

LinkedIn Power Lab Webinar

Content Magic in Creator Style

with Gunnar Habitz
Monday 21 August 2023

Welcome!



G'day, my name is Gunnar

Social Media Consultant, Social Selling Blogger, Online Course Creator, Book Author



Please use the chat room to contribute or unmute yourself

Content Magic in Creator Style

LinkedIn Power Lab Webinar 21 August 2023



1. Hook

How to catch attention



2. Carousel

How to show your story



3. Comment

How to keep engagement

A close-up photograph of a silver metal hook mounted on a light-colored wall. The hook is attached to a rectangular metal plate with a screw. The hook itself is a simple, curved metal ring. A semi-transparent white rectangular box is overlaid on the image, centered horizontally and vertically, containing the word "Hook" in a bold, black, sans-serif font.

Hook

How do you start a LinkedIn post typically? Do you use a **title, a **statement**, or a **question**?**

Answer in the chat

No Hook – No Look

Examples



Simon Chappuzeau · 1st

LinkedIn ghost-writing and strategy for CEOs // EO Member
1w · 🌐

How I got free coaching from 3 top creators.

Without spending a dime. This is how I did it: ...

...see more



Jasmin Alić · 2nd

I make writing & LinkedIn easy for everyone 🙌
4d · 🌐

7 facts about LinkedIn everyone should understand

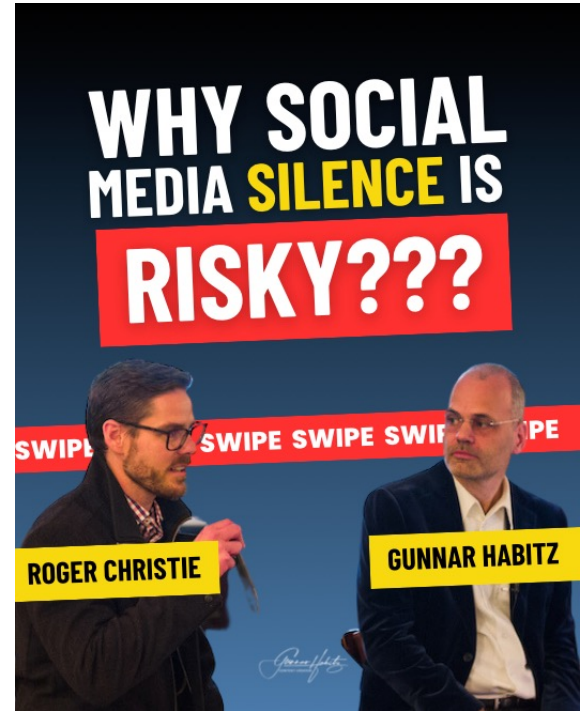
(no matter what certain "gurus" actually tell you)...

...see more



Dominick Namis and 2,026 others

1,289 comments · 61 reposts



No Hook – No Look

Some ideas

Tips

- If you don't get them to click “see more” in 3 seconds, your post gets ignored
- Don't use a title like “Monday Morning Motivation” with a free line so nobody sees the content
- Play around with the first line, it's the most important of the post

Examples

- 3 underrated tips to [activity]
- How to [outcome] without [obstacle]
- How I did [activity] to get [outcome]
- The ugly truth about [topic]
- Steal this [tool] from me
- Here is how my client achieved...
- Try this if you struggle with...

A photograph of a carousel at night, illuminated with warm lights. The carousel's canopy is ornate and features several glowing circular patterns. The ride is in motion, with several seats visible. A semi-transparent white rectangular box is overlaid on the center of the image, containing the word "Carousel" in a bold, black, sans-serif font. In the background, a roller coaster track is visible on the right side, and a sign for "RESTROOMS" is partially visible in the bottom right corner. The sky is a dark, overcast grey.

Carousel

**Have you created a carousel post
or uploaded a PDF to your post
in LinkedIn on your own?**

Answer in the chat

Carousels are the Most Engaging Format

Example Josue Valles

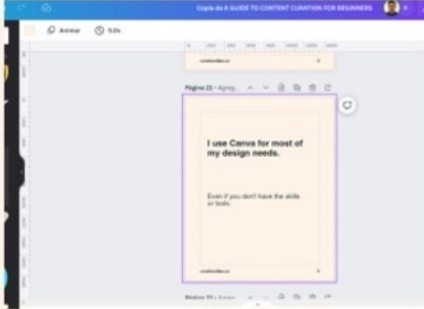


**THE BEGINNER'S
GUIDE TO VISUAL
STORYTELLING**


How to communicate your ideas visually (even if you suck at graphic design)

by Josue Valles

I use Canva and Figma for most of my design needs.



curationlabs.co 21



**Want more
content like this?**

I curate and distill the world's best information so you don't have to.


