

# HOW TO BUILD A MAGNETIC BRAND PERSONALITY

100 COPYWRITING EXAMPLES FROM AN  
IRREVERENT LINKEDIN GHOSTWRITER



THE WIZARD OF odd  
M A R K E T I N G



# 1

This is my current Lead Generation breakdown:

- LinkedIn: 80%
- Twitter: 15%
- YouTube/Website: 5%

End of 2023 Lead Gen Targets:

- LinkedIn: 40%
- Twitter: 30%
- YouTube/Website: 30%

All of my leads are inbound.

I pay for no ads and do no outbound at all.

That will change slightly next year, but first, it's finishing off my paid "Repurposing Content Guide" and getting this website to 99% done.

>>> What is your current lead gen breakdown?



PS I got 230 new Subscribers to my email list this weekend, and I converted a new client. Zack James new website for me is already converting that traffic at a higher clip.

--

Get 13 FREE Hooks that works for any niche.  
<https://lnkd.in/eig-JsJe>

--

#leadgeneration #leadmagnet #demandgen

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# 2

LinkedIn Tip.

Create & engage on Sundays.

5 of my top 10 performing posts this year were shared on you, guessed it...

SUNDAY!

I posted at roughly 9amEST on those five posts.

So I'm 3 hours late today and out of luck, most likely.

I've found a high number of CEO/Founder types scroll the feed on Sunday as I book a high number of calls from content shared on Sunday.

What's the lesson?

1. Hustling Works.
2. Show up when others are taking a break.
3. Get inside the mind of your target audience.

So my question to you is....

>>> Why aren't you posting on Sunday?

--

Improve the opening of your LinkedIn posts with my FREE Guide that gives you 13 hooks that work for any niche.



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>> [https://lnkd.in/eagxG\\_7k](https://lnkd.in/eagxG_7k)

--

PS yeah, that's the new website.

#digitalmarketing #socialmediamarketing #alittlebitluke

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# 3

There is a fine line between being "edgy" and being an a\$\$h0le...

Sometimes I wander over the line.

The truth is though, 96.69% of what I write is 111% sarcastic....

Behind all that playful wit and incredible copy and top-notch and potentially undeniable humility though....

Is a basic dude who just spends most of his days engaging on LinkedIn.

I'm thankful for anyone that engages with my content and puts up with my schtick.

Yep and that even includes the trolls, and well if I'm honest I like them the most.

Why?

Cz I'm toxic of course, duh.

Allright enough of that, time to get to work.

I launched a new website yesterday, so go check it out.

--

Hi, my name's Luke and I'm a LinkedIn Ghostwriter and I'm currently sleeping on a couch.

I like to wear the same black T-shirt every day like Mark Zuckerberg cz well I'm also a part-time robot.



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You can DM me at any time of the day and if your message isn't boring I'll respond.

Cz well insomnia.

--

Improve the opening of your LinkedIn posts with my FREE Guide that gives you 13 hooks that work for any niche.

>> [https://lnkd.in/eagxG\\_7k](https://lnkd.in/eagxG_7k)

--

PS yeah that's the new site too.

#digitalmarketing #socialmedia #linkedinmarketing

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# 4

Hustling is good for you.

Humans are basic tho, we like comfort and safety.

How many people woke up this morning miserable about what they "have" to do?

I like hustlers because they take control of their own destinies.

They don't give excuses.

If your life sucks, it's up to you to change it.

Somehow, this is an old-school mindset now, and I guess it means I'm old AF which, if I'm honest, my soul has always been one hundred and eleventy years young.

I braved yelling and screaming and loud make up s%x last night to put in the work on my new website.

I've got some cool things coming out if I get them done in time.

Including a pre-registration for:

"The LinkedIn Hustlers Club"

And yes, that's kind of a basic AF name for a paid community and well dangerously close to Andrew Tate's Hustle U or whatever the heck it's called.

And I'm okay with that.



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I hate coaching because, generally, I hate most people.

I want to work with the hustlers and the folks crazy enough to set a goal and do whatever it takes to make it happen.

If that's you, you'll probably like my new website.

If it's not, you might like my new about page because it's really basic and I talk about Harry Potter.

(Deleted my question cz no one cared)

--

#digitalmarketing #alittlebitluke #contentcreation

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# 5

I tried to go to bed early tonight.

But the couple upstairs won't stop yelling at each other, and now they are having loud makeup s\$x...

Glad I have elite noise-cancelling headphones and am a chronic insomniac who enjoys spending Friday nights commenting on a bunch of vanilla LinkedIn user's posts.

How's your Friday going?

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# 6

I built the first two editions of my website.  
They were mediocre and full of grammatical errors, and you know what...

I still converted a ton of clients.

Why?

Well, because I'm a social media marketer, and my social proof sold itself.

For that reason, I haven't bothered to refresh my website and get a professional to help me.

Zack James sold me on a new website because he didn't sell the website..

He sold me the selling machine.

I get lots of traffic from LinkedIn and Twitter every single day, but I've not done the best job of capturing that traffic and converting all of it.

I just do stuff for the heck of it a lot of the time.

So I'm pretty excited to have a pro-looking website launching tomorrow with multiple new offers at lower price points.

If you are a small business owner, solopreneur, or an employee looking to improve your LinkedIn efforts...

You'll want to check out my new offerings launching on Saturday:

- 13 Free Hooks for any Niche
- A new and improved Newsletter
- A Content Repurposing Guide
- Pre-Reg to the upcoming LinkedIn Hustlers Club
- a limited amount of strategy sessions



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Some pretty cool stuff n a peek inside my crazy brain..

But the question I leave with you today is in the poll.

Does the website matter if your personal brand is elite?

Join me tomorrow as I launch my new site >> [https://lnkd.in/e9Q\\_jNdp](https://lnkd.in/e9Q_jNdp)

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#websites #leadgeneration #digitalmarketing

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# 7

I'm the wokest hustle bro on LinkedIn.

Here's my list of incredible content creators to prove it:

Tasleem Ahmad Fateh - Selfie King  
Travis Lachner - Live Stream King  
Zack James - Website King  
Ivan Dimitrijevic - GIF King  
Richard Moore - Stylish PDF King  
Aadi Fernandes - Smiles King  
Matt Barker - Template King  
Jeff Sievert Selfie King 1c  
Jake Ward - SEO King  
Alex B Sheridan - Video King  
Kevin Graham - Nut King  
Adam Posner - Podcast King  
Jonathan Palmar - Retirement King  
Jacob Schwer - Funny King  
Rowan Archer - Weirdo King  
Max Pashman, CFP® - Finance King  
Timothy Peterson - Comment King  
Ravi Rajani - Public Speaking King  
Jason Vana - Sassy Selfie Hating King  
Andrew Holliday - Special Sauce King  
Roman Pikalenko - Flamingo King  
Ben A. Wise - Ghostwriting King  
Ding Zheng - Rapping King  
Augusto Rozo - Ice Cream King  
Enrique Kalb - Cyber King  
Gabé Leal - Livestream King  
Aidan Brannigan - GenZ King  
Lebo Mashego - Copy King



Jerry Jose - Meme King  
Gav Gillibrand - Fitness King  
Richie Lampani - Recruiter/Selfie King  
Joel Lalgee - Meme King  
Masood Akbarzai - Agency King  
Nat Berman - Video in front of a pool King  
Lewis Kemp - Not using a pod King

Can I just say KING one more time?

This may be the longest list I've shared, and well, I just thought, fair is fair, you know?

Equals rights and all that.

Just doing my part for the male community.

Tag your favorite MALE creator in the comments.

--

#men #creatoreconomy #marketing

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# 8

Want more engagement?

Share all-male lists of creators to follow.

Here's my list:

Sabeeka Ashraf  
Claire Parsons  
Saffron Sumner  
Irit Levi  
Theresa Eatherly  
Kirsten Granados  
Jane Kisnica  
Izzy Prior  
Stephanie B.  
Lea Turner  
Nausheen I.  
Zsike Peter  
Miracle Okonkwo  
Olena Bomko

Oh wait?

Is that a list of amazing female content creators that I engage with daily and who create great content?

Hmm....

How many feminists are gonna comment on this post because of the hook and get angry with me?

Tag your favorite FEMALE content creator on LinkedIn in the comments.

It may help topple the patriarchy.

#digitalmarketing #entrepreneurship #marketing

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# 9

One million dollars.

A month ago, I set this target for my business.

Here is my update:

1. I've sold my campervan and the majority of my possessions..

For those that don't know, I spent the summer traveling around the UK in a campervan that I converted myself.

It was fun, but to achieve my goal, I know I need to be in a place with fast WiFi and easy sleeping/food.

2. I quit drinking alcohol, and my goal was to quit eating pizza/junk food and all caffeine.

I'm almost two months sober now and have been eating pretty darn clean.

The coffee/caffeine angle, however, I've failed at..

Insomnia is a bEtch.

3. Scaling my Business.

I've brought someone on to help me organize my systems and get my pricing right and comparable to my competitors.

I love writing and am great at lead generation, and I know LinkedIn and Twitter inside out..

However, I'm weak at client nurturing, and I don't love calls.

So I'm systemizing a way to build around this.





I've got a new website launching this weekend and will be expanding my services and offerings and am pretty excited about everything I have been working on.

#### 4. The Honest Financials.

Month 1 was tough.

2 Clients decided to take a break until 2023.

1 major client laid off a bunch of staff and cut the LinkedIn budget.

I lost 8k on those three losses.

1 new client wasn't a good fit.

Another \$2500 lost.

I've onboarded two new clients at a good price point.

But, all in all, Month 1 was a red month for my company's growth.

--

I'll be sharing my honest journey here every month as I work my way toward my goal.

Month 2 includes a website launch, new services, and moving from the UK.

You can bet more selfies are on the way 😊

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Have you ever set a large goal for yourself?  
What are you chasing right now?



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#entrepreneurship #marketing #motivation #alittlebitluke

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I share a MEME & a LinkedIn Tip every Monday to help you build a valuable network on LinkedIn.

If you'd like to read a free post on how to build on LinkedIn the right way, here's the link:

<https://lnkd.in/eSGscCp2>

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# 10

Google "Top LinkedIn Creators," and whom do you see?  
Neil Patel, Gary V & Grant Cardone... So basically, just blog post writers sucking off big internet celebrities.....

Well, Zack James and I want to start changing that thanks to the power of SEO, creative copy, and micro-influencers.

We are writing a few blog posts this month, including one for Taplio and want to feature ten micro-influencers who are crushing it on LinkedIn.

Now compared to the big dogs like Gary V and Gates and the ones dominating Google, all of us are little fish.

But wouldn't it be cool to bump them out of the top Google spot and feature deserving creators instead?

If you'd like to be featured in this article, please do the following.

1. Share how long you've been creating on LinkedIn.
2. Tell me what you do and what you write about.
3. Include whether you use Taplio or any kind of scheduler?

Overall I'm just sick of these social media superstars selling their content systems and advice and skipping out on the real work of creating community and nongeneric BS templated content on these platforms.

True power going into 2023 is creators who entertain or inspire with their content, those of you showing up and actually connecting and not just giving meaningless advice on how to grow on LinkedIn or how to leave your 9 to 5.



I think people are tired of gurus who share advice and don't show up meaningfully.

PS Pizza is a better snack than ice creams.

--

#digitalmarketing #alittlebitluke #pizza #entrepreneur

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# 11

Recycling is wise.

Naw, I don't care about what u do with ur garbage...

I'm talking about LinkedIn content creation...

If you aren't reusing old posts that performed well, are you even a real creator?

Here are three steps to repurposing old content.

