

LinkedIn Post Ideas for Busy Leaders

For when you know don't know what to say.

Your Expertise in Action



- What's the #1 question clients ask you in discovery calls?
- What does your sales team wish prospects knew upfront?
- What's the "explain like I'm 5" version of what you do?
- What's the biggest misconception about your industry?
- Answer the questions that bring people to your website.

What You're Learning

- What book are you currently reading? What's one takeaway?
- What podcast episode made you stop and think this week?
- What was a key theme at [conference/event] you attended?
- What article or webinar taught you something new?
- One thing you're implementing after [workshop/seminar]?



Behind-the-Scenes & Culture

- What's your morning routine that sets you up for success?
- What's a tool you couldn't work without?
- Celebrate an employee win or milestone.
- What questions do you ask before taking on a new project?
- What's something quirky about your workplace culture?



Wins, Proof, & Gratitude

- Share a recent client win (with permission or anonymized).
- Something that reminded you why you do this work.
- Shout out a vendor or partner you value and appreciate.
- Post a testimonial and add context about the project.
- What's one thing you're proud of this week?



Personal Connections

- What's changed about your industry since you started?
- Share a hobby and what it teaches you.
- What's something you're learning outside of work?
- What values guide your business decisions?
- How do you unwind after a tough week?



Repurpose Existing Content

- Pull 3 key insights from your latest newsletter.
- Extract one tip from a guide or whitepaper.
- Share a quote or statistic from your latest blog.
- Revisit an old piece of content that's relevant again
- Share an article you read with your insights.