Follow me to never miss a post 🔔

Carousels are the Most Engaging Format

Example Thomas Strider

1 simple way to

PERFORM CLIENT RESEARCH





Another one might want to position their company to be sold

And top talent = a higher valuation

And another might simply want more revenue

Struggling with your messaging and research?

DM me "research" and let's chat about the clarity of your content and offer



Carousels are the Most Engaging Format

Example Mahrukh Imtiaz

**5 WAYS TO
PITCH
YOURSELF AS A
PODCAST
GUEST**

Mahrukh | Podcast Coach <<<

**1 DISCOVER THE MARKET
GAP**

Find podcasts that align with your expertise and target audience. Identify the unique angle you bring to the table. Standing out is all about addressing unmet needs.

Spicy Chai

f y i f t in p

Mahrukh | Podcast Coach

Spicy Chai

**Ready for your podcast
to meet the world?**

**MESSAGE ME OR
DM ME THE WORD "PODCAST"
AND I WILL PERSONALLY
REACH OUT TO YOU!**

@MAHRUKHIMTIAZ.COM

Tell a Story Across up to 20 Slides

Own Example

**HOW DO YOU
REACH THE IDEAL
TARGET AUDIENCE
WITH YOUR
CONTENT?**




MICHAEL HAYNES **GUNNAR HABITZ**

This slide features a dark blue background with white text. At the bottom, two men are shown from the waist up, each holding a copy of the book 'CONNECT & ACT'. The man on the left is Michael Haynes, and the man on the right is Gunnar Habitz. Their names are written in white on yellow rectangular backgrounds below them.

The target audience
seeks **Advice, Insight**
and **Recommendations**

**That's what our content
should be based on!**




Gunnar Habitz
CONTENT CREATOR

This slide has a black background with white and yellow text. At the bottom, there is a yellow line-art icon of two people with speech bubbles, and a yellow arrow pointing to the right. The author's name 'Gunnar Habitz' is written in a white cursive font, with 'CONTENT CREATOR' in a smaller white font below it.

Michael also contributed
an insightful page to my book

CONNECT & ACT
Systematic Social Selling

Order a signed copy on
www.connectandactbook.com



Gunnar Habitz
CONTENT CREATOR

CONNECT & ACT
SYSTEMATIC SOCIAL SELLING

This slide features a teal background. At the bottom, a woman is shown from the waist up, holding a copy of the book 'CONNECT & ACT'. She is wearing a white t-shirt with the book's title and logo. The author's name 'Gunnar Habitz' is written in a white cursive font, with 'CONTENT CREATOR' in a smaller white font below it.

How to Create These Creator Style Carousels?

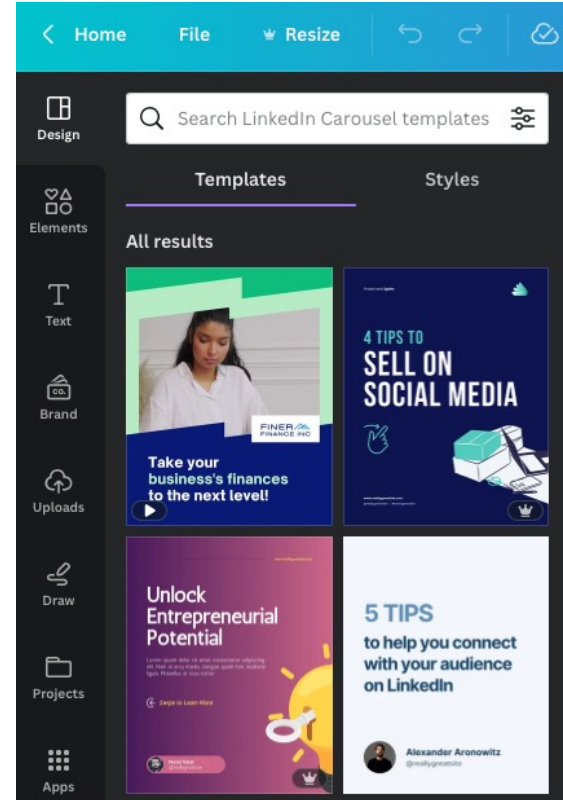
Follow this steps and finish in less than one hour