1) If you use LinkedIn and are creating content to drive leads for your business, invest in Shield Analytics.

It shows you a really solid breakdown of your content, including top posts from the past year or longer!

2) Study your posts that performed the best AND/OR study other posts in your niche that perform well.

Ask yourself why?

Was it a good hook?

Was it a selfie?

Be honest with the why and try to figure it out.

You know what's coming next....

Use a tool like Taplio to study other content that is performing well in your niche and ask the same questions.



Taplio is a LinkedIn scheduling tool that does a lot more than just schedule your posts. It's a LinkedIn Library of viral posts and has some slick AI features that allow you to rewrite trending posts in a different way and then add your own spin to them.

At the very least, it's a way for you to quickly see what's trending in your niche.

3) Reuse your most viral content.

Here's what I do. I reuse my best posts by doing two things.

A) I change the hooks.

This is the beginning of your post. Usually, the first 2 or 3 sentences make or break a post. When reusing an old post, just swap out your opening hook and change it slightly.

B) Change the format.

If your post was in text form, change it to either a selfie or a video. Use the same copy but just change the format.

Super easy way to create more content, and the vast majority of your audience won't CARE OR NOTICE.

Give it a try this next week and tag me in the comments and I'll troll you and support your efforts :)

PS if you want to make 10k next month, don't follow me, but I hear everyone can easily achieve this so no need to worry; you got it in the bag.



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If you'd like some free LinkedIn tips every Monday you can sub to my email list here:  
<https://lnkd.in/eSGscCp2>

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# 12

It's not easy to make \$10k a month online.  
Influencers are lying to you, and you are dumb for believing it...

Picking one skill and scaling to \$10k a month isn't just going to happen easily.

You aren't going to be living on a beach in 3 months or even 6 months just because you go all in on a skill and a platform for a little while.

It takes multiple skills and a "hustle bro" mentality to build a solopreneur business like this online.

The people I know that have done this by either:

Built slowly and have a solid business.  
Scam stupid people with empty promises.

So yeah, some influencers are taking advantage of you, and it's your fault just as much as their fault.

I failed at multiple side hustles for years before one finally worked.

Even then, it took me three years to turn a blogging/IG micro-influencer hustle into a full-time job.

Took another year to get to \$10k a month.

Can you do it faster than I did?

Sure.

But that kind of online success story doesn't happen by accident.





Don't fool yourself.

PS I'm referring to making \$10k a month from an online business. So save the advice fools.

--

I can't help you make \$10k a month.

But I do know how to write great content on LinkedIn and I know how to create attention.

If you'd like some free LinkedIn tips every Monday you can sub to my email list here:

<https://lnkd.in/eSGscCp2>

--

#entrepreneurship #digitalmarketing #entrepreneur

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# 13

I'm 7 weeks sober.

It's WAY harder to write and here's why:

3. Because

2. It just

1. is

See?

Oh, why the church selfie? Because God agrees with me of course. Duh.

--

#alcohol #selfie #digitalmarketing #alittlebitluke

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# 14

Give me a Hustle Bro & I'll conquer Twitter.

Give me a Mental Health Champion & I'll conquer LinkedIn.

Give me a hot girl, and I'll conquer all platforms.....

Humans are basic b\$tches, don't ever forget that.

PS this felt like an intro to a lame joke like: a hustle bro, a mental health champion, and a hot girl walk into a bar....

(choose your own adventure)

-

#alittlebitluke #personaldevelopment #twitter #mentalhealth

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# 15

"I am free, and that is why I am lost"

The best storytellers are f%cked in the head.

Here's a list of these troubled souls whose tales and habits are so twisted it'll bother the inner chasms of your subconscious....

- 1) Oscar Wilde
- 2) Scott Fitzgerald
- 3) George Orwell
- 4) Ernest Hemingway
- 5) Charles Dickens
- 6) Roald Dahl
- 7) James Ellroy
- 8) Robert Louis Stevenson
- 9) Aldous Huxley
- 10) Jean-Paul Sartre
- 11) Stephen King
- 12) Edgar Allan Poe
- 13) Truman Capote
- 14) William Faulkner
- 15) Dorothy Parker

Could I go into detail with each one?

Yes.

Would you care?

Nope.

Do you have to be messed in the head to be a great writer?

Up for debate.



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Is it harder for me to write without whisky?  
Yes.

PS that wraps up 3 posts in 3 hours. Seems as though the algo kills the previous posts now.

---

#copywriting #socialmediamarketing #alittlebitluke

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# 16

Breaking News!!!!

If you only get lots of likes on selfies your looks do indeed play a huge part in your LinkedIn brand.

No need to pretend otherwise k?

Luckily unlike Instagram you can be a 5 and still crush the LinkedIn selfie game.

I mean look at my selfies.

Remember, beauty is in the eye of the scroller.

Sincerely your unfriendly neighbourhood wizard...

PS Don't cry to me, this is just the law of the internet.

--

#selfie #personaldevelopment #digitalmarketing

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# 17

I have one ghostwriting spot open for November 1st.

If you want to build a personal brand on LinkedIn...

I'm your wizard, and here's why:

- 1) I write your content myself, no outsourcing.
- 2) You'll never see my face on zoom calls, just a wizard beard.
- 3) I'm good at what I do, which is growing accounts on LinkedIn.

So if that's you and you need help building a LinkedIn empire....

Hit me up.

For the rest of you, it's that time of the month...  
Nope, not THAT time of the month jeez...

It's time for....

a PIZZA Contest

How to enter:

The first person to correctly guess how many LinkedIn posts I've shared in 2022 wins the pizza.

Hint\* there's a plot twist.

PS it's worldwide entry so no whining.

#personalbrand #socialmediamarketing #digitaladvertisingagency  
#alittlebitluke

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# 18

LinkedIn Marketing is a game.  
You will quit this game if you take it too seriously...

Here's a list of three reasons why, because all of you basic b\$tches love lists.

1| You care too much bout individual posts.

No one post matters.

Nobody really cares about what I'm writing here today.

What does matter, though, is the collection of every post that I share over the course of six months, one year, and three years....

People will remember your face and aspects of your brand if you show up every day for a long time.

People that quit put too much focus on the performance of individual posts.

Detach from your posts and accept you will be creating content for a long time.

That longevity is what will produce inbound lead gen and a valuable network that pays for years.

2| You don't find ways to make creating content fun.

I find ways to make creating content fun.





- I create content that makes me laugh first.
- I give away pizza on random days, creating fun contests.
- I create custom memes playfully trolling my LinkedIn friends.
- I ring the bell of people who are funny, not just potential clients.
- I have multiple custom business pages featuring weird personalities.

If you are only focused on ROI and business, and you don't genuinely enjoy it, you won't last long term.

I spend hours and hours a day on LinkedIn.

Not just because I'm disciplined, I trick myself into looking at it like a fun game.

Find ways to trick yourself.

3| You are too worried about what others think of you.

I think it's very difficult to last long term posting content on any platform if you care about what others think of you.

There are too many trolls waiting to take you down.

Listen, you can cry about trolls and how mean everyone is and how hard it is being so pretty...

OR

You can accept the reality.



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- People are mean.
- People are basic.
- People will always find something to hate about you.

AND

You are too insecure.

If you can't find a way to kill your ego and detach from the opinions of the Karens, Bobs, and such scrolling the feed...

You'll quit.

I have no idea how to help you get there, because I genuinely enjoy trolls and don't give AF.

But I do know that you won't last if you take people's comments seriously.

I've seen too many people give up.

---

This is all one giant game to me.

If I get banned tomorrow from LinkedIn, I'm not worried.

I'll either dominate Twitter or TikTok or decide to go do something different.

Why?

It's just a game to me.

--



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Sign up to my Newsletter for updates on the guide as I get closer to finishing + a free LinkedIn tip every Monday.

<https://lnkd.in/dM3cTf88>

--

#linkedinmarketing #content #guide #alittlebitluke #socialmedia

--

PS plot twist, I hate losing, so even though it's just a game, I want to win.

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# 19

I'm 38, & I've been traveling the UK in a campervan.  
Today though, a new adventure begins...

I bought a Campervan this summer, refurbished it, and roamed around Scotland and down into England.

Visited the stunning isle of Skye and a ton of whisky Distilleries like Glenfiddich & Talisker and roamed to some quirky fishing villages, castles & beautiful rugged landscapes.

My van wasn't luxury, but it got the job done.

I've officially sold it now and am in the process of selling or giving away everything I own until it fits in my travel backpack.

The van life was brief but enjoyable, however, it was difficult to work full-time in this particular van.

If I did it again in the future, I'd need a bigger van for sure + Starlink..

Oh yeah, so, I pay for a kind of nomadic life by running a Ghostwriting agency for LinkedIn & Twitter.

The road ahead is going to be interesting and who knows, maybe I'll see you in my travels, fellow Linkeder.

PS I'm still alcohol-free after 6 weeks but I failed and had a coffee this week.

- ▶ Would u ever try campervan life?
- ▶ Am I crazy for only owning what fits in a backpack?

--

#travel #digitalnomad #digitalmarketing

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# 20

LinkedIn Tip.

Add ACTIVE connections every day.

If you have a small following right now, that means you need to put in some extra work...

You have to start finding people who are going to engage with your content and signal to LinkedIn that you are a business owner or creator worth paying attention to.

So how do you add ACTIVE connections like this?

Follow a creator with an engaged comment section like me, Matt Barker, or Tasleem Ahmad Fateh

Click on a recent post.

Now click on the "You and 300 others" liked this post text.

Start hitting "connect" on people whose headlines and pictures fit your vibe. FYI on mobile, it looks like a + button beside their name.

This is a fast way to add a few active connections in less than 10 min a day.

--

Don't worry about the veterans that will show up in the comment section and will hate this method.

It works.

Look, I'm not going to sit up here and pretend I didn't treat LinkedIn like Instagram when I first started here.



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I did.

I added a good volume of active connections every single day.

Now I would recommend only connecting with active people whom you think you'll enjoy engaging with.

BUT, that does take more time, and honestly, most of you won't take the time to do that.

If what you care about is more engagement leading to inbound leads, then you need active people in your network.

Just know if you add people without checking out their content first, your feed won't be enjoyable.

My feed isn't great, because when I started building on LinkedIn, this is the method I used.

If you have the time, I would certainly just add people whose content you enjoy / who are active on LinkedIn.

PS why do you think influencers with large followings give advice that doesn't work?

--

#linkedinmarketing #copywriting #socialmediamarketing

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# 21

Yesterday I made the mistake of scrolling my LinkedIn feed. I encountered a sling of "thought leaders" clearly cheating and either paying for likes or using artificial services like pods.

Yes, that's right.

You can buy likes and comments, and followers on LinkedIn.

You can also pay to join groups (like LemPod, Google it) where you connect your profile to a service where thousands of others auto-like your new posts.

Now, this picture is photoshopped, but this person clearly is cheating.

But someone actually had over 2000 likes on a post with one word of copy and a garbage inspirational post about mental health.

Here's the thing about cheating your engagement or paying for auto likes services.

It takes elite skill to use these and still convert clients.

For 99% of people using these services, it will just punish their engagement long term.

You can only scam for so long before it bites you in the a\$\$.

If you are paying for services like this, give your head a shake and quit trying to take shortcuts.

At least be an intelligent cheater.

--

#linkedinmarketing #socialmediamarketing #digitalmarketing

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# 22

LinkedIn tip.

Practice your hooks by writing on Twitter.

Here's why it'll make you better:

On Twitter:

- 1) You have to be concise.
- 2) You have to simplify your message.
- 3) If your Tweets suck, nobody will like them.

