



**Intention or Attention:  
Sharing Targeted Content on LinkedIn**

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# INTENTION vs. ATTENTION



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# The TOP 4 most annoying types of attention seeking content (IMHO):

1. Vaguebooking
2. Clickbait headlines
3. “Like & Share” campaigns
4. Oversharing personal drama



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**1. Vaguebooking:** This refers to posts that are intentionally vague or cryptic, designed to elicit curiosity or concern from friends and followers. The person might post something like, "Feeling so down today," without providing any further context or explanation. They hope that others will ask what's wrong, giving them attention and an opportunity to share their feelings.

**2. Clickbait headlines:** Clickbait headlines are sensationalized or misleading titles that aim to entice users to click on a link or read an article. They often exaggerate or distort the content to generate curiosity and drive traffic. While they may attract initial attention, users often end up feeling deceived or disappointed by the actual content.

**3. "Like and share" campaigns:** These types of posts usually contain emotionally manipulative or guilt-inducing content and urge users to like, share, or comment in exchange for something. For example, a post may say, "1 like = 1 prayer" or "Share this post to save a life." While some campaigns may have good intentions, many are designed solely to boost engagement without actually contributing to a cause.

**4. Oversharing personal drama:** Some individuals seek attention by consistently sharing intimate details of their personal life, including relationship issues, family conflicts, or personal struggles. While genuine connections can be formed through sharing personal experiences, constant oversharing can come across as attention-seeking and may ultimately strain relationships rather than foster genuine support.



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# **MORE industry specific annoying and attention seeking content:**

- 1. Repeating what everyone says without opinion or insight**
- 2. Blind link sharing without adding any insight**
- 3. Sales flyers and Product flyers in general**
- 4. Sale, Sale, Sale, I'm selling this thing... and it's on sale!**



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# The TOP 4 most effective, intentional types of content that can help build trust:

1. Customer Testimonials (video is 10x more compelling)
2. Educational Content (the thing customer usually don't know)
3. Behind-the-Scenes sneak peeks (how things are made / printed)
4. Spontaneous / Unsolicited User-Generated Content (UGC)



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**Teach me something**  
**Share your personality**  
**Show correlations and comparisons**  
**Give value first & without expectations**  
**Share what you think is (appropriately) funny**  
**Shine the spotlight on others - show gratitude**  
**Showcase your creativity & problem solving skills**



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# TRUST

leads to

# SALES



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# CREATIVITY

leads to

# SALES



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# INTENTIONAL STRATEGIES



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**Build analogies**  
**Create contrasts**  
**Show correlation**  
**Find comparisons**  
**Illustrate examples**  
**Share observations**  
**Spotlight connections**  
**Explain your emotions**



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# YOU NEED A BLUEPRINT FOR RELEVANT CONTENT



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# TIME FOR A WORKSHOP



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# PERSONAL PASSIONS

**What matters to you?**

**SPF = style, promise, feelings**

**Share one quirk, **be different!****



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# BUSINESS VALUES

**Define your business values**  
**How is your business different?**  
**What does your business stand for?**



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# SOLUTIONS FOR CLIENTS

**We solve problems like this...**  
**For people like you...**  
**Using Branded Merch, Promo, Print**



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