

My top **5** this week

- Imagine being 5. You had a long day at school. You come home and feel safe. But things quickly spin out of control.
- Are you going into a funding round? Here's how to build the **ULTIMATE** pitch.
- Do you want to be average? If not, read on ...
- LinkedIn in 2024 is all about storytelling. **Personal stories** beat all other post types.
- The LinkedIn paradox: **More engagement in less time**



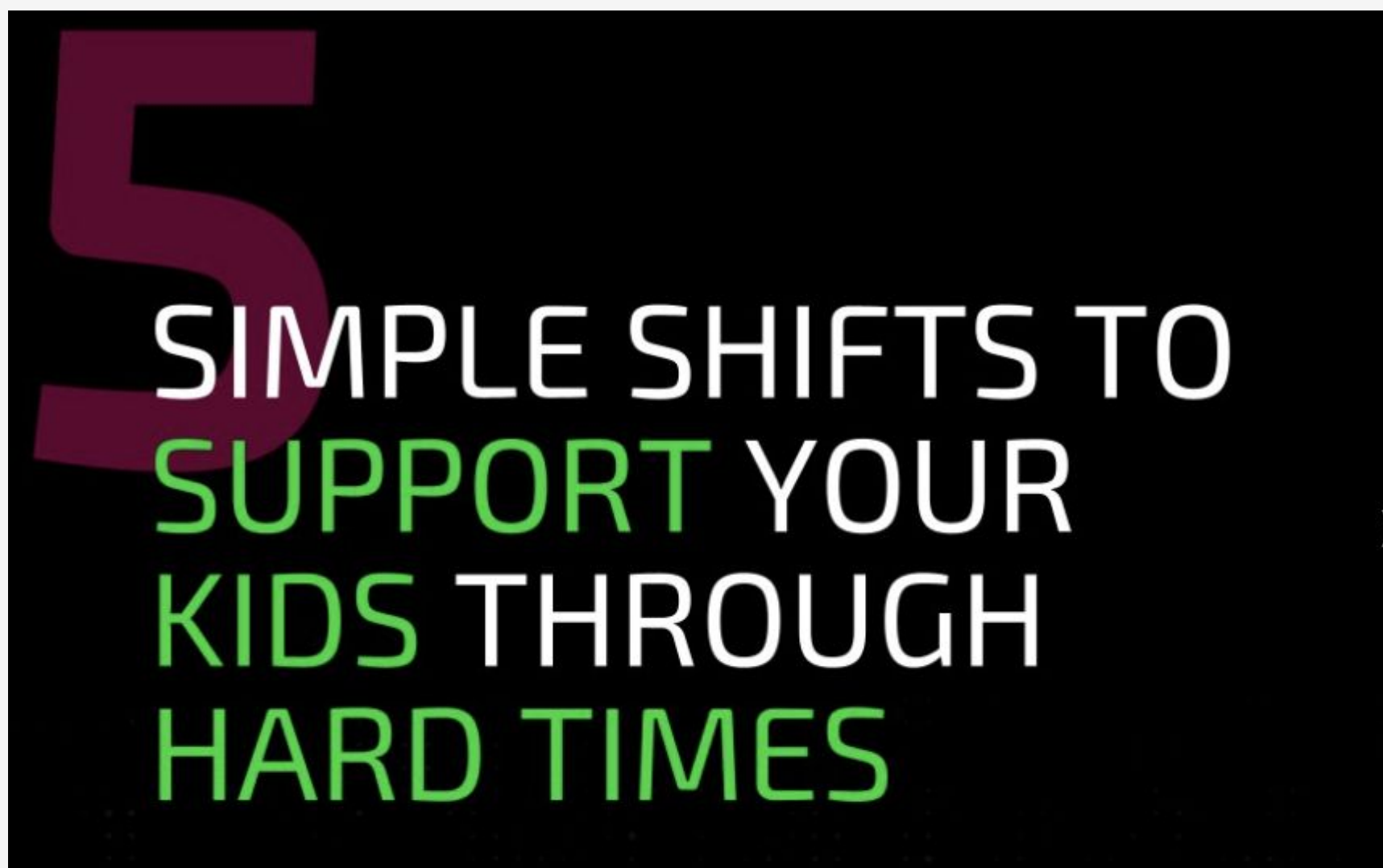
Imagine being 5. You had a long day at school. You come home and feel safe. But things quickly spin out of control.



Greg Garunov • 1st

Building a community for Millennial Dads to help them

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- Extra Grace
- Gentle Tone
- **Big Hug First**
- Anticipate Needs
- Understand, Don't Punish



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Are you going into a funding round? Here's how to build the **ULTIMATE** pitch



Majd Alaily • 1st

3x Founder | ex-Google | Design Thinking | Let's Launch, Grow,
1d • Edited • 🌐

Based on 100+ decks reviewed

Let me show you the **ULTIMATE** pitch

Problem

Listen, there is a **BIG** problem right now.

XM People suffer from this
Y% Impacted by this FREQUENTLY

Solution

We are here to **SOLVE** this major problem.

"We are the Uber of fine dining"
"We help doctors diagnose better with AI"

Value Prop.