Listen, LinkedIn is slowly getting more real as a platform.

But it's still a somewhat fluffy place.

Twitter is merciless.

This is ideal if you want to improve your hooks and social media copywriting skills.

I take my best-performing Tweets and use them here as hooks.

They perform well every time.

--

#twitter #contentmarketing #ghostwriting #copywriting

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# 23

People love lists.

The great thing is your list can be full of sh\$t, and nobody cares.

Am I going to share a list now?

Of course not.

Am I going to remind you that later this month I'm releasing something pretty cool?

Yep.

I'm finishing up:

1) 66 UnNiched Hooks

66 creative openers to your LinkedIn posts that work for any niche. Think of them as pickup lines that actually work.

2) A Content Repurposing Guide

This step-by-step guide will show you how to turn those 66 posts into 198 posts.

If you post 3x a week that's over a years worth of content.

PS oh yeah I shaved slightly and that was still a list.



--

Sign up to my Newsletter for updates on the guide as I get closer to finishing + a free LinkedIn tip every Monday.

<https://lnkd.in/dM3cTf88>

--

#linkedinmarketing #content #guide #alittlebitluke #socialmedia

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THE WIZARD OF odd  
M A R K E T I N G

# 24

Hey, YOU quit scrolling and pay attention...

Here's how to supercharge your LinkedIn in 30 days..

Firstly and secondly, quit scrolling like the dopamine junkie you are...

It ain't doing anything for your business or career.

Oh, and PS, this post is long and will require some effort to read.

If you are lazy, well, you aren't going to win on LinkedIn.

Disclaimer: If you aren't willing to spend an hour a day on the platform, just scroll on.

Do you want a flow of inbound leads or not?

I may be serious 69% of the time but the other 100% of the time, I take LinkedIn seriously.

Yes, the math doesn't add up.  
Do you think I care?

I take what I do faackin seriously.

So here goes the two main things you need to do.

1| Start creating your weekly content on the weekend.

I want you to set a goal of posting 3x a week in October.



You will invest in two tools to do this, and yes, they cost money.

Again if you aren't willing to invest in LinkedIn and spend some money, you aren't taking this seriously enough to succeed.

Taplio = LinkedIn Scheduler that will help you stay consistent.

SHIELD = For repurposing old content and saving you time.

Taplio is an incredible tool that includes an easy-to-use LinkedIn scheduler, a viral content library for easier post creation, and you can use AI to help write your posts faster.

Shield Analytics will allow you to see what content of yours is performing the best so that you can do ONE REPURPOSED POST PER WEEK.

That's right, one of your three weekly posts is going to be repurposed.

FYI I am releasing a repurposing guide in a couple of weeks alongside my website launch that will show you exactly how to repurpose your best content and save you a ton of time with your content creation efforts.

For now, though, grab Shield and spend a few minutes navigating around. You'll quickly find a library of all your old posts.

Pick one of your top-performing posts in the last year and copy the text.

Now all you have to do is change the hook to the post and the format.

So, for example, if it was a selfie post, simply post the same content as a text-only post.

BOOM, you've repurposed your old post, and nobody will notice, TRUST ME.

I do it 2x at least weekly, and I have 65k followers, and barely anyone notices.



THE WIZARD OF odd  
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2| Spend an hour a day engaging on LinkedIn.

Break up your hour into either two 30-minute time blocks or four 15-minute time blocks.

THIS IS NOT FOR SCROLLING.

I repeated, no scrolling.

Look, if you want to build on LinkedIn, you have to engage, AND if you want to make it a habit, you have to find a way to enjoy it.

So only ring the bell or follow people whose content you enjoy.

Don't worry about the target audience right now.

You just need to build a habit daily of doing this.

PS an hour is child's play, and before you whine about your job, I spent hours and hours on evenings and weekends building on Instagram for three years while working a full-time construction job.

No excuses.

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THE WIZARD OF odd  
M A R K E T I N G

# 25

I once streamed 24 hours in a row on LinkedIn.

Hosted weekly meme battles and pizza contests.

I've been the whisky guy, the bacon hater, the pizza lover, the Discord fanboy, and now I'm the bearded digital nomad...

Being a LinkedIn ghostwriter and an elite wizardly marketer means I know how to capture attention...

It works wonders being top of mind in regards to lead generation.

Sometimes though, it's annoying AF to be tagged in a million pizza posts.

The thing is I'm always tweaking something because, well, I get bored.

For example, right now, I'm tired of selfies.  
They get great reach but meh...

Anywhooodles, by testing and experimenting, and keeping things fun and fresh, is how I avoid getting bored and abandoning the platform to do something else.

After carefully analyzing my time spent this past week, my upcoming week on LinkedIn is going to look a lot different.

► How often do you change your LinkedIn posting strategy?

--

Get a LinkedIn Tip every Monday  
> <https://lnkd.in/dM3cTf88>

#linkedin #network #copywriter #ghostwriter

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# 26

Have you tried recording everything you do for a week?  
I did so this week, and here's what I learned....

1. I don't waste much time.

I genuinely thought there'd be some blocks of time wasted but overall, I'm pretty darn tootin efficient.

2. I spend more time on LinkedIn than I thought.

I averaged about 7 hours on LinkedIn per day this week. I had felt like I was slacking compared to my 2020 hustle year, where I'd spend 10+ hours a day on the platform.

So it turns out I'm not far off.

3. I stare at the wall, not the ceiling.

Now, if your first thought is psychopath, well, that was my first thought too. Like, who stares at the wall?

A case can be made that when you are staring at the ceiling, you are either having a good time OR you are dreaming about ideas or plans.

But staring at the wall?

Like, I literally averaged 30mins a day just staring at a wall.  
Not thinking at all.

Just zoned out.



Yeah.... IKR?

4. I freak out fairly often.

Now I'm not gonna go into details cz I mean, why would I do that but daaang. I shared this time block because I thought it would make you'll laugh and also show that I'm human.

Not a bot over here.

---

I look forward to tracking myself for a full month to see my patterns. I'm also recording everything I eat and drink.

>> Have you ever considered doing something like this?

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# 27

What have I learned in two weeks without coffee?

Nothing useful that is for kinda.

- 1) Red Bull is not a good alternative.
- 2) Cutting Coffee Creamers & Alcohol = Weight loss
- A) Mushroom coffee tastes like elevated burnt Costa bevys.
- 3) I still write at 69% weirdness without any substance help
- 66.5) Gary V isn't coming to save me..

► Have you ever tried quitting coffee?

--

#coffee #ghostwriting #digitalmarketing

--

Want to quit coffee? Don't sign up for my email list that includes a LinkedIn tip every Monday and oodles of laughs....

► <https://lnkd.in/dM3cTf88>

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THE WIZARD OF odd  
M A R K E T I N G

# 28

You will never get as much "engagement" as me.

Okay, who wants to buy my services now?

Look, here's the truth about being a ghostwriter who talks about LinkedIn on LinkedIn...

Much like talking about Instagram on Instagram.

Or talking about TikTok on TikTok...

Or talking aboooooot blah blah blah...

You get it....

It's the one topic that almost everyone on this app can relate to.

It's the one topic that can transcend culture.

So, of course, if you talk mostly about how to grow on LinkedIn, you are going to get more traction on your posts.

But what if you are a tech CEO, a lawyer, an author, a speaker, or some kind of business coach?

Your target audience is smaller.

It will be harder at the start to build your audience than it was for me.

So besides this point, there's also this one.

I spend hours a day on the platform.

Connecting, commenting, and networking.

So does or "did" anyone who's built a great network here.

Either that or they scammed the system with pods.



BUT you can check the comment section. I get hundreds of comments a day from an engaged audience.

You can't hack that.

But my point isn't to brag here, the point is, it's not easy to get big engagement, a ton of followers, and a steady flow of inbound leads.

Being realistic about this and knowing you will most likely not get the huge reach and follower count that I have will help.

---

The good news, though?

You don't need a lot of followers or engagement on your posts to sell your services.

You just need well-written content, a solid engagement plan, and some strategic outbound efforts.

---

#linkedinmarketing #ghostwriting #copywriting #business #alittlebitluke

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THE WIZARD OF odd  
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LinkedIn Tip.

This piece of advice never fails.

Use the following keywords in ur content...

LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn.  
LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn.  
LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn.  
LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn. LinkedIn.  
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LinkedIn. LinkedIn.

#linkedin #linkedinmarketing #linkedincreator #linkedintips  
#linkedinnetworking #linkedingrowth

The first rule of LinkedIn is you must always use the word LinkedIn.

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# 30

About 66 days and a half ago, a random guy asked me to connect. He asked me how to become a ghostwriter, and I, being the magical wizard that I am.....

I sent him a bunch of info and jumped straight into a zoom call to share my “wisdom”.

He now writes for Gary V himself.

It just goes to show you, you know...

Goes to show you just how important it is to give and be kind to everyone and all things.

Even the trees, they deserve kindness as well.

I learned this from my time in the woods as a sap inspector.

Oh and by the way....

..

..

This story is a lie.

Welcome to the LinkedIn feed.

#storytelling #ghostwriter #garyvee #truth #give

[View original post](#)



THE WIZARD OF odd  
M A R K E T I N G

# 31

Working from a beach in Bali.

Sounds dreamy, doesn't it?

For me though, I got deeply depressed from my experience there...

My name's Luke, I'm 38, a digital nomad & this summer, I wandered Scotland in a campervan.

I'm currently hanging out down south of London, and the van is parked and up for sale.

I pay for life by running a Ghostwriting agency for LinkedIn & Twitter.

Fancy talk for, I write social media content for busy founders, authors, and entrepreneurs.

Anyways back to Bali...

I've always wanted to build an online business.

Now when I always say, I mean since I was 14 years old and doing high school remotely via an online school.

That was way back in the dark ages of 1998 when it wasn't cool.

My dream wouldn't become a reality until almost 20 years later.

So eventually, after graduating high school, I tried multiple side hustles:



- Poker
- Web Design
- Forex Trading
- Ebook Writing
- Crypto Trading

But I didn't enjoy any of those things enough to be elite at them.

In 2016 I co-founded a blog about sustainability and fashion. Within a year was making pretty good money from it via influencer work on Instagram.

In 2017 I was able to take off for the winter and travel whilst working remotely. The trip started with a jaunt across Europe and ended with four months in Bali.

Two weeks into Bali, I got super depressed.

"Is this it?"...

My goal had been too small.

Did I have a good time? Yeah, I did but....

Deep down, everything felt empty and pointless.

At the time, the Instagram/blogging business wasn't extremely lucrative, so I couldn't afford to stay abroad longer than four months.

I landed back in Canada and went back to construction full time, while continuing the Instagram work on the side... BUT, deeply depressed.

My remote dream had been achieved, and yet I didn't care. I knew I didn't care about my construction job either.

I was pretty stuck.

---



THE WIZARD OF odd  
M A R K E T I N G

Now here's the party of the story where I give you the wisdom of a sage and reveal how much purpose I've found and how I'm impacting the world.

It's five years later, and my business has changed, and I've experienced a lot more in this life.

But, the truth is I still carry that emptiness.

I think it's part of why I wander.

Beyond my agency, beyond being driven to get results for my clients....

I have more questions than answers about meaning and purpose..

I'm simply committed to the path to finding the answers.

I simply know myself, I need massive goals, or I slip into a state of philosophical depression.

So currently, that goal is a million dollars in revenue over the next year.

Here's one piece of sage advice I will share....

Watch out when you hit your goals and dreams and consider having a new one ready.

Because if not, you may just pay slip into a puddle of darkness after you realize your goal wasn't big enough or important enough.

PS Bali is still awesome and I want to go back..

