

VIRAL VIDEO, THOUGHT LEADER & EXPERT POST TEMPLATES

LINKEDIN CONTENT SECRETS

HOW TO GET BUYERS, EVEN
BEYOND YOUR NETWORK,
ASK FOR YOUR OFFER



LEADSIN.IO

TRODUCTION

We get it - you went through a few things.

You scoured the internet for answers, but nothing quite hit the mark.

And all advice you found, you've either tried already or just made no difference.

Trusted social media experts couldn't give you solid guidance either, because...

well, LinkedIn is unlike any other platform or SEO blog content.

It's a unique beast..

But here's the secret:

It's not just you.

Most people need help with their content...

even those who seem they've got it all figured out.

They' delve into treasure troves like this playbook.

Not to brag, but we do know a thing or two about going viral on LinkedIn.

We've posted hundreds of times each month on LinkedIn for the last years, amassing content views, likes and shares that lit our comment sections on fire.

And now, that wealth of knowledge is at your fingertips.

Invaluable lessons condensed into fill-in-the-blank templates for authentic, compelling content that people can't help but engage with, allowing you to swiftly turn your ship around, and get buyers flood your inbox asking for your offers.

TRODUCTION

Clicks, reads, likes, comments and shares – with this templates, your content will be devoured by your dream buyers IN and BEYOND your network, your networks network, your networks networks network. and...

you get it.

You'll be on their radar,

and they'll jump at the chance to work with you.

That's the Leadsin way.

And now, you've got what it takes to replicate our and our clients' success.

That's what we designed this report for – to share these secrets with you and as many fellow entrepreneurs as possible, what makes up compelling, engaging content people can't ignore.

We're talking about easy, DIY networking with prospects on LinkedIn through content – guaranteed to work every single time, regardless of your industry, niche, or size.

In true Leadsin spirit, we're not stopping there. We know time slips away, so to make your life easier, we're providing exclusive, proven templates you can use right away.

These are exact formulas developed over the years, based on what's worked for us and our clients – from small startups getting calls with big players like Microsoft, Nike, IBM, Coca Cola, P&G, AT&T, Pfizer, Mercedes, Oracle, etc... to big-name brands.

So, let's cut to the chase. It's time to scale your content game.

1

VIRAL VIDEO CONTENT

Standing On The Shoulders Of Giants



FRAMEWORK

PICK GIANT OF YOUR NICHE



Young (Name of Giant):

+

**“Strong, Inspirational or Controversial
Statement with Video Context”**

+

2-5 Minute Inspirational Video

+

Hyper Attention Grabbing Thumbnail

EXAMPLE

BILL GATES



Young Bill Gates:

+

“I’d NEVER works for somebody else!”

+

2-5 Minute Inspirational Video

We added a google drive link on the next page with over 33+ short inspirational videos of giants like Steve Jobs, Bill Gates, Jeff Bezos, Warren Buffet, Elon Musk, Mark Zuckerberg, etc...

Example: <https://youtu.be/vo5ZyRBW5B4>

+

Hyper Attention Grabbing Thumbnail:

THE LAZY WAY:



Simply google for young (insert giant name) and pick literally any attention grabbing picture.



THE STANDARD:




Use canva.com to design a thumbnail similar to the one above. Source: YT - Starting from the Bottom / Evan Carmichael

















































<https://youtu.be/vo5ZyRBW5B4>

YOUR TURN

33+ Young Giants Inspirational Videos Google Drive Folder:

My Drive > Linkedin Content Secret... 

Type ▾ People ▾ Modified ▾

Name	Owner	Last modified	File size	
 Young Arnold Schwarzenegger .mp4 	 me	10:31 PM	25.4 MB	
 Young Bill Gates.mp4 	 me	9:50 PM	13.2 MB	
 Young Bob Proctor.mp4 	 me	9:24 PM	25.6 MB	
 Young Brad Pitt.mp4 	 me	10:07 PM	8.4 MB	
 Young Bruce Lee.mp4 	 me	10:17 PM	19.4 MB	
 Young David Goggins.mp4 	 me	10:03 PM	20.7 MB	
 Young David Ogilvy.mp4 	 me	10:05 PM	33.3 MB	
 Young Donald Trump.mp4 	 me	9:38 PM	15.5 MB	
 Young Dwayne THE ROCK Johnson .mp4 	 me	10:14 PM	16.6 MB	
 Young Elon Musk.mp4 	 me	9:43 PM	26.6 MB	
 Young Gary Vee.mp4 	 me	10:29 PM	5.5 MB	
 Young Jay-Z.mp4 	 me	10:24 PM	19.3 MB	



[Open Google Drive](#)



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THOUGHT LEADER
CONTENT
TEMPLATES



FRAMEWORK

TOPIC



Short & Punchy Summary



Background Info 1-3 Sentences



Moment of highest drama



How did you feel?



What happened next?



But/And what did this make you realize?



What can the reader learn from that?

TOPIC: GAVE SOMEONE A CHANCE

Short & Punchy Summary:

I hired a dropout over a masters degree holder.

Background Info 1-3 Sentences:

In the early growth years of my marketing agency i was scaling my sales floor and needed a hungry leader.

Somebody hungrier than the sales floor.

So i texted my recruiter.

Moment of highest drama:

When he sent me this applicant that was a dropout in between the usual bachelors and masters.

How did you feel?

I got confused.

What happened next?

So I told him about his mistake,

but little did i know how serious he was.

And after he convinced me to give 'this kid' a chance (thats how he called him),

I've had one of the most inspiring interviews in my history of (company).

But/And what did this make you realize?

And i realized the number of valuable applicants I have lost just because I didn't give anybody a chance that didn't had at least a bachelors degree.

Fast forward to today we have more dropouts than masters and we're doing better than ever.

What can the reader learn from that?

I guess what i want to share with all my founders here. Hunger beats paper.

TOPIC: MAJOR LIFE CHANGE

Short & Punchy Summary:

I started a new job and it was soul-crushing.

Background Info 1-3 Sentences:

It was last year when I thought of trying something new in my career and started a job in sales.

Little had i known how strong the daily rejection i confronted in sales would affect my mental health,

until few weeks into it i had to deliver the bad news of my decision to my boss.

Moment of highest drama:

When I had to write out my resignation letter after only 3 weeks of employment...

How did you feel?

I felt relieved.

What happened next?

But my boss, understandably, was upset,

after putting in weeks of training he had counted on me.

Luckily we've been able to part ways in peace.

But/And what did this make you realize?

But I realized the damage i created,

not only for myself, but for his business too.

What can the reader learn from that?

I guess the quintessence of all that is,

that while you definitely should always be open to try new things,

you should never forget that your decisions impact others peoples lifes too,

so make decisions wisely.

YOUR TURN

119+ Post Templates Google Sheet:

Leadsin Thought Leader Content Machine								
File Edit View Insert Format Data Tools Extensions Help								
75% \$ % .0 .00 123 Monts... - 8 + B I A								
K1	A	B	C	D	E	F	G	H
1	Tell me about a time when you...	Short & Punchy Summary	Background info 2-3 Sentence	Moment of highest drama	How did you feel?	And how did it include or did you impact others?	But/And what did this make you realize?	What can the reader learn from your mistake?
2	Had a major life change (moving, quitting job, starting business)	I started a new job and it was soul-crushing.	It was last year when I thought of trying something new in my career and started a job in sales. Little had	When I had to write out my resignation letter after only 3 weeks of employment...	I felt miserable.	And my boss, understandably, was upset, after putting in weeks of training he had counted on me.	But I realized the damage I created, not only for myself, but for his business too.	I guess the quintessence of all that is, that while you definitely should always be open to try new things.
3	Gave Someone a Chance Because of Their Hustle	I hired a dropout over a masters degree holder.	In the early growth years of my marketing agency I was scaling my sales floor and needed a hungry	When he sent me this applicant that was a dropout between the usual bachelors and masters.	I got confused.	So I told him about his mistake, but little did I know how serious he was. And after he convinced me to give	And I realized the number of valuable applicants I have lost just because I didn't give anybody a	I guess what I want to share with all my founders here. Hunger beats paper.
4	Major life change (moving to a new city, quitting job, starting a new business)							
5	Went through a significant life event (birth, death, marriage, divorce, etc)							
6	Overcame a severe case of sickness							
7	Cot rid of a bad habit (social media addiction, smoking, etc)							
8	Kept a promise/commitment in the face of consequences							
9	Made choice on a whim/gut feeling							
10	Faced rejection (not being hired or being fired)							
11	Hustled for a big opportunity							
12	Made a major mistake							
13	Made a short-term sacrifice for big gain							
14	Started from the bottom and clawed your way up							
15	Quit a company because of terrible culture							
16	Successfully balanced work and life							



[Open Google Sheet](#)

3

HELPING EXPERT
CONTENT
TEMPLATE



FRAMEWORK

TOPIC



Your / Your Clients Success



“Here’s how I do/did it:” / “Here’s what we do/did:”



Address Background in 1-3 Sentences



How did you find a solution?