3 things set us apart

USP 1 USP 2 USP 3

Traction

We're **live** already.

Traction YTD Engagement
Churn/Retention
User Feedback

Competition

This is why we can win.

Us	✓	✓
Comp1	✗	✓
Comp2	✓	✗

Competition Matrix This is what sets us apart.

Market

Our market is **big** (enough).

\$3Bn

Revenue Model

This is now we make money.

This is our Business Model This is our Business Pipeline

Projections

THIS IS NOW the business can grow.

Rev. Projections Projected Financial Performance

Team

Our Team is **EXCEPTIONAL**

Founding Team Startup Team

Ask

This is what we need to succeed

We are Raising Next steps for us to move forward

➤➤➤
Swipe for details

Majd Alaily
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Do you want to be **average**? If **not**, read on ...

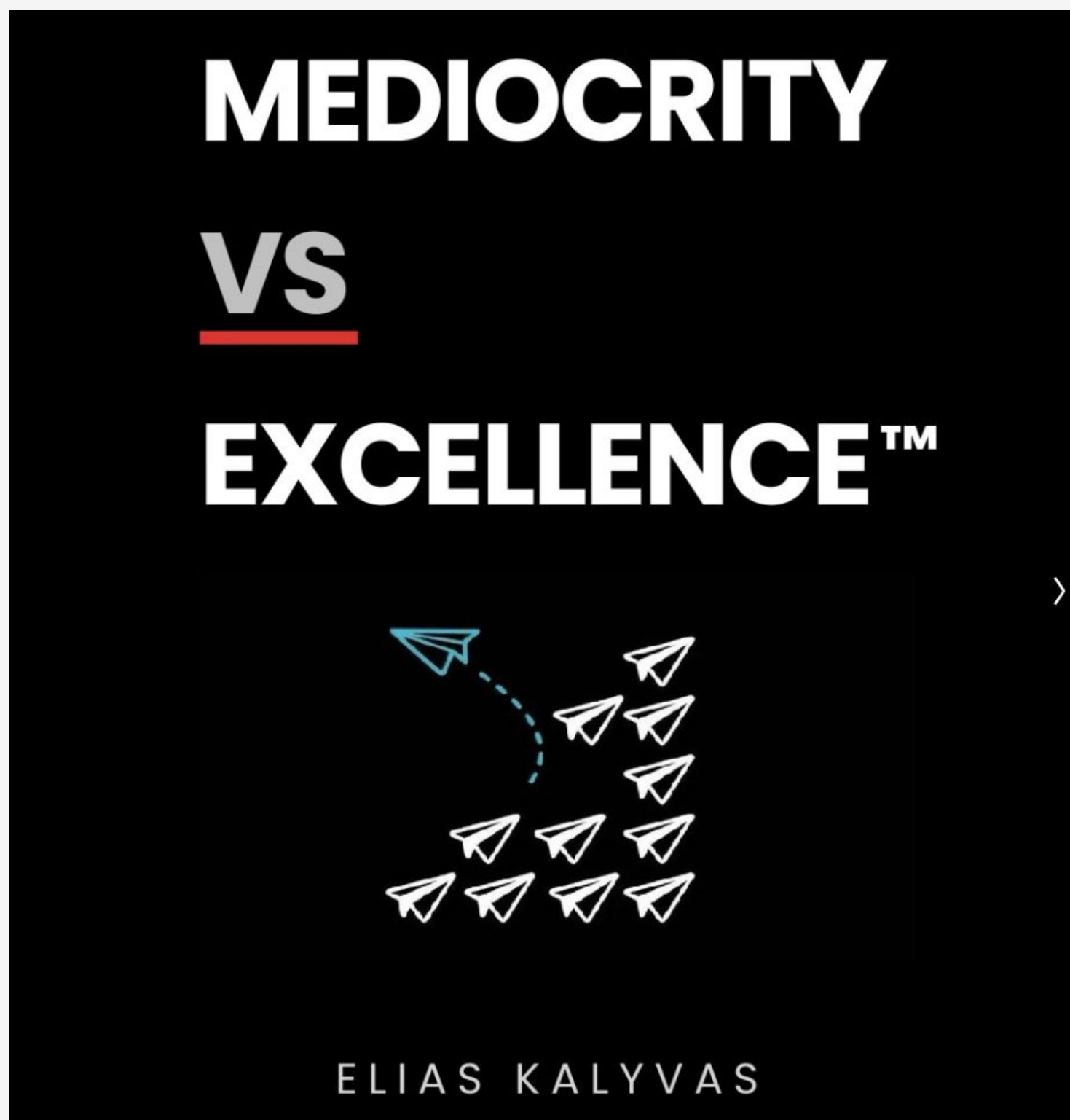


Elias Kalyvas • 1st

Founder @My Mentor mobile app | Founder @Training Spark

[Book an appointment](#)

- Great teams always thrive for the best.
- Good leaders never accept mediocrity.



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LinkedIn in 2024 is all about storytelling. Personal stories beat all other post types.



Madhesh Senthilvel • 1st

🎯 On a mission to make work fun again

6d • Edited • 🌍

Here are **6** elements of writing a great storytelling post

(that makes everyone read and relate!)