[View original post](#)



THE WIZARD OF odd  
M A R K E T I N G



# 32

It's September 2022, and you've got 100 followers on LinkedIn.

Your getting 2 likes a post, and 1 of the likes is Luke's Beard.

Here's how to start growing faster:

1) Ask yourself how badly you want to grow on LinkedIn.

Do you have a clear goal?

Is it vital for your business?

Are you willing to delete Instagram, Facebook, and TikTok?

How invested are you?

If you aren't all on growing your network here for a specific reason, you'll quit because it's going to take some work.

2) Time block out at LEAST an hour a day.

Realistically if you want to blow up, you'll need to spend longer than an hour.

Matt Barker, Augusto Rozo & Zack James, at one point this year, all had tiny followings on LinkedIn.

All three of these guys put in hours a day to build some traction here.

If you have a product or service to sell and you want traffic, it will take effort.

You want to be spending one hour a day networking in the comment sections of creators like me with active commenters.



If you see someone interesting, click on their profile, send a request, and comment on their latest post.

It is a great way to build an active network.

### 3) Invest in a LinkedIn Scheduler like Taplio

When you are starting out, it's going to take you longer to write than me. The best way around this is to invest in a scheduler.

Set aside some time on Saturday or Sunday and schedule your posts for the week.

Taplio is great because it has a viral content library that will help you with content ideas.

You can search topics to see posts that performed well in your niche.

Highly recommend doing this to make sure you are consistent with posting.

Minimum 3 posts a week starting out.

### 4) Create a unique point of view or moniker so people remember you

Roman Pikalenko has his flamingos.

Augusto Roza has his mom stories.

Richie Lampani wears onesies and has epic shoes

I have a sweet beard, a campervan, and used to love pizza.

Having a "thing" helps people remember you.

Make sure it's authentic and something you either really love or hate, but talk about it a lot.

Add that thing into your branding.



THE WIZARD OF odd  
M A R K E T I N G

You want to try and find every edge you can to be remembered while you are building your network.

---

If you are just starting out on LinkedIn and struggling to get traction, this comment section is a great place to meet some of the funniest people on this app.

Connect with them and risk leaving some good comments.

It just may be the start of a cool journey.

--

Get a LinkedIn Tip every Monday

> <https://lnkd.in/dM3cTf88>

--

#linkedin #network #copywriter #ghostwriter

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# 33

Want to go viral or have a big network on LinkedIn?  
Here's what you don't think about...

- 1| Dealing with the abnormal volume of hate.
- 2| Endless DMs and most of them aren't useful.
- 3| Hundreds of comments to respond to daily.
- 6) People offering to send you s\$x tapes

Now, I know what you are thinking.

But Luke, you have beard privalage.

And you know what, you are right.

I've got a great beard and some of you have patchy beards or cant grow one.

But there's no need to be jealous.

I wasnt born this way.

This beard came with a price.

But I'm also more than just a guy with a great beard.

I also have a campervan(parked), sleep on a couch, a cute rescue dog and to top it off I'm also a wizard.

Now I know you can't compete with this kind of privilege but ....

What I'm really trying to say is....

Beard length is the key to LinkedIn growth.

Either that or not being boring.

Hard to say.

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THE WIZARD OF odd  
M A R K E T I N G

LinkedIn shouldn't have a laugh reaction.

It's has the most "sensitive" users.

Today I had a Business Page Removed & Two Comments.....

The page?

OnlyLinkedIns, a parody account sharing thirsty selfies, and it lasted one hour.

I reshared four posts.

Two pictures of men and two of women.

It was a harmless and silly idea to have a few laughs.

Yet of course, somebody got offended, reported the page and a comment, and LinkedIn removed it because "it went against the TOS."

Imagine being a creator so sensitive that you can't laugh at a mock feature on OnlyLinkedIns?

The other comment that got removed you ask?

Go visit WIZARD OF odd MARKETING to see it.

Ridiculous.

What kind of world do we live in where we can't laugh at ourselves and where comedy is being censored?

At least I have Twitter.

---

#personaldevelopment #digitalmarketing #onlyfans #selfies #thirsty

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# 35

LinkedIn reach is down this month.  
Unless you're sharing mental health moments or career selfies then your impressions are in the gutter...

What gives?

Here's some helpful advice.

1. Panic.
2. Double down on sob stories.
3. Start an OnlyLinkedIns Biz Page
4. Quiet quit LinkedIn > McDonald's is hiring.

Nows the part where I reassure you.

Nah.

If you like to laugh you'll enjoy my Email List that features a funny MEME and a LinkedIn Tip..

> <https://lnkd.in/dM3cTf88>

[View original post](#)



THE WIZARD OF odd  
M A R K E T I N G

# 36

LinkedIn: "We support mental health."

Also LinkedIn...

No angry or sad reactions, a broken reporting system that bans the wrong people, and a heavily censored feed that doesn't allow for freedom of expression.

Gabé Leal made a great point on his live stream last night.

If the "wOkies" as I call them, can have their safe spaces where no triggering speech is allowed...

Why can't we rational minds have a space where anything goes?

Well, I certainly will continue to operate in this way until I meet the final ban hammer.

This brings me to an exciting announcement.

Tasleem Ahmad Fateh and I am hosting round two of "the Darkside of LinkedIn" on October 22nd at 8pmBST - 12pmPST

Tears will be spilled, people will once again be removed from chats, and creators will be roasted.

This is not a space for the faint of heart.

More details to come.

--

#mentalhealth #linkedinevent #linkedinlive #digitalmarketing  
#personaldevelopment

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THE WIZARD OF odd  
M A R K E T I N G

# 37

5 days of no coffee.

The masterclass breakdown.

Day 1 - I got this, yeah I can do anything man woo!!!

Day 2 - Why the f\*\$k is he pinging me on Slack AGAIN?

Day 3 - A flat white doesn't count as coffee, right?

Day 4 - When is that mushroom coffee going to arrive?

Day 5 - Why does it feel like a truck ran me over?

It's kinda like the 12 days of Christmas, except there's no joy involved.

The good news is I have a coffee replacement that's some kind of weird mushroom organic coffee without coffee in it that's supposed to boost your brain.

So here's hoping it does, or you may see more "Luke Business Pages" appearing tonight.

- ▶ Do you practice any kind of fasting?
- ▶ How many days could you go without coffee?

---

If you want to learn how to convert leads and build a network from posts like this then you should hop on my email list.

I give one LinkedIn Tip every Monday and they are actually helpful.

>> <https://lnkd.in/dM3cTf88>

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THE WIZARD OF odd  
M A R K E T I N G



# 38

My reach has been about half of what it usually is this week.  
Here's how I responded....

1. Spent more time engaging
2. Created a post offering free feedback on your content
3. Blamed all of the UK

Ha ha ha, in all seriousness, the LinkedIn algo changes all the time, and well, I have to be aware of it.

I actually enjoy it when the algorithm changes because that means those who are still showing up daily and networking; and those who study it and adjust the fastest win.

Have you noticed any difference in your content?

-- UPDATE --

Turns out it was indeed the UK's fault for being the most basic country and culture on earth.

False alarm folks carry on.

--

#basic #uk #culture #holidays #waaaa

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THE WIZARD OF odd  
M A R K E T I N G

# 39

Most people aren't free.

We grow up with parents telling us what to do..  
Then transition into teachers telling us how to think..  
Some of us go to a building to be told how to worship..  
99% work for someone telling them what to do & where to be..

We are conditioned to be told what to do, how to think, and whom to worship..

The most important thing in life to me is freedom.

I'd rather live in a trashcan than work for someone else.

I've been this way as long as I can remember but it took me years of working for a family business(kinda free) and then subcontracting(partially free) to build a business where I actually am free.

So yeah, I get that it's a journey and that sometimes you gotta work for someone else...

I also understand some people enjoy the security of working for someone else.

But come on, does anyone really actually enjoy taking orders from another human?

Put aside your hurt feelings and be honest for just a minute.

If you could work from anywhere at any time and decide how the work gets done and pay for life, wouldn't you want to find a way for that to happen?

I work remotely, and I can work when and where I want.

I also work a ton of hours, so there is a price to pay for this freedom.



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But if you're like me and you want to be free, I am not sure it's possible nowadays unless you work for yourself.

How can you be when you have to show up for work at a certain time and place?

Perhaps some roles are freer than others, but at the end of the day, your destiny isn't in your hands.

Someone can fire you in a moment, and well, just look at the tech industry this year for proof of that.

This won't be a popular post, and that's fine, but this post is the reason I do crazy challenges.

It's the reason I don't want anyone to outwork me.

It's the reason I'm sacrificing pizza, whisky, coffee, and a plethora of other things.

I want to stay free.

It requires a ton of work and sacrifice.

No CTA to my coaching program either because I can't help you with this. I'm not a good coach or motivator.

You can troll me in the comments, though, if you want because that helps fire me up.

The point is this.

I'm going to spend the next hour responding to comments.

Then I'm going to spend a few hours on client posts.

Then I'm going to work on my lead magnet.

Then I'll walk the dog for 30 minutes.

Then I'll spend the rest of the night replying to my new subscribers.



THE WIZARD OF odd  
M A R K E T I N G

If you want to be free, you have to put in the work.

There is no shortcut.

PS Yup, this is a hustle bro post, and I'm not sorry about it.

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THE WIZARD OF odd  
M A R K E T I N G

# 40

LinkedIn, I did a post on Saturday.

I asked you to comment in exchange for a custom response.

I've gone through about 200 of them so far and it's just way too hard/ie there are too many comments (400+) to keep up with.

I clearly underestimated how many people would reply.

So what I'm going to do is repost this offer:

Voice Message with feedback on your last post  
A custom meme trolling you  
a joke from Dark Humour by Lucas  
trustworthy advice from Luke's Stable Personality

But you need to sign up for my email list to get it:  
<https://lnkd.in/dM3cTf88>

If you are already on my email list comment below and I'll try to get to you again.

And please understand it will take me some time to respond to all of you.

This offer is valid for the rest of the day today.

Cheers.

[View original post](#)



THE WIZARD OF odd  
M A R K E T I N G

# 41

I've been busy lately.

I used to spend 8 to 10 hours a day engaging on LinkedIn.

The business takes more of my time now, BUT I want to give back a little today...

Anyone who comments on this post will receive either:

Voice Message with feedback on your last post

A custom meme trolling you

a joke from Dark Humour by Lucas

trustworthy advice from Luke's Stable Personality

Say hello in the comments and tell me what you are up to today and let me know which of the four options you want.

It may take me all weekend, but I will indeed do this.

Cheers to all of you building on LinkedIn and networking like champs.

--

#linkedinlive #alittlebitluke #socialmediamarketing

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THE WIZARD OF odd  
M A R K E T I N G

# 42

LinkedIn Tip.

Use your business page to reply to comments on your posts.

Here's WHY....

1) I've never had a business page comment reported.

Want to banter with friends?

Want to playfully troll a dweeb that deserves it?

Want to get away with swearing?

You guessed it, use your business page to comment on your posts.

2) It brings exposure to your business.

Folks may be surprised at first, but eventually, they'll realize it's you... OR they won't, and they'll be intrigued. Either way, it's not dull and more people will visit your business page and check out what you do.

For bonus points, change your biz logo to the exact same photo as your personal page :)

Listen, nobody engages with biz pages....

BUT, if they think it's you, they'll engage with you :)

3) Your biz page will grow faster, and you're protecting yourself.



I've been experimenting with business pages all week, and mine is growing fast, thanks to these changes.

If I got banned today, I'd have 4700 followers to start with on my biz page and would still be able to generate leads and be a part of the platform.

