***The Missing Links to LinkedIn Success***

***The LinkedIn Publication Matrix Template***

LinkedIn Publication Outline | Target publish date: xx/xx/xx

|  |  |
| --- | --- |
| **600-800 words total** |  |
| **Post Topic**  High level idea of what the article topic is. |  |
| **Headline**  Save until the very end to develop. |  |
| **Teaser**  Save until the end — this is what you will use as the post text when you share your publication. |  |
| **Introduction**  1-2 short paragraphs (2-4 sentences per paragraph) that introduce the topic and provide some background on its importance. The introduction should give the reader an idea of where the article is going. | Resource: |
| **Key Point 1**  Write about each key point separately, keeping in mind how each point supports the overall message of the article. This is where you provide details (facts, quotes, examples, statistics — including links to resources). Limit each key point to 2-3 paragraphs (3-4 sentences per paragraph). Each key point should have its own subhead. | Resource: |
| **Key Point 2** | Resource: |
| **Key Point 3** | Resource: |
| **Additional Key Points**  Craft a conclusion that wraps up the article and ties into the call to action. A paragraph that summarizes the article in 2-4 sentences, with some compelling information about the topic. The conclusion should include a call to action (what you want the reader to do — i.e., contact you for help with their problem related to the topic). |  |
| **Call to Action**  Pitch or action you’d like the reader to take.  For example: “Need help with XYZ, Take XYZ Action Here” (add relevant link or action-taking information). |  |
| **Featured Image** |  |
| **Additional Notes** |  |

**↓↓↓ Insert draft/copy below ↓↓↓**

**Introduction:**

**Body/Key Points:**

**Conclusion:**