

My top **5** this week

- Qualify your consulting clients
- 5 storytelling frameworks that made me \$21k in 30 days.
- How to break the pattern of your bad habits
- 12 truths I learned about finding your audience
- Visuals for 3k to 7k Followers in 4.5 months



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Qualify your consulting clients



Marija Stevanovic • 1st

Management Consultant | Get unstuck in your management consulting

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If you spend your time
chasing butterflies they will fly
away.

But if you spend time making
a beautiful garden, the
butterflies will come.

Don't chase, attract.

***Not every client is for you.
Select wisely.***




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5 storytelling frameworks that made me \$21k in 30 days.

 **Nami Assir** · 1st
Helping entrepreneurs connect, build trust and sell on LinkedIn using V
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1) The Transformation Path:

Start with their struggle Show your solution step-by-step End with concrete results Perfect for:

"We grew from 0 to 10k subscribers"

2) The Curiosity Loop:

Drop a surprising fact Build intrigue with details Reveal the unexpected lesson Perfect for:

"Why my viral post actually failed"

3) The Problem Solver:

Name a specific challenge Dig into why it matters Share your proven solution Perfect for:

"Stop losing leads with this fix"

4) The Contrarian Take:

State the popular belief Show why it's wrong Reveal your better way Perfect for:

"Everyone says X. Here's why they're wrong"

5) The Quick Win:

Promise fast results Deliver actionable steps Show immediate impact Perfect for:

"5-minute hack to 2x conversions"



How to break the pattern of your bad habits



3 steps outline



1. **Figure** out which of your **needs** this bad habit fulfills
2. **Find healthier ways** to address these needs
3. **Break the pattern** of bad behavior

Here are the **common needs** that get satisfied by bad habits:

- Turning boredom into excitement
- Removing stress from your body
- Coping with negative emotions (pain, sadness, anxiety)
- Satisfying an emotional void (lack of love, validation, security)
- Feeling rewarded for your actions (give me more dopamine!)



12 truths I learned about finding your audience. That can radically improve your startup today.



Majd Alaily • 1st

3x Founder | ex-Google | Design Thinking | Let's Launch, Grow, Fundrais...

1d • 🌐

12 truths I learned about finding your audience

1. You don't know your audience as well as you think. Most founders assume but rarely verify.
2. Chasing multiple audiences = losing them all. Focus wins.
3. Your best data is in the customers you've already served. Mine it, extract insights, build on it.
4. Being niche isn't a limit - it's a launchpad.
5. Don't sell - solve. Show them why you're indispensable.
6. Great products aren't built on ideas - they're built on customer pain.
7. Not all niches are created equal. Prioritize by pain + ability to pay to remove that pain.
8. Related to that, your perfect audience might not be willing to pay. Move on. They're not for you.
9. Numbers speak louder than words. Quantify your impact to 10x your pitch to customers.
10. If you're not talking to a few users every month, you're flying blind.
11. Past success leaves clues. Follow them. Build on top.
12. One big solution is better than five half-baked ones.



Repost if you found this useful



Majd Alaily

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Visuals for **3k to 7k Followers** in **4.5 months**

my top 6 posts this year:

- **7 AI tools** that I leverage daily
- I am 47, I am **made redundant**, I am scared
- How I conquered **thePower MBA in 30 days**
- Imagine if your **notes could generate ideas** for you.
- I dare to share → Part One of my **LinkedIn Second Brain**
- The **LinkedIn paradox** → **More engagement in less time**

Insights in **150d LinkedIn**

- Own Engagement is key.
It drives the engagement on my content
- Impressions start to increase
- Reached new high scores with
202 comments and 114 likes
- 5 posts in my top 10 of all times
are from recent posts!



Post statistics

- 1289 impressions
- 120 comments
- 100 likes





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