How would I access the biz page if my personal page got banned?

You'll have to sign up to my email list this week to find out next Monday....

Link to sign up > <https://lnkd.in/dM3cTf88>

--

#businesspage #linkedintip #linkedin hustlersclub #alittlebitluke #digitalmarketing

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THE WIZARD OF odd  
M A R K E T I N G



# 43

Today I turned 38 years old.

My goal this year is to make a million dollars.

Here's how I'm going to do it:

1) I plan to move to a city where I know absolutely no one.

I'm going to lock myself in a boring apartment that has access to a gym.

Why?

So I can focus 100% of my efforts on my business & cleaning up my diet and workout routine.

I want as few decisions as possible and no distractions relationally.

2) I plan on working 16-hour days for one year.

I know, I know, but what about work/life balance?

Look, I'm the happiest when I'm building something.  
I've been this way for as long as I can remember.

I plan on having some more fun when I turn 39.

This year is all business, and everything I do is going to be time blocked.

Call it unhealthy, call it what you want, but I'm going to outwork all of you and hit my target.



3) Everything I own will fit in my backpack.

I am eliminating all excess, so I have fewer things to worry about and fewer decisions to make daily.

Yup, that means the van is being sold.

4) Dopamine Fasting

I am a few weeks deep into cutting booze and starting today, I've given up coffee and pizza.

Every meal is going to be as boring as possible.

I've cut video games and have cut as much dopamine as I possibly can minus social media because that's my business.

Extracurricular activities are cut too :)

5) Building out my Business and Monetizing my Traffic

I believe I'm in the top 1% of ghostwriters on LinkedIn, and well, I'm f%ckin expensive.

That's my high ticket service.

I am generating 700k views a week right now, and I know I can hit a million next month.

I am working on some products and a paid community that will actually be useful.

Because I'm obsessive and spend all day on LinkedIn, you can be sure the tips that I give will actually make a difference.

Feel free to scan my posts and take all the free advice, too, it all works.



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I also Whitelabel with some other awesome agencies.

So yeah, I've got a lot going on.

--

Well, that's it; I am essentially simplifying my life so I can focus all on my business and my body so I can be in peak performance mode.

Am I extreme?

Yes.

Should you do this?

Probably and most likely not. Follow the balance influencers plz ty.

Why am I sharing this and announcing my birthday?

Accountability and the fact that it will push me to do my absolute best to hit these goals.

Am I an attention seeker with no humility?

Yes, and pretty much, so bite me.

--

Later this month, I'm releasing some pretty cool things.

1) a Free "13 Hooks for any NICHE Guide"

2) a paid product - 66 Hooks + a Content Repurposing System

3) preregistering to a paid community - the LinkedIn Hustlers Club

If you'd like first access to all of these things, you can subscribe to my email list >

<https://lnkd.in/dM3cTf88>

#socialmediamarketing #worklifebalance #personaldevelopment #digitalnomad  
#copywriter

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# 44

LinkedIn Tip.

Connect with ACTIVE followers regardless of niche.

Here's why:

Popular advice is to focus on only connecting with your target audience.

So, say, for example, you are selling web design services to coaches, trainers, and SaaS Founders like a certain pink-hooded-Blink 182-MGK-wannabee...

Most people would say Zack James should focus on connecting with coaches, trainers, and SaaS employees.

That's his target audience, so surely he should only accept connections and target these folks?

WRONG.

Here's what Zack should do and, well, what he has done.

But first, let me brag a little bit.

I've helped him go from 2 likes a post to over 100 in less than two months and grow his following by almost 2k Followers in that time.

He gets leads every day and has converted clients in less than two months here.

Zack is targeting anyone ACTIVE on LinkedIn.

+ I gave him a list of targeted potential clients that he engages with every day.



So what is the strategy breakdown I gave Zack?

1) Active Connections will engage back with you and increase the reach of your content.

2) A list of target potential clients in your ideal audience will help you establish relationships with industry leaders, and they will regularly engage back on your content. This means that all their followers will then see your content too.

3) Most buyers are lurkers. Meaning they don't post and don't comment that often. If you only target your ideal client, you are going too narrow, and you won't get enough engagement on your posts to reach potential leads.

You want active connections engaging on your content so that all of their ghost followers see your posts.

That's how you start generating a ton of leads as well as generating great social proof from increased engagement.

4) I posted broad content 80% of the time and targeted content about his services 20% of the time.

Look, when you are first starting out, no one cares about your business or your "industry knowledge".

Zack is the best at designing elite websites, landing pages, and email marketing drip campaigns.

But nobody knew who the faack he was.

He was posting 100% about his services and industry knowledge.

When I started helping him, we went 100% personal and broad content.

I gave him a specific engagement plan, and he put in the work to start networking.



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His followers started exploding, his engagement went way up, and now he is generating huge traffic from his posts.

At the core of it all, is connecting with active users of LinkedIn.

---

Later this month, I'm launching a new website designed by Zack and Rebel Websites, and I'm releasing my first digital product for free!

It's "13 Hooks that work with any Niche," and it walks you through how to generate elite post hooks to increase your LinkedIn post engagement.

Sign up to my email list to get access later this month! <https://lnkd.in/dM3cTf88>

---

► Are you targeting active users of LinkedIn?

[View original post](#)



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# 45

I slept only an hour last night.  
On days like these, I'm ecstatic to be a remote working LinkedIn Ghostwriter...

Funny enough, today has been my most efficient day in a week.

Words are flowing off my keyboard like lyrics flow from Avril Lavigne's complicated lips..

Or, um, you get the idea cuz life's like this. ...

The truth is I've battled insomnia for many years.

I've got a much better handle on it now, but for a long time, it was crippling.

I'd get no sleep and have to go work a physical construction job all day.

One day I hope to say see ya later Insomnia cuz you ain't good enough for me.

Okay yeah, this isn't making sense, and I'm just singing sk8r boi lyrics now.

The point is that sometimes, you just gotta work with the hand you are dealt and use your weaknesses to your advantage.

I've learned how to operate on barely any sleep.

And before you say it's not sustainable and give me "helpful tips" it is.

I've been dealing with insomnia since I was 13 years old.

I continue to try new things, but I also make it work for me the best I can.

Basically, I believe in magic, and now I'm going to disappear.



PS I keep looking over my shoulder expecting Zack James to photobomb me....  
What a pink hooded little punk...

--

I'm launching a refreshed email list later this month AND a pretty awesome "hooks  
and repurposing guide for LinkedIn."

---

#linkedinmarketing #ghostwriter #socialmediamarketing #digitalmarketing  
#alittlebitluke

--

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# 46

LinkedIn Ghostwriting isn't a lottery ticket to your dream life.  
Dropshipping wasn't a lottery ticket to your dream life.  
Online Poker wasn't a lottery ticket to my dream life.

I've gotten more DMs this week about how to become a LinkedIn Ghostwriter than in the last year combined.

I see more and more people changing their tagline to "LinkedIn Ghostwriter"...

Here's the thing..

Not everyone is a good copywriter.  
Even fewer will be great ghostwriters.

It takes a certain skillset and a lot of hard work to run your own ghostwriting agency.

BUT if you are dead set on trying to become a ghostwriter on LinkedIn, here are a few tips.

- 1) Follow Luke Matthews for what not to do to become a LinkedIn Ghostwriter.
- 2) Talk a lot about things like pizza and consider buying a campervan because people really love that.
- 3) Make sure you send a lot of cold pitches to CEOs and charge your worth, for goodness sake.

Obviously, I'm joking.



--

If you want to see inside my brain and get advice from 100 different personalities on how to build a LinkedIn Network in a one-of-a-kind way, well then...

Sign up here > <https://lnkd.in/dM3cTf88>

If ghostwriting or growing on LinkedIn isn't your thing, then I literally have nothing to offer you today except a friendly wave from behind my screen.

Yep, I really did actually wave.

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# 47

In 2021 I started posting on 10 different social media channels.

I tried convincing all of LinkedIn to diversify.

I was wrong.....

I found out quickly I couldn't be elite at that many platforms.

I'd argue you can't be elite at more than 1 or 2 platforms these days.

If you think you are, you aren't.

So shhhhhh.

Am I overinvested in LinkedIn?

Yes.

Is there a high-risk and high-reward to this?

Yes.

Would I rather be elite at 1 platform than average at 3 or 4?

Yes.

Do I enjoy having conversations with myself?

I do.

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# 48

You want to be an entrepreneur, and you want work-life balance...

LinkedIn content creators can't wait to tell you it's doable.

Sorry folks, but you can't have it all....

Let's say you are working any regular job.

That's 8 hours of your day gone.

Now, if you aren't working remotely, add at least an hour for the commute.

Eating? Add an hour during your day for grocery shopping/stuffing that pizza down...

That's 10 hours.

Most of you balanced folks sleep 8 hours a day.

That's 18 hours.

NOW, this is where it gets tricky.

6 hours are remaining during your day + 2 days on the weekend.

What do you do with that time?

This is where the separation happens between people who are dreamers and people who escape their 9 to 5.

\*Disclaimer for those who don't want to be entrepreneurs. A 9 to 5 is fine. You do you, and this post isn't for you.



Now let's carry on; SO, if you have a family/kids, those hours go to your family, and if you are lucky, you get an hour to watch Netflix/work out/play video games.

If you don't have kids, well, I dunno; I guess you just spend 6 hours doing the above and hanging with your pals.

---

Here's my story.

My background is in construction and in landscaping.

I spent years trying to build something online with what was not 6 hours extra Monday to Friday.

I worked 10-hour days and went to the gym, so I only had 3 hours left over during the week and two days on the weekends to try and build an online business.

I tried:

- Online Poker
- Forex Trading
- Crypto Trading
- Website Design

And after years of investing my spare time into failing at those attempts, I stumbled into Blogging/Instagram in late 2016.

It took three years of investing my spare time after every workday and every single weekend to build up the blog/IG biz.

In early 2019 I started a social media marketing agency.

Within six months, I was able to go all in and leave my day construction job to be a full-time digital marketer.

The work didn't stop then.



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In 2020 the world shut down, and I lost the majority of my clients.

I had to work even harder to stay afloat.

The truth is I have sacrificed years of my free time to get to the position I am in today.

Are there people more intelligent than I am that can escape faster?

Of course.

But don't fool yourself; it isn't easy to build a business.

Most new businesses fail.

If you want to build something that allows you to travel the world and work from wherever you want.

You will have to sacrifice your free time.

You will have to work harder than your competition.

You will have to sacrifice some parties and good times.

So feel free to listen to the LinkedIn creators who cry about burnout and declare "boldly" how you deserve the time off you are taking....

But here's the reality.

Entrepreneurs aren't balanced.

At least not while they are building their businesses.

You ain't building a business without sacrifice.

Sorry.

LinkedIn Tips > <https://bit.ly/3d7DJQk>

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# 49

There is only one good excuse for not building a business or side hustle of your own.

Slow internet or data.

You'll notice I didn't include your day job, and here's why:

First off, elite WiFi speed is a HUGE advantage for utilizing the internet....

You don't appreciate fast WiFi until you attempt to upload a video at one download speed.

Secondly, if you have a smartphone or computer and decent WiFi speed, then congrats, you already have what it takes to build something.

What else do you need?

A whole lot of drive, resolve, and patience.

I've been making money on social media since 2017.

There is nothing "easy" about building a following on social, staying consistent, and turning that into money in your bank.

Now, why is having a day job not a good reason not to build a side-hustle or business of your own?

Yesterday a company that I contract for CloudApp had to let go of a few employees.

This is happening throughout the tech space right now.



