

My top 5 this week

- Ever bought something just because it was "Limited Edition"?
- 9 simple brain-friendly ways to make the most of this TikTok-free moment
- The creamily cute approach to generate post ideas
- I almost never sell in my LinkedIn posts. But...
- I lost 47 browser tabs today (and I've never been more **productive**)



Ever bought something just because it was "Limited Edition"?



Tushar Dey · 1st

Founder & CEO @ UltraGrowthMedia | Marketing | Lead...

4d · 🌐

9 Psychological Triggers That Will Blow Your Mind

(One of these triggers made Apple worth \$3 trillion)

2. The Rolex Method (**Loss Aversion**)

"Exclusive offer ends at midnight!"

Rolex doesn't sell watches. They sell the pain of **NOT having one.**

→ **How to use it:**

Frame your offer around what they'll lose, not what they'll gain.



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9 simple brain-friendly ways to make the most of this TikTok-free moment



Anne-Laure Le Cunff, PhD · 1st

Neuroscientist | Founder of Ness Labs | Author of Tiny...

4d · 🌐

My top 5

Feed your brain
something different

Replace screentime
with sunshine

Go from scrolling
to journaling

Move your body
(not just your thumb)

Master a skill
instead of a trend



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The creamily cute approach to generate post ideas



Abdulrasheed Girigisu · 1st

I ghostwrite and manage busy executives' and CEOs'...

23h · 🌐

_ pick a word/phrase from your niche.

_ pick another word/phrase (unrelated).

_ merge them.

Here's an example:

_ my niche = ghostwriting

_ my niche word = authenticity

_ unrelated word = worms

"7 worms that eliminate authenticity from your content"



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I almost never sell in my LinkedIn posts. But...

I always tell you why you should trust me.



Jasmin Alić • 2nd

Coach for LinkedIn's Top 1% personal brands

1w •

But how do I get these sales without "selling"?

Signposting.

When you're traveling, signs on the side of the road help you "trust the journey", right? It's the same way signposts in your writing help you "trust the author".

Signposting is a useful psychological "hack" that:

1. Helps you prove your authority
2. References your expertise / results
3. Pushes your ideal audience to trust you
4. Lets you to share case studies effortlessly
5. Allows you to sell without necessarily selling



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I lost 47 browser tabs today (and I've never been **more productive**)

From distraction to Focus

- Browser tabs multiplying like rabbits
- Notes everywhere, but nowhere when needed
- That information you just saw... where did it go?

→ **Pure focus. Real accomplishment.**

- **You pick up exactly where you left off, effortlessly**
- **Your workspace: clean, focused, purposeful**
- Every note has its home



Post statistics

- 1192 impressions
- 141 comments
- 99 likes



Workshop: How to Build a Second Brain

That Saves You Hours Each Week

January 29th

6 PM-8 PM CEST/11 AM - 1 PM CST