Post

- Write the idea of a post first
- Focus on the hook line
- Think about visuals
- Complete the rest of the post
- Ideally not too long as the core message sits in the visuals
- Afterwards add the PDF into the post before uploading
- You can even schedule inside LinkedIn to hit right timing

Canva

- Create a new design
- Choose “LinkedIn Carousel”
- 1500x1200 or 1350x1080 (5:4)
- Companies use square images
- Focus on a title page first to grab attention with large letters and a visual hook
- Tell story across smaller text on following pages
- Last page with call to action how readers can reach out or get the product or service
- Save as PDF once finished



A close-up, slightly blurred photograph of a person's hands typing on a white Apple keyboard. The keyboard is positioned in front of a silver iMac monitor, which has the Apple logo visible on its bezel. The scene is set on a light-colored desk. A semi-transparent white rectangular box with a thin teal border is overlaid on the center of the image, containing the word "Comment" in a bold, black, sans-serif font.

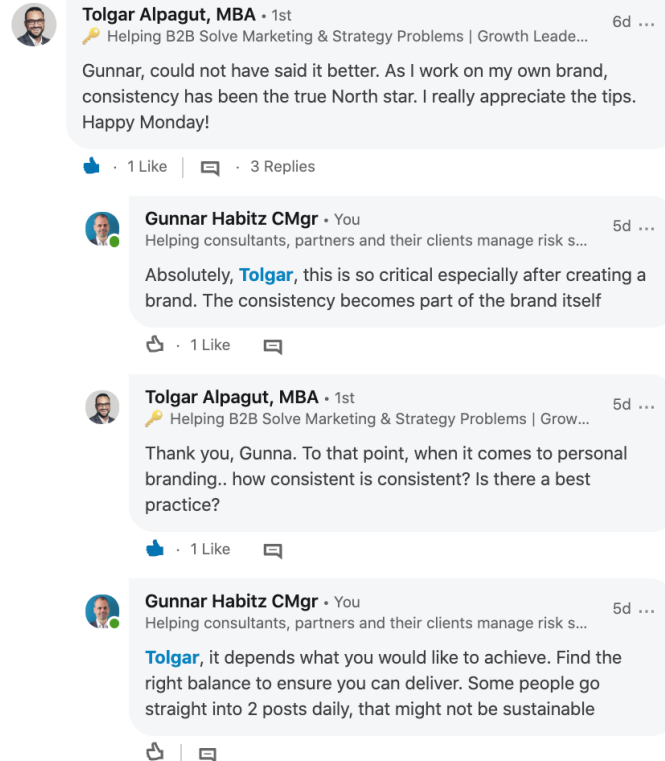
Comment

How many **comments on your posts
do you typically **turn** into **1:1**
conversations per week?**

Answer in the chat

Commenting

- Provide insightful comments
- Not just “Great Post”, “Well done”
- Good approach to find your voice
- Become recognised for the quality of your thoughts
- Read further comments to find prospective members of your tribe
- Add own comments with more value (not only tagging others)
- Use a PS strategy to add quality or ask questions to keep conversation



The screenshot shows a LinkedIn comment thread with four comments. Each comment includes a profile picture, name, title, and timestamp. The first comment is from Tolgar Alpogut, MBA, 1st, dated 6 days ago. The second is from Gunnar Habitz CMgr, You, dated 5 days ago. The third is from Tolgar Alpogut, MBA, 1st, dated 5 days ago. The fourth is from Gunnar Habitz CMgr, You, dated 5 days ago. The comments discuss marketing and strategy problems, consistency, and branding practices.

Tolgar Alpogut, MBA · 1st
Helping B2B Solve Marketing & Strategy Problems | Growth Leade... 6d ...
Gunnar, could not have said it better. As I work on my own brand, consistency has been the true North star. I really appreciate the tips. Happy Monday!

👍 · 1 Like | 💬 · 3 Replies

Gunnar Habitz CMgr · You
Helping consultants, partners and their clients manage risk s... 5d ...
Absolutely, **Tolgar**, this is so critical especially after creating a brand. The consistency becomes part of the brand itself

👍 · 1 Like | 💬

Tolgar Alpogut, MBA · 1st
Helping B2B Solve Marketing & Strategy Problems | Grow... 5d ...
Thank you, Gunna. To that point, when it comes to personal branding.. how consistent is consistent? Is there a best practice?