Are you ready in case your name is called?

Earlier this year Michael Roberts & I ran a program geared towards giving CloudApp employees tools to build their own LinkedIn network.

Why did we do it?

A couple of reasons.

1) Employees building their brand online helps gain the company more exposure.

2) It equips employees with extra resources to generate their own income or side hustle in case....

You guessed it, they get laid off.

A few of those employees crushed the program and really started creating awesome content and building their network.

Yesterday a couple of those employees were laid off.

I can GUARANTEE you this..

They are sure glad they started investing in building their own LinkedIn network 6 months ago.

----

If you are looking for help with Email Marketing, give Michael Roberts a follow. He's one of the smartest guys I've had the privilege of working with and is worth a follow.

+

Boost your Email Engagement here: <https://boostmyemail.com/>

---

#emailmarketing #socialmediamarketing #digitalmarketing #alittlebitluke

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# 50

Linkedin tip

More Followers doesn't = more engagement.

Here's what I've noticed this year:

I've been on LinkedIn since late 2019.

I started creating daily content in early 2020.

There are some OGs I've followed since that time.

I've noticed some have seen a drop in engagement this summer.

Why?

Well, I'm gonna give you my 17 cents.

They got lazy.

They got complacent.

They think their follower count matters.

They think two years of crushing it means they can coast.

Here's what I see.

It doesn't matter if you have 63,000 followers like me.

OR 20000 Followers like Izzy Prior

OR if you are just started & got 2900 followers like Zack James

(Go follow him PS he's an amazing dude)

The engagement is really based on two things.



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- ▶ How good is your content?
- ▶ How much effort are you putting into networking?

If you slip in either area, your organic reach is gone.

So if you think that oh man, once I get 10k or 20k followers, I can coast and just rake in the leads and the money.

You are in for a surprise.

The work doesn't stop, in fact, you'll have to put more in.

A ton of people that were active in 2020 are no longer active.

This means a lot of my 63k are ghost followers.

This actually hurts big creators.

When you post the algorithm shows your post to a select amount of people in your following.

If they engage with it then your post gets shown to more people.  
If they DONT engage with it your post dies.

So if a lot of your followers don't use LinkedIn anymore....

You get LESS reach.



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- ▶ Do you notice follower count when you connect with someone?
- ▶ Tag someone under 5000 Followers that has great content!

#linkedinmarketing #linkedintips #followers #marketing

---

The rest of this week I'm only talking about LinkedIn tips. Gotta give the w0kies a bit of a break here 😊

Ring my  
I'm occasionally funny.  
I know LinkedIn.

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M A R K E T I N G

# 51

LinkedIn Tip.

Risk creating content on topics you are passionate about.

Here's why:

When you create content and build a personal brand on who you actually are and not whom you think your potential followers and clients want you to be you'll be much happier.

1) You'll push away the small % of followers and clients that you REALLY don't want to work with.

2) You'll attract the small % of like-minded followers and clients that you REALLY want to work with.

3) You'll enjoy creating content, and you'll create faster.

4) You'll stand out. Look, LinkedIn is vanilla, if you risk creating content that's a bit edgy, that discusses things you care about...

You'll attract fans and haters, and yes you want both.

Attention = more money.

--

If you don't risk talking about subjects you are passionate about and are elite at, you are missing out on a huge opportunity.

Are you creating content on topics you care about?



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Why or why not?

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Get LinkedIn Marketing Done for you > <https://lnkd.in/eAEUuC-e>

Get a Scheduler to help you stay consistent + Grow your LinkedIn  
> <https://lnkd.in/e9qX3f8U>

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#socialmediamarketing #digitalnomad #digitalmarketing #marketing #copywriter

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# 52

LinkedIn tip.

Start engaging in the feed before you post.

Here's why...

When my posts get the best reach and the most leads, it's because I follow the following formula surrounding posting.

- 1| I respond to comments on yesterday's post.
- 2| I like the comments from my post 2 days ago.
- 3| I go engage with a few of my favorite creators.
- 4| I engage + connect with a few new copywriters.

It's basically me waving at the LinkedIn Algorithm and letting it know that I'm about to post and to boost my post.

Give my formula a try if you want...

It works.

- ▶ Do you have a formula surrounding when you post?
- ▶ Tell me your pre-posting LinkedIn formula!

PS I haven't done my formula this week.

My posts have only performed thanks to some free PR from Steve and the lads. Gotta love a little relaxation.



---

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#socialmediamarketing #digitalnomad #digitalmarketing #marketing #copywriter



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# 53

LinkedIn Tip.

Avoid joining lazy engagement groups.

Here's a little history lesson:

When I joined LinkedIn in late 2019 there was a type of post called "Let's Grow Together"...

Essentially it was a spammy way to get a bunch of connections that would barely interact with you....

In 2022 we have a new version.

Social Saturday.

Except they think their idea is new.

Gotta love it.

Here's the truth about these kind of groups.

They only benefit the leaders.

They get the most followers.

They get the most engagement.

They get to feel important.

And well, it's all legal and within the LinkedIn TOS.

So join if you want but just understand that it's not a new idea.





Oh what happened to "Let's Connect Posts"???

Eventually the LinkedIn feed realized it was spammy and the trend died.

Cheers folks.

[View original post](#)



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# 54

I just want to apologize.

Nope, not for hosting the best audio event LinkedIn has ever seen.

Nope not for juggling an average of 100 listeners, two chat rooms, live Q/A and also answering questions.

But for hosting this event on LinkedIn.

It appears as though my raw honesty is too much for some people.

From now on all events I do may have to be hosted off platform.

Crazy that someone attending an event literally called "the dark side of LinkedIn" featuring a roast of creators and topics would get offended .

What a world we live in.

--

Want to learn how to grow on LinkedIn without using engagement pods?

Get a LinkedIn Tip every Monday > <https://lnkd.in/dM3cTf88>

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THE WIZARD OF odd  
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# 55

You misunderstand vulnerability.

Yeah, you skimming through the LinkedIn feed...

Here's why:

Just because I share about a struggle doesn't mean I need your advice.

I know, I know, but you can't wait to give advice, right, because nobody listens to you in real life....

You see Luke talking openly about this battle with the bottle.

You think to yourself, and I know just what will help.

You think to yourself, and he should read this book.

You think to yourself, and he should listen to this podcast.

Hey Luke, you should do this.

Hey Luke, have you considered slapping yourself in the face?

Hey Luke, I quit drinking once; you HAVE to do this..

Most of you mean well, but you don't know how to deal with vulnerability.

Deep down, it makes you uncomfortable.

If this is you, and you find yourself giving advice or suggestions, then you don't understand vulnerability.

Vulnerability isn't a cry for help.



It has no ROI in mind.

It needs no solution.

It's not weakness.

It's just sharing your story openly and risking the unknown that comes with that.

To be vulnerable truly means sharing exactly where you are at in this very moment.

It's like holding a megaphone and yelling: "This is where I'm f\$%in at peeps".

The best response to someone sharing in a vulnerable way is to listen, empathize and perhaps find meaning in the story to apply to your own life.

Most of the time, folks don't need your advice.

I chuckled at quite a few of the comments on my post this morning.

I don't need books.

I don't need AA.

I don't need more podcasts or counselors or diets or to drink in moderation or any of the "helpful" and well-intended advice given.

Here's what you don't know.

I barely drank until I was 35.

I didn't drink at all until I was 22.

It's not going to be hard for me to keep this up.

I know that I've already beaten whisky.

I'm already over booze.

When I put my mind to something, I know I'll win.

I get that perhaps some people might need that kind of advice or encouragement, but I don't.

So why the post about it at all, Luke, if you aren't looking for advice or hugs or a pat on the back?



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I'm sharing my journey because it's just an honest and open share of where I'm at on Sept 4th, 2022.

I'm sharing because I enjoy writing, and sharing about my life here helps me heal in some weird, messed-up way.

I'm sharing my journey because, well, I use my life to convert clients.

Yep, I said it.

Talking about overcoming obstacles connects with people.  
It converts better than your "how to grow on LinkedIn post"

So I share.

Because I share, I accept that I am going to get unsolicited advice.

But it still can be annoying to skim over :)

All right, well, this rant is over.

Ha ha ha.

---

Get a LinkedIn Tip + Meme every Monday > <https://lnkd.in/dM3cTf88>

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#personaldevelopment #alittlebitluke  
#copywriter #vulnerability

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# 56

It's been a week since I gave up alcohol..  
It took a road trip to the Malt Whisky Trail and way too much booze for it to happen....

I'm Luke, I'm a 37-year-old digital nomad traveling the UK in a campervan.

I've been full-time remote since 2019, and I run a LinkedIn Ghostwriting agency.

Basically, I help you grow your personal brand on LinkedIn by writing your content for you better than you can.

So back to the Scottish Malt Whisky Trail.

I started sipping whisky just before I moved to the UK in 2019.

It started out as just kind of a fun hobby.

Buy a new bottle of whisky and learn about the distillery and get slightly buzzed at the same time.

Then life happened.

Fast forward to the world shutting down.

I started drinking more.

Fast forward to my business exploding.

I started drinking more.

Fast forward to uh life stuff...



I started drinking a LOT more.

This year I started pounding shots of whisky before discovery calls.

Before my weekends where I'd create up to 200 posts sometimes for clients...

My low point, though, was after visiting and exploring the beautiful Scottish Malt Whisky Trail.

Which I must say was EPIC.

Last Saturday, I downed an entire bottle of Laphroaig in one day.

I literally felt nothing.

No buzz.

No hangover on Sunday.

But I realized.

Luke, it's time to quit, buds.

So here I am one week in, and I'm confident not a single one of you is getting a pizza from me this year.

This year's been a tough one, but I've learned once again that sometimes...

You just gotta keep breathing.



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#socialmediamarketing #digitalnomad #campevan #travel  
#copywriter

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# 57

Dear LinkedIn.

I have 770 comments on a post to reply to.

You keep blocking me from tagging anyone in my replies....

Instead of creating more new features that don't really work can you just make the current experience better?

I've sent in inquiries and asked for my daily comment limit to be increased.

Surely your team of elite engineers can do a simple task such as this?

Your platform isn't just for resumes anymore, it's a content creator's platform.

Please consider increasing the daily comments limit.

It would be great if I could respond to everyone who comments on my posts.

Cheers

(yeah that means I can't tag ya in response tonight)

--

#linkedin #contentcreation #copywriter #socialmediamarketing  
#digitalmarketing

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# 58

LinkedIn I hate to tell u this...

But, Followers matter.

Yup....

You ever notice it's always Jimmy with 2000 Followers who say's they don't matter?

It's hard to grow a big following.  
It's hard to grow an engaged following.

It signals that you've put some work in.

It absolutely helps to have social proof and a wackload of followers.

It 100% helps to know I can post and drive a ton of traffic to anything at all.

I've put in the work.

It's too bad my followers aren't subs on YouTube but hey, bygones am I right?

I think there are 2 keys though to not allowing said followers to get to your head.

1) Keep Hustling

I approach LinkedIn like it's still Dec 2019 and I got 33 connections.

The moment you think you've arrived or are special cz u got 20k, 50k followers is the moment you slip.



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You aren't special and I'm not special because of a number on a screen.

## 2) Detach from Results

I know social proof matters.

But, I'm not afraid of getting 0 likes on a post nor am I afraid of losing everything.

The moment you start caring about the vanity "results" too much is the moment your content starts sucking.

Be free, write and create with no expectations.

You'll produce content worth consuming.

----

Both followers matter and followers don't matter are true.

Just not for the lame, weak and faulty reasons you see on your feed.

Savvy?

