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



Qualify your consulting clients



Marija Stevanovic • 1st

Management Consultant | Get unstuck in your management consulting

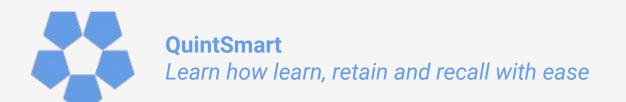
Book an appointment

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.



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



Nami Assir · 1st

Helping entrepreneurs connect, build trust and sell on Linkedin using V Subscribe to newsletter

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:

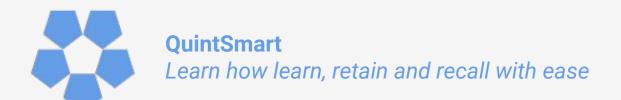
"Everyone says X. Here's why they're wrong"

Transformation Path Curiosity Loop Problem Solver Contrarian Take Quick Win

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



The 3 steps to remove any bad habit from your life

Teaching you how your brain works

Felix Fischer

3 steps outline

- Figure out which of your needs this bad habit fulfills
- 2. **Find healthier ways** to address these needs
- 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...

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.
- 10.1f 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.











Visuals for 3k to 7k Followers in 4.5 months

my top 6 posts this year:

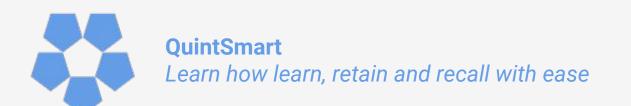
- → 7 Al tools that I leverage daily
- → I am 47, I am made redundant, I am scared
- → How I conquered thePower MBA in 30 days
- → Imagine if your **notes could generate ideas** for you.
- → I dare to share → Part One of my LinkedIn Second Brain
- → The LinkedIn paradox → More engagement in less time

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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