👍 · 1 Like | 💬

Gunnar Habitz CMgr · You
Helping consultants, partners and their clients manage risk s... 5d ...
Tolgar, it depends what you would like to achieve. Find the right balance to ensure you can deliver. Some people go straight into 2 posts daily, that might not be sustainable

👍 | 💬

Comment Example

LinkedIn post [Planning without testing](#) about implementing Crisis Management Plans

 **Gunnar Habitz CMgr** • 1st
Helping consultants, partners and their clients manage risk smarter | Alliant...
4d

Planning without testing?

Eighty-four percent of organisations have a crisis management plan in place according to Deloitte's global crisis survey, "Stronger, fitter, better." Unfortunately, they don't test those plans regularly.

External consultants often contribute to crisis plan development. How then can they increase the value of the engagement, by helping their end clients take the decisive step to crisis preparedness?

Consultants are probably accustomed to end-customers seeking crisis advisory services after they've experienced a critical incident – and probably botched the response.


That's when external experts are usually called in to dramatically rework existing crisis and crisis communication response procedures and turn out a best-practice crisis management plan.

After that, the expert schedules an exercise drill with relevant stakeholders, to test crisis scenarios under crisis-like conditions.

Typically, though, the engagement ends there. Maybe, the consultant checks in a year later to see whether those crisis protocols have been adopted.

Read further how the consultant can bring a modern [#crisismanagement](#) software solution, like Noggin Crisis, to life.

[#incidentmanagement](#)



Kerry McGoldrick • 1st
Recognised leader in governance, risk and resilience
1d ...

Thanks for opening the conversation [Gunnar](#). Like any organisational initiative, crisis programs won't "stick" without [#leadership](#), buy-in and support. The key ingredients in sustaining preparedness and readiness are training/awareness and testing/exercising. This comment isn't a revelation - people get that's what's needed. But intent doesn't always translate to action as organisations are busy, complex, changing environments, with often competing priorities.

[#risk](#) [#resilience](#) [#crisis](#) [#readiness](#)

👍 · 2 Likes | 💬 · 2 Replies



Gunnar Habitz CMgr • You
Helping consultants, partners and their clients manage risk smar...
1d ...

True [Kerry](#) - these steps from awareness to exercises are needed on a regular base. Technology can help but training in good times is crucial so that people know what to do in a moment of crisis

👍 | 💬



Kerry McGoldrick • 1st
Recognised leader in governance, risk and resilience
1d ...

Good point. Too often the focus is on production of "the plan" rather than the capability of people.

👍 · 1 Like | 💬



Matthew Harper • 1st
Managing Director at Resilient Results
1d ...

There are so many points that your article and the Deloitte report raise that it is difficult to provide a perspective without writing a significant piece, so I will respond just on the use of a emergency/crisis package such as Noggin.

In its purest form, crisis management is almost always about making very hard decisions under the worst circumstances with time pressures that challenge the everyday decision-making processes and almost certainly with less than ideal information. If these elements aren't there, then its probably not a crisis.

Using a system like Noggin to merge the business aspects of business continuity, safety, security and risk management allows senior executives to be presented with a quick precis of the evolution of the crisis, the actions already taken, and often the decisions that need to be made. A successful implementation of a system can therefore raise the thresholds for a crisis response, primarily because the non-crisis decisions and actions have been planned, programmed and tested well before the crisis hits.

Thoughts?

👍 · 3 Likes | 💬 · 2 Replies



Gunnar Habitz CMgr • You
Helping consultants, partners and their clients manage risk smar...
1d ...

Thanks for your explanations, [Matthew](#), much appreciated. You're right, in a time of crisis full information is limited as is time. Imagine a system only used in critical situations and the leaders lost their password not using it day in day out. Better to have a system that works in business as usual mode in ...see more

👍 · 1 Like | 💬



Craig Armour • 1st
Focus your opportunities, Optimise your delivery - The Value Ac...
1d ...


Hard to argue with Mathew's experience here. For my part the key is providing the frameworks and tools to rapidly assess criticality, and make effective decisions.

A lot of that assessment can be done before hand. Some may emerge as the crisis evolves.