---

#socialmediamarketing #copywriting #digitalmarketing  
#personaldevelopment #alittlebitluke

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# 59

Has your engagement on LinkedIn dropped lately?

There's one simple reason.

No, it's not that your content sucks it's actually this:

You aren't engaging enough.

Platforms don't give away easy organic reach forever.

LinkedIn's organic reach will eventually go away just like Facebook and just like Instagram.

When my engagement starts to drop I don't get all nervous about my content I ask myself this..

"Luke, how much time have you spent engaging?"

The answer is usually.

"Uh..."

So there you go.

If you want more reach in order to get more leads or build your network you have to put in some work.

20-30 minutes minimum 5 days a week.

If you aren't willing to do that, you better go find a pod or pay for hacks cz your reach will suck.

[View original post](#)



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# 60

(Insert partially witty hook here)  
(Insert down arrow to click read more here)

Space

(Insert insightful LinkedIn Tip here)

(Filler stuff no one reads except ur mom)

(Pizza-related CTA)

Another post done.

\*took me 3min n I'll get leads (man I'm good)  
#sorrynotsorry

--

Do you think most post templates suck?  
Does it feel like a Monday?

#digitalmarketing  
#alittlebitluke

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# 61

Join me and 666 others to discuss why bacon sucks....

Anyone else hate this stupid line as a CTA?

About bacon tho....

BACON is overrated.

Here's why

Bacon is too trendy.

Bacon is greasy and fattening.

Bacon smells like burning garbage.

Bacon tastes like a salty bag of incinerated chemicals.

Am I trolling?

No, I am 100% serious.

Do I have something wrong with me?

Well obviously yes, BUT....

Moving past the bacon issue(which 90% of you won't be able to do)..

Hating on bacon never fails to generate me leads.

Wait, what?

Yep, that's right.

Hating on  generates me leads.



THE WIZARD OF odd  
M A R K E T I N G

I used to talk about how much I hated bacon all the time.

I'd have people tag me in bacon posts.

I'd have people send me bacon-related DMs.

I'd have podcast hosts bring it up and question my sanity.

I even had people demanding to send me bacon in the mail..

I'd have people gleefully create bacon memes with me in them.

On LinkedIn, if someone saw bacon, they thought of me.

So what's the marketing lesson?

Be top of mind.

If you are top of mind, people think of you.

When people think of you, they talk about you.

When people talk about you, you get more inbound traffic.

When you get more inbound traffic.....

You get the idea.

See, I don't just do this with hating bacon.

For 6 months every one of my polls had a pizza option in them.

I started a pizza poll trend.

Once again, I started getting tagged in pizza-related content.

Be top of mind.

Now you may be saying to yourself Luke why did you choose bacon, pizza, and whisky?

Well, that's easy.

There's no competition for those "monikers" here.

Everyone wants to be known as the video guy, the lead gen guy, the marketing wizard....

And well that is way too standard for me.

My 3 steps to staying top of mind are:



THE WIZARD OF odd  
M A R K E T I N G

- 1| Have a unique moniker.
- 2| Repeat these monikers often.
- 3| Embrace controversial opinions that invoke emotion.

A great example recently is Roman Pikalenko who has made flamingos his moniker.

Why do you love/hate bacon?  
Are you good at staying top of mind?

#socialmediamarketing #bacon #copywriter

[View original post](#)



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# 62

In 2021 I started posting on 10 different social media channels.

I told all of you to post on multiple platforms.

I was dead wrong and here's why:

The reason I started diversifying was that I was afraid of being de-platformed.

I had multiple LinkedIn posts removed and was frustrated with the platform.

So I thought diversifying your efforts was the smart move to protect against having all of my eggs in one basket.

And yes I started building an email list too.

Here's the problem though.

You simply can't be elite at more than 1 MAYBE 2 platforms.

I realized this pretty quickly.

Unless you are Gary V or one of the few that can pay their teams to repurpose content and spend a ton on ads it just isn't going to work.

I realized it's better to go all in on one platform and accept the risk that you could get banned and lose it all than be average at multiple platforms.

I'm good with words.

So I focus on LinkedIn and Twitter.  
With 95% of my focus being on LinkedIn.





I shifted my business from managing Facebook, Instagram, YouTube, Pinterest, Twitter, TikTok, and LinkedIn to only managing...

LinkedIn and Twitter.

I also deleted my Discord Server which used to host weekly meme battles and deleted the app and only log in on Saturdays for the occasional game.

As a result, my focus has narrowed, I feel more on top of the algos AND business is booming.

So much so that I've just raised my pricing again.

If you are looking for an elite LinkedIn Ghostwriter to help you build your personal brand I've got a spot open in October.

For the rest of you my new website will be finished in the next couple of weeks and I'm excited about a couple of new products that I'm launching that will be more available for those of you looking to build on LinkedIn.

How many social media platforms are you focused on right now?

—  
#socialmediamarketing #copywriter #ghostwriter

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M A R K E T I N G

LinkedIn Tip for new creators.

Don't worry about niching down.

Here's why:

Look most LinkedIn specialists will preach the same thing:

"Create niche content for your target audience".

This advice works for some brands and some creators.

However, this is not the only way to succeed on LinkedIn.

This kind of advice works for brands or solopreneurs with a budget or who have the patience to go niche for 6 months or more without seeing instant results.

Starting with 0 traction on LinkedIn and trying to niche down is difficult.

The reason?

When you first get active on LinkedIn, nobody cares about you.

Nobody cares how many PhDs you have.

Nobody cares how much biz experience u got.

Nobody cares how great your product is.

Nobody cares how much you know about your industry.

Why?

Nobody knows who you are.



BUT they will connect with you you are which is why storytelling works right away.

I suggest going with broad content about subjects that you find easy to talk about.

I like 80% not directly about my business and 20% about your business.

But the ratio will vary depending on how on who you are and what you are selling.

Regardless though, here's what I recommend for supercharging a new LinkedIn account.

- 1) Focus on telling stories from your life that can relate to business and include video + selfies.
- 2) Set aside at least 20-30 minutes a day to network with people in the comments..
- 3) Make your LinkedIn Profile is like a landing page.

Make your Profile SUPER NICHE.

So basically the opposite of my content advice.

I send a ton of traffic to my profile from ridiculous posts about bacon, whisky, wizards, and what have you.

It converts because my profile is set up like a landing page.

In Summary:

Broad content + Niche Profile = Win!

What is your ratio of broad content to niched-down content?

---

#linkedinmarketing #ghostwriter #copywriter

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M A R K E T I N G

# 64

A couple people let me know that they reported my last post.

The reach was 3k in 45min and hasn't moved since.....

It's too bad dinosaurs wander the LinkedIn feed looking for posts to pounce on.

I guess a crying selfie + roast contest is too much for ya'll.

Ah well, I'm off for a drink and I'll see you tomm with some boring LinkedIn shop talk.

#contest #linkedin #socialmediamarketing #alittlebitluke

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M A R K E T I N G

# 65

I live in a campervan.  
It's not all sunshine and rainbows....

Yes, it's fun to roam around and see a foreign country like Scotland affordably whilst working remotely...

Yes, I also can park in gorgeous random places with insane views...

BUT:

1. It's a small living space.
2. Sometimes the WiFi/Data is terrible.
3. You wake up at 4 am freezin ur nuts off...
4. Showering only happens in weird campsites.
5. You encounter weird old people who walk their cats and roast peanuts for entertainment.

Would you ever live in a campervan?

..

#linkedinlive #travel #socialmediamarketing

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# 66

LinkedIn Tip

Create broad content first, not niche.

Here's why:

Look most other copywriters or LinkedIn specialists will tell you the same standard advice:

"Create niche content for your target audience".

I think I fell back asleep typing that line out.....

Sure that works eventually for some of you IF you don't quit.... (most will)

Here's the problem with that advice though..

It's assuming anybody gives a sh£t about what you have to say OR it assumes you have a big marketing budget.

When you first get active on LinkedIn, nobody cares about you.

Nobody cares how many PhDs you have.

Nobody cares how much biz experience u got.

Nobody cares how great your product is.

Why?

Nobody knows who you are.

Unless you are gonna throw ad money at your super niche content OR pay an influencer to engage on your content, your reach will suck..



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M A R K E T I N G

Instead, I recommend learning how to storytell and stand out:

Create broad content about multiple subjects that you find easy to talk about. I like 80% not directly about my business and 20% about your business.

Tell stories from your life that can relate to business and include video + selfies.

Set aside 20-30 minutes a day to network with people in the comments..

+

While you're doing this make sure your LinkedIn Profile is like a landing page.

Make your Profile SUPER NICHE.

So basically the opposite of my content advice.

I send a ton of traffic to my profile from ridiculous posts about bacon, whisky, wizards and what have you.

It converts because my profile is set up like a landing page.

Broad content + Niche Profile = Win

Don't believe me?

Try it for a month.

Here's a couple finishing thoughts for you.

1) 95% of people aren't ready to buy from you.

The best marketers capture the interest of these people well before they are ready to buy. Why limit your ability to capture these people's attention?

2) LinkedIn Ghosts are the buyers.

My true targets for conversion are the connections of the people that engage with my content.



THE WIZARD OF odd  
M A R K E T I N G

I create broad content to hook in the daily engagers because I know a ton more LinkedIn Ghosts will then see my content and visit my profile.

(a LinkedIn ghost is someone who reads posts but doesn't like, comment or follow you)

3) People buy from people.

If these statements are true, why do you think you have to only talk about your business on LinkedIn?

---

#linkedintip #linkedingrowth #copywriter #socialmediamarketing #alittlebitluke

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# 67

How to lose 99% of your LinkedIn "friends"..  
In just two easy steps....

- 1) Comment what you actually think.
- 2) Discuss Selfies

Okay so the 99% is exaggerated but you get the idea.

The truth about LinkedIn is you can interact with a lot of cool people if you invest your time here every day.

But just remember, you don't really know me or anyone that you haven't interacted with in person.

I could be a 25-year-old female ballet dancer who's using AI and posing as an old Canadian homeless chic-looking bearded lumberjack.

I think what I'm trying to say is aliens took out dinosaurs thousands of years ago and now I'm doing it again.

So maybe I'm more alien than wizard?

Anywhoohles I better do some real work, tag a LinkedIn friend who you aren't sure is a real friend.

I'll go first.

Jonathan Palmar

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# 68

"You're better than that"....

Has anyone ever shared "advice" like this to you?

My favourite response is.

Nope, I'm really not.

I think trouble comes when anyone claims to be a good person.

We are all flawed.

All of us have moments of suckyness.

I prefer to just let myself be flawed, to be prickly sometimes, to be well human.

So go ahead troll me in the comments if u are having a bad day, I'll just laugh.

I think crafting a perfect "good moral" persona is far too much work in my opinion, I'd rather just live and let live.

So don't worry about being a "good human" let's just be human instead.

Oh and this is my face after realising once again Costa coffee is horrible.

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Selfies on LinkedIn aren't going anywhere.

If you post daily and don't use some selfies or short form videos than you are going to lose long term....

And stop template bros, the Justin Welsh style of clickbaity BS templated copy isn't going to last either.

It's super boring and we know when you are just rewriting templated crap and pretending it's your thoughts and hoping it'll help you escape your crappy 9 to 5 and it won't.

Too many Welsh simps on this app.

If you want to leave your 9 to 5 signing up to a pyramid scheme or paying for guru courses ain't gonna do it for you.

Anywhoodles back to selfies....

I'm a simple marketer, I watch trends and adapt.

It doesn't matter what I think works to get more reach and more leads.

What matters is what works.

For me that's selfies and long-form copy only storytelling.

