

My top **5** this week

- 8 Biggest Mistakes I See Founders Make AFTER Launch
- You're searching for clients on LinkedIn the **WRONG** way.
- 2 creative ways to generate more ideas
- I'm done pretending to be someone I'm not
- From 3K to 6K Followers



8 Biggest Mistakes I See Founders Make AFTER Launch



Majd Alaily • 1st
3x Founder | Xoogler | Design Thinking
2d • 🔒



1. You stop talking to users (and ONLY focus on optimizing data)



2. You BURN cash left and right



3. You forget Product Market Fit and start obsessing about GROWTH



4. You have no idea how critical to users / sticky your product is



5. You have ZERO clue about your startup's finances



6. You assume you and your co-founders will work well together



7. You stop investing in learning as a founder and a leader



8. You stop making decisions based on data anymore



You're searching for clients on LinkedIn the **WRONG** way



Sheza Yazdani • 1st

Building your personal brand and generating high-ticket clients for busy ..

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STEP 1:

CREATE A LASER-FOCUSED SEARCH

If you're looking for marketing agency owners but want to avoid startups.

Use this Boolean formula in LinkedIn's search bar:

🔍 "Founder" AND "Marketing Agency" NOT "Startup"



SHEZA
YAZDANI

PERSONAL
BRANDING EXPERT

- Step 1: Create a Laser-Focused Search
- Step 2: Boost with Profile Filters
- Step 3: Speed analyze profiles



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2 creative ways to generate more ideas



Abdulrasheed Girigisu • 1st

I ghostwrite and manage busy executives' and CEOs' |

6d • 🌐

1. Reverse your thoughts

- _ An existing idea => 3 benefits of direct CTAs
- _ Reverse thinking => 3 dangers of direct CTAs

2. Befriend analogies/metaphors

Topic: personal brand

Analogy: climbing a mountain

- _ Personal branding is like climbing a mountain.
It's difficult to reach the top.



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I'm done pretending to be someone I'm not



Mohammed Aly (Coach Ziko) • 1st

Helping Executives Turn Stress Into Success | Avoid Burnout,
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From 3K to 6K Followers

- Your engagement with others is crucial
- I use the connections you can make per week
- I deliver value daily
- I show up, daily

Post statistics

- 2075 impressions
- 117 comments
- 98 comments





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