👍 · 1 Like | 💬

Who's Viewed Your Profile

LinkedIn Premium shows up to 90 days – turn those into conversations



Analytics & tools
Monday, August 21

Analytics

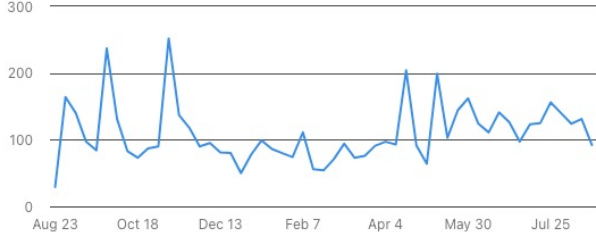
10,811 Post impressions ▼ 29% past 7 days	9,706 Total followers ▲ 0.3% past 7 days
1,282 Profile viewers Past 90 days	724 Search appearances Previous week

PREMIUM

Who's viewed your profile

Past 365 days ▼ Company ▼ Industry ▼ All filters Reset

4,018
Profile viewers
▼ **30%** previous week



300
200
100
0

Aug 23 Oct 18 Dec 13 Feb 7 Apr 4 May 30 Jul 25

Content Magic in Creator Style

LinkedIn Power Lab Webinar 21 August 2023



1. Hook

- Find a short first line
- How to and lists with numbers
- Provocative and bold works




2. Carousel

- Craft your post with good hook
- Create visuals in Canva
- Combine it together in a post



3. Comment

- Add value in your comments
- Keep conversation going
- Look who viewed you



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Next Steps

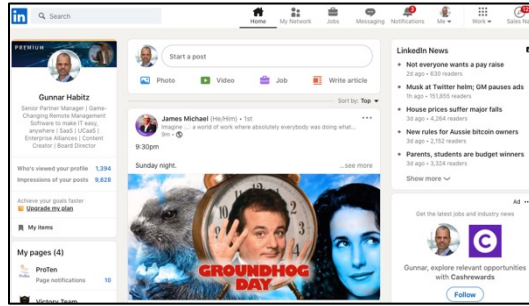
LinkedIn Challenges for Small Businesses

Do you see yourself here?



Overcautious

Not connecting with others
Missing affinity with technology
Unclear about sharing content



Overwhelmed

Irrelevant content in the feed
Only connected by strangers
Not clear where to start



Overthinking

Paused by perfectionism
Unclear how to convert followers
Listening too much without action

How can I Help You?

Improve your LinkedIn activities



Online Course

Enhance your knowledge
Transform to the next level

[Join here](#)



Profile Refresh

CV style to story-telling
Advisory or done for you

[Book here](#)



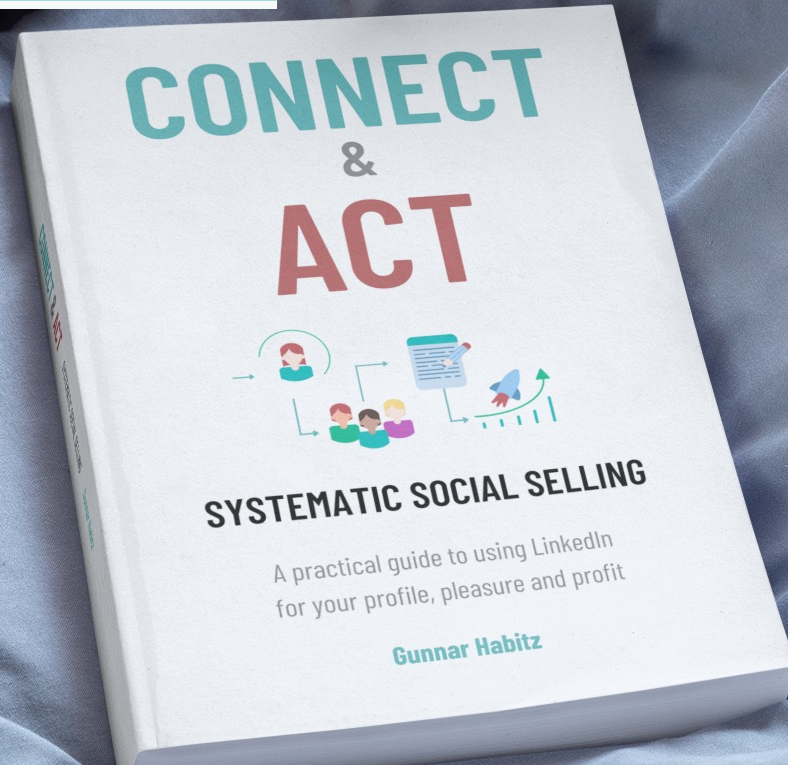
Coaching

Work together with me 1:1
From profile to conversion

[Get started here](#)

My Social Selling Book

www.connectandactbook.com



[linkedin.com/in/gunnarhabitz](https://www.linkedin.com/in/gunnarhabitz), gunnarhabitz.com.au, +61 481 232 126