Every day.

I worked NON-STOP.



## **Day 15:**

**Share a list of tools, templates, or resources to make your audience's life easier.**

### **Example:**



# **7 LinkedIn Headline Templates**

**To take your profile from  
good to great**