Last year it was polls.

The year prior I had a ton of reach with GIFs and livestreams.

I'm still team text BUT I'll jump ship in a second if I see that video is number one here.



The point is who really cares what form of content is used?

If you grow your network and get more leads by posting only carousel posts then by golly do that.

Basically what I'm trying to say is it's selfie week baby.

Eat your heart out dinosaurs.

PS I unfollowed one of my favourites Jason Vana for more selfie hate yesterday.

No one is immune from the anti-selfie cleanse!

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M A R K E T I N G

# 70

Today I'm going to answer a question on all of your minds.

Is ghostwriting cheating LinkedIn?

First, consider the following:

- Whom do you think writes that reality TV show you love?
- Is a musician who doesn't write their own songs inauthentic?
- Do you think famous people write their own books?
- Is a local news anchor who reads a script a farce?
- Are press releases from athletes phony AF?

What about politicians that read off a teleprompter.....

Okay so yeah politicians may be full of sh\$% but hey, someone is helping them "build their personal brand"errrrr I mean speaking to their country.

All the examples I presented above are situations in which scripts or words were skillfully prepared by an army of ghostwriters.

A ghostwriter for those that don't know is a person who writes material for someone else who gets named as the author.

Ghostwriters are shadowy figures who could very well be behind a lot of your favourite LinkedIn posters.

This upsets some of you.

And rightfully so, it's a fair question to ask:

Is Ghostwriting or Personal Brand Building cheating the system and inauthentic?



I don't believe it is.

Ghostwriting on LinkedIn is a business transaction no different than a video creator, a photographer or a graphic designer selling their services to help you.

If someone edits your photos and you buy the rights to the photos, post them and get all the credit; is that immoral?

If someone is creating and editing amazing videos for you and you buy the rights and post that video and get all the credit is that immoral?

Of course not.

It's business.

I sell my words.

It's literally no different than selling photography, video, or graphic design services.

An elite ghostwriter does the following:

- Studies their client.
- Interviews their client.
- Stalks their client to an insane degree.
- Collects thoughts from their client about their target industry.

Basically, the client delivers a massive brain dump to the ghostwriter.

The ghostwriter takes that information and writes content in an engaging way that will captivate an audience.

The more true the ghostwriter is to the client's tone of voice, the better the ghostwriter.

Did you know that the vast majority of non-fiction works, including biographies and business and political books are written in collaboration with ghostwriters?

So whether you like it or not, ghostwriting is going on all around you.

---

Ask me an honest question about ghostwriting.

I'm happy to answer any question openly to try and help you understand if you are curious how it works.



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If you are here to troll I got no time for ya.

#ghostwriter  
#copywriter  
#personalbranding  
#alittlebitluke

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LinkedIn tip.

Start engaging in the feed before you post.

Here's why...

When my posts get the best reach and the most leads it's because I follow the following formula surrounding posting.

- 1| I respond to comments on yesterday's post.
- 2| I like the comments from my post 2 days ago.
- 3| I go engage with a few of my favorite creators.
- 4| I engage + connect with a few new copywriters.

It's basically me waving at the LinkedIn Algorithm and letting it know that I'm about to post and to boost my post.

Give my formula a try if you want...

It works.

- ▶ Do you have a formula surrounding when you post?
- ▶ Tell me your pre-posting LinkedIn formula!

#socialmediamarketing  
#digitalmarketing  
#ghostwriter  
#linkedintips

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# 72

Live footage of another person whining about the state of LinkedIn....

Anyone else sick of the following:

- People whining about influencers
- People whining about selfies
- People whining about their reach
- People whining about DMs
- People whining about work
- People whining about people whining

I barely scrolled the feed this week cz I was camping.

I'm back but hate what I'm seeing in my feed SO since I'm a proactive guy, I'm not just gonna whine.

Here's my pledge.

If you whine about influencers, selfies or personal branding this week I'm unfollowing you.

That's right, I'm not doing the "unfollow me" weak BS, I'm gonna purify my feed.

I don't want to see ya'll crying about the future of LinkedIn.

Selfies, B2B influencers and Personal Branding isn't going anywhere.

So deal with it or just go back to Facebook with all the other dinosaurs.

---

#socialmediamarketing #linkedinmarketing #contentwriter #ghostwriter

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# 73

LinkedIn here are 7 things that are better than other things.

Minimalism > Consumerism

Creating > Scrolling

Beef Jerky > Bacon

Wizards > Witches

Whisky > Beer

Fall > Summer

NFL > NHL

Oh, the real point of this post?

F%ck if I know, I've been barely active this week so just not ready to talk "shop" yet.

Basically, in summary, I just wanted to let you know that owning very little so that you can create the life you want by eating beef jerky and wearing a wizards hat whilst sipping whisky during the best time of the year and watching Tom Brady win another Super Bowl can't be beaten.

Oh and so far....

Scotland > England..

😊

#travel #ghostwriter #socialmediamarketing

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# 74

Digital Minimalism isn't easy.

I tested deleting Instagram, TikTok, Discord & Slack off my phone earlier this year

...

I ended up reinstalling them all after a couple months break.

After a month I've deleted all those apps again.

+ I sabotaged my Campervan TikTok & decided I didn't want to re-engage my Instagram.

Why?

A few reasons...

But mostly I just felt better focusing on LinkedIn & Twitter and shutting out and off all the noise elsewhere.

Twitter I create enough tweets in one 30 mins session for a week n I engage 1x a day for just 5-10min.

LinkedIn I spend a good amount of hours a day as my client work is focused on this platform.

I strictly create and only consume in order to comment to build my network and boost my reach.

I have no use for other platforms currently, so I'm not using em.

It feels great and I dont waste any time scrolling IG, TikTok or YouTube.



I'm finding more free time to explore Scotland this way in my campervan.

Which is pretty frickin sweet.

Do you monitor what apps you are using daily?  
Do you think you'd consider deleting IG or TikTok?

---

#minimalism  
#socialmediamarketing  
#copywriter

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# 75

My best all-time LinkedIn post was repurposed.

I used SHIELD Analytics to look at my best posts.

Found one, changed the hook & format and here is the breakdown of post number one vs post number two...

Saturday, August 13th 2022

Format was a Selfie

2500 Likes

200,000 views

650 Comments

& 10 leads

Oh the first post you ask?

Saturday, June 4th 2022

Format was a Text Post

1200 Likes

103,000 Views

350 Comments

Can't remember leads.

If you aren't repurposing content you're wasting time and effort.

Most people don't know how to repurpose and recycle content effectively.



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M A R K E T I N G

In my latest Newsletter, I break it down how to identify posts to repurpose and how to do it so nobody notices.

At least 2 posts a week of mine are repurposed and nobody notices.

- ▶ Do you repurpose your content?
- ▶ Do you analyze the results?

----

Bonus Question for my audience.

Would you pay for a monthly subscription that includes the following?

- ▶ Ongoing Custom Content Hooks (Opening lines of your posts)
- ▶ LinkedIn Post Review (I review your posts before you share them)
- ▶ You'd get free access to a LinkedIn scheduling tool.

I've decided not to move forward with a paid community currently but am considering launching this more technical service instead.

I personally would be doing everything.  
No VAs and no outsourcing.

The Wizard gives you hooks & analyzes your posts to help you increase your engagement and lead gen.

- ▶ Appealing or not?

—  
#digitalmarketing  
#contentwriting  
#linkedinmarketing

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M A R K E T I N G

# 76

The "Be kind" brigade is the worst...

Hypocrites who can't wait to destroy/cancel you.

I prefer folks who aren't "trying" to be anything....

Sometimes I'm kind.

Sometimes I'm savage.

But I don't "try" to be anything.

Especially when it comes to sharing content on social media.

I personally believe curating your reputation is fake, weak and going out of style.

It's also why most of you can't build a following on social media.

Curation feels inauthentic because it is inauthentic.

The world is ruthless and savage, like me and just like all of us.

So dont feed me this "we are all in this together" and "be kind" BS when I can see your comments.

#bekind can #kma

So BRB off to enjoy another person fake crying n talking about CEO selfie guy and I'm gonna laugh at all the fake "be kind" people burying the crying CEO in the comments.

---

#personaldevelopment #ceotears #linkedin

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M A R K E T I N G

# 77

Attention wins on LinkedIn.

Doesn't matter if you like it or not.

If you're talking about it, that person is most likely chuckling to themselves while you get upset.

In a sea of vanilla, risking borderline content will win.

So yeah that crying selfie?

Doesn't matter if you like it or not, buddy won.

I don't care if he's genuine or not either, nor do I care to analyze it and try and figure it out.

He got a ton of attention.  
Can't argue that.

But reputation you say!

The old guard isn't going to like this but...

Reputation online really doesn't matter anymore.

Look at the guys and gals dominating social media.

Most of them are full of it.

Yet the masses love it.





People forget far too fast and there's always someone new to cancel on social.  
So the crying CEO, he'll be forgotten in a couple of days.  
Until the next time he triggers ya'all with another crying selfie.

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M A R K E T I N G

# 78

What is the best way to show your old and over-the-hill?

Wrong Answers Only...

I'll go first:

It's a tie between...

Writing some New York Times Best Selling Books and then criticizing remote work.

Malcolm is truly no longer in the middle, or is he?

OR

Posting selfies on social media.

Your turn

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M A R K E T I N G

# 79

I became a godfather last week.

Congratulations are in order, or are they?

You see this was not an ordinary celebration.....

I won an internet contest from a guy named Rome or something...

And I am now the godfather of a stuffed flamingo named Pinky.

It gets weirder.

We did a LinkedIn Live for the ceremony.

It gets even weirder.

Apparently Pinky is demanding a monthly financial support settlement.

I know.

Youngsters these days are so entitled.

So in honour of Pinky the Pet Flamingo tag a GenZ connection who is crushing their LinkedIn efforts but may need a little dose of reality.

Lets give it to them because we are Millennials and Boomers right?

We know what life is really all about.

Pain, chaos and pizza.

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M A R K E T I N G

# 80

LinkedIn tip.

Comment until the platform blocks you.

Here's how to do it:

I've been slacking lately.

It's been at least 2 weeks until my comments got API blocked.

What does that mean?

It means you comment so much on LinkedIn that you break the platform's rules and they won't allow you to tag a user anymore.

During 2020 it was my goal to get API blocked every day.

I wouldn't log off until that happened.

Why?

I had lost my Instagram Clients in April 2020 when the world shut down.

I knew LinkedIn was my way to save my social media business.

So I went all out.

8-10 hours a day just on my profile alone.

I didn't have the best content.

My writing wasn't that great.

But I hustle.



It worked as I started landing clients and building my brand and this platform saved me from having to go back to construction.

But I made it my goal that year to get comment blocked every day.

How bad do you want your business to succeed?

Lots of talk here about how likes and comments don't matter, how important it is to take breaks and have a balanced life.

When you run your own business it's up to you to make it succeed.

Nobody else will bail you out.

Balance is for employees.

I'll be balanced when I'm lowered into my coffin and until then I plan on being unbalanced and extreme in everything I do.

I'm closing in on an estimated 10k hours since March 2020 spent studying and using LinkedIn.

That doesn't happen with a balanced life.

If I listened to the advice around me in 2020 I'd be back in Canada swinging a hammer.

So I'm fine with being a hustle bro...

Because I know it works to get the freedom and build the life that I want.

---

#socialmediamarketing #copywriter #worklifebalance

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M A R K E T I N G

# 81

100% done for you social media services are dead.

Here's why:

Every platform has a ton of competition in 2022.

To build your brand on any one platform now takes a ton of effort.

LinkedIn requires elite copywriting.

Instagