

**BAD STRATEGIES
STOP GROWTH**



HERE IS 1 THAT WON'T

I STARTED POSTING IN APRIL

WITH ONLY 895 FOLLOWERS

8 MONTHS LATER I'M AT

9,500 FOLLOWERS

IN THE LAST 47 DAYS

I'VE GAINED 3,000

Here's my
growth strategy:



WRITE 1 BIG PIECE
OF CONTENT EVERY WEEK



CREATE 4 MORE
FROM THE 1 BIG PIECE

FOR EXAMPLE

MONDAY WAS 1 BIG POST ABOUT 11 HOOKS



Ryan Musselman • You
VP, Creator Partnerships at Cinemark | LinkedIn Content Strategist
3d • 

...

11 scary hooks that command attention.

Warning: some sound mean.

Hook with FEAR vs desire: ...see more

 You and 301 others

272 comments • 3 reposts

 Celebrate

 Comment

 Repost

 Send

 28,010 impressions

[View analytics](#)

TUESDAY - FRIDAY POSTS

USED 4 OF THE 11 HOOKS FROM MONDAY'S POST

Why your comments fail.



Why Your Comments Fail & How To Fix Them Forever

17 pages



Ryan Musselman posted this • 1d

Why your hook failed.



Why Your Hook Failed & How to Fix it Forever

10 pages



Ryan Musselman posted this • 2d

7 best times to get post ideas.



7 Best Times to Get Post Ideas

13 pages



Let's take a
closer look:



BY WORKING ON 1 BIG POST
YOU'RE ACTUALLY WORKING ON 5



SO, FOCUS ON 1 BIG LISTICLE
FOR EXAMPLE: 11 SCARY HOOKS

this decreases cognitive load
because you're focused on 1 post

BEGIN COLLECTING HOOKS

WRITE, SEARCH, OR REWRITE HOOKS

as you collect or write, you'll see
that each hook can be its own post

MAKE THIS BIG POST
YOUR FIRST POST OF THE WEEK

Should Tuesday
to Friday be
more listicles?



It's up to you
friend, but here
are alternatives:



TUESDAY

5 EXAMPLES OF CONFUSING HOOKS

WEDNESDAY

4 HOOKS USING THE WORD BAD

THURSDAY

GOOD HOOKS VS BAD HOOKS

FRIDAY

HOW TO WRITE HOOKS

Your schedule
will look like this:



MONDAY

1 big listicle about hooks, or any topic

TUESDAY

Use 1 hook from post 1 to create post 2

WEDNESDAY

Use 1 hook from post 1 to create post 3

THURSDAY

Use 1 hook from post 1 to create post 4

FRIDAY

Use 1 hook from post 1 to create post 5

What about
Saturday &
Sunday?



SATURDAY

CREATE YOUR 1 BIG POST & POST 2

SUNDAY

CREATE POSTS 3, 4, & 5

use the weekends to reset, batch,
and reflect on content strategy

THERE YA GO!

PRACTICE AND GROW

AND REMEMBER TO

**EDIT WITH A FLAMING
SWORD OF FIRE**



IF YOU LIKE THIS POST
FOLLOW & CLICK THE 🔔

I HELP YOU WRITE BETTER
LINKEDIN CONTENT IN 7 DAYS



RM