- Hook & Re-Hook
- Transition
- Setting the Stage
- The Low
- The Comeback
- The Climax

PART 6: THE CLIMAX

Your story's **highest point**

(Shows readers your lesson's impact and value)

I awakened the generalist inside and followed everything that captured my innate curiosity.

Writing, video editing, graphic design, web design, performance marketing, content creation, and more.

I went as wide as I could and tried everything.

The climax

95% of what I tried didn't stick but 5% did.

Thanks to that 5%, I'm now writing as a creator with a life that's 95% remote.

All because I decided to explore, instead of exploit.

Don't get me wrong - the next phase of my life will be exploitation but exploration is how I started.

And for that - I'll owe generalism my gratitude.

TLDR: For my fellow 20-year-olds reading, go wide.

Try everything you can before settling on 1 thing.

PRO TIP

Describe how the lesson changed your life.



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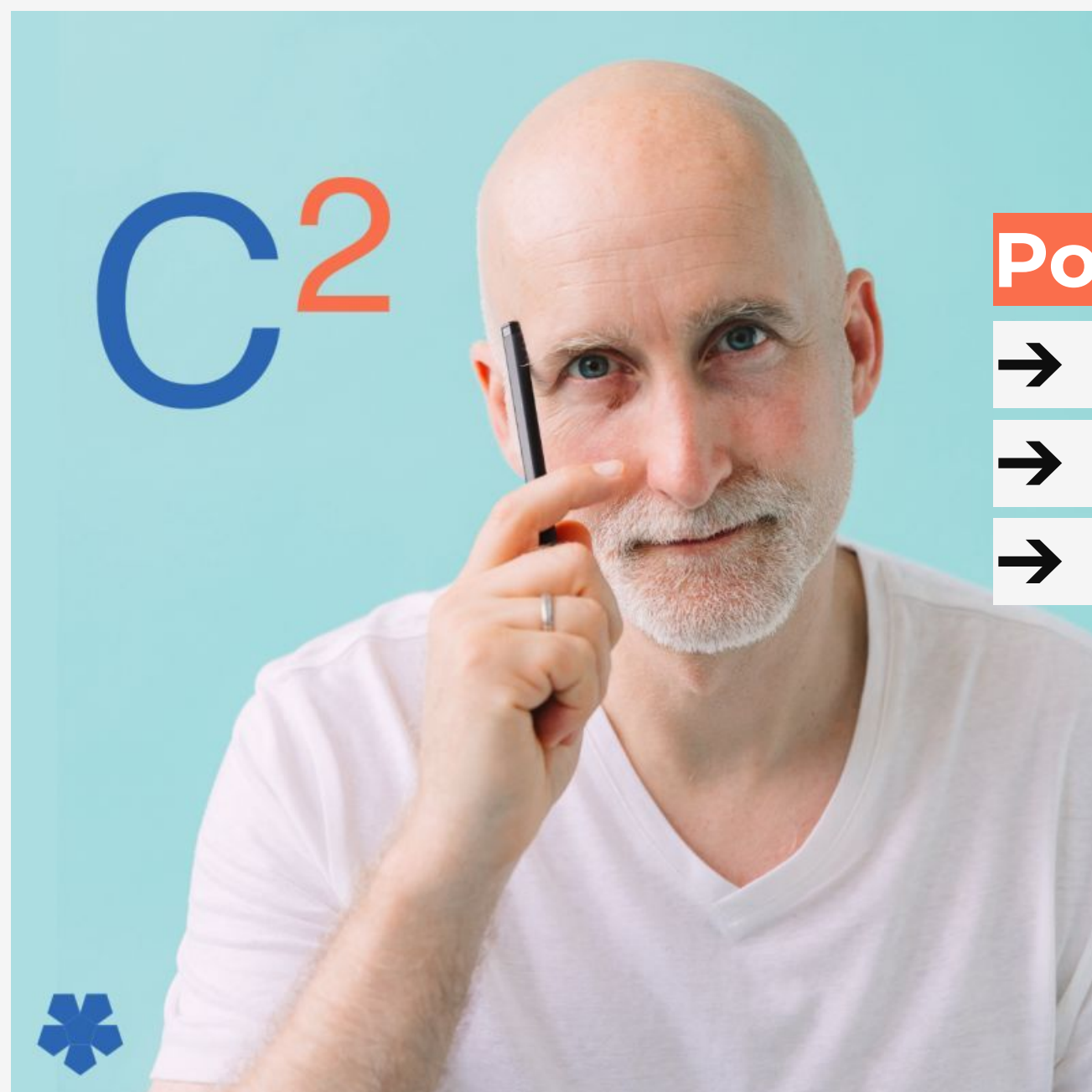


The LinkedIn paradox

→ More engagement in less time

I skim read content, to access its main insights.
I admit, often I just read 10-20% of a post.

- (+) Is fast to skim and follows a structure
- (+) Has supporting visuals
- (-) Videos without additional value
- (-) Looooong text, with few, hidden insights.



Post statistics

- 2977 impressions
- 216 comments
- 112 likes





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