Action Plan



Proof of Concept



Comment CTA / Link in Comments CTA

EXAMPLE: HOW I SEND 120 FREE INMAILS A DAY

Your / Your Clients Success:

How i overcome linkedin limits & send 120 FREE Inmails every single day.

“Here’s how I do/did it:” / “Here’s what we do/did:”:

Here’s how I do it:

Address Background in 1-3 Sentences:

When I started using the LinkedIn Sales Navigator I was quite upset that for 90\$ a month all linkedin gave me, were 50 Inmail credits...

of which 20 ghost you, another 10 give you a direct no, further 10 just pitch back,

and the rest is a mix of interested prospects and people that just answer 'hello'.

So I had to find another way.

How did you find a solution?

That’s when I found out about ‘open profiles’ on linkedin.

Basically thats linkedin users that allow you to direct message them, without having to be connected or having to use a paid inmail from the sales navigator.

Action Plan:

Instead of doing a regular ‘people search’ on linkedin, you want to make a so called ‘services search’.

For this simply go to the regular search bar on the linkedin Home Screen, type in the position of your dream client, like f.e., CEO, Managing Director, etc. (make sure to use the most common term for your dream client). And click search.

Now below the search bar you see the different categories, like groups, people, posts, jobs, products, companies, courses, schools, events, SERVICES.

Now look through the search categories to the very right and choose SERVICES.

Then click on ‘All Filters’ and narrow down your search as per you client preferences.

Now you have a targeted list of so called ‘open profiles’ that you can simply click on ‘message’ and can directly contact with your pitch without having to use any of your inmails or paying for it.

Proof of Concept:

This became my #1 way to introduce my services to my audience on scale, for free.

And I generate with this method alone 5-15 leads every single day, without the need of the linkedin sales navigator!

Comment CTA / Link in Comments CTA:

I know thats quite a lot to remember now, so I’ve simply recorded how that works in detail.

I’ve added the link to the video in the comments!

The Creative:



EXAMPLE: 70% CONNECTION ACCEPTANCE RATE

Your / Your Clients Success:

Over 70% of all connection requests I send, get accepted.

“Here’s how I do/did it:” / “Here’s what we do/did:”:

Here’s how I do it:

Address Background in 1-3 Sentences:

When I started using the LinkedIn I’ve been sending out 30-40 connection request every single day...

but no matter how consistent I’ve been,

my network didn’t seem to really grow.

How did you find a solution?

One day, I logged in to my linkedin, checked through my chats, the feed and who viewed my profile.

Nothing special, as every day.

15 Minutes later, somebody started following me.

Hm, some LinkedIn influencer...a pretty big one too.

Wait, didnt I see him somewhere already?

Yea, he viewed my profile earlier.

Hardly have I processed this, *bing* a notification, the same guy, requested me to connect with him.

He seemed to be quite interested to get to know me...i felt kinda flattered.

And thats when I accepted his connection request and it made CLICK in my mind!

Action Plan:

Instead of randomly sending connection requests, search for your dream clients, view their profiles, leave it, search again later and follow them and leave again. And a little later come back to their profiles and send them a hyper personalized connection request.

Proof of Concept:

This exact way this linkedin influencer made me accept his connection request already far before he even sent it, and i’ve spotted his method, made it mine and ever since i’m getting accepted in 30+ out of 40 sent connection requests every day!

Comment CTA / Link in Comments CTA:

To save my time, I’ve also tested and created a connection request template that sounds super personal, but is super versatile in the same time!

Giving me the opportunity to copy paste, without sounding like copy paste!

And I’m more than happy to share it with you (for free of course :D).

All you need to do is comment ‘CONNECTION’ and i’ll send you my template via DM!

The Creative:



NO TIME TO POST ON LINKEDIN EVERY DAY JUST TO GET LEADS?

We understand...

Instead, you can rather let our smart and never-ill assistant (that even doesn't ask for salary) reach out and pitch your dream clients directly...

24/7 managing our linkedin, connecting with our dream leads (like you), chatting and creating desire to make people literally ask us to call them back!

All we have left to do is, open our linkedin and see people sending us their numbers for a call back,

literally, without us having to lift a single finger.

How would you like to have an assistant generating leads all day and you just having to call and close them, day in day out?

For us and our users leadsin.io generates 90-450 high quality appointments, every single month.

What made many of our users seen sales more than double, without EVER spending a penny on marketing again!

Watch Free Demo Here

Disclaimer: This demo is designed to give a detailed look into our software and its strategic use, including more message and follow up examples. Therefore you will need at least 30 minutes to complete the demo. If you don't have this time now, come back to this button later, but if you do, don't waste more time and find out how you can double up your leads, clients and sales with just one simple tool, like leadsin.io.