The 2-Minute LinkedIn Post Planner

You do not need to document your day. Extract a useful insight from what you already know.

STEP 1: PICK A TOPIC

[ ] Common question - something clients or colleagues ask repeatedly

[ ] Newsworthy - a legal development and why it matters

[ ] Misconception - something people misunderstand about your practice area

[ ] Observation - a useful lesson from your work without discussing client specifics

[ ] Personal / firm - your story, firm news, an article, event or colleague's post - with your perspective

STEP 2: FIT IT TO THE FRAMEWORK

HOOK	Give someone a reason to stop scrolling.
INSIGHT	Tell them something useful or unexpected.
WHY IT MATTERS	Connect the insight to the people or situations it affects.
TAKEAWAY	Leave the reader smarter or with a practical next step.

MY POST IDEA

Hook

Insight

Why it matters

Takeaway

SUSTAINABLE GOAL: 1 useful original post every 2-4 weeks. Quality and relevance beat posting for the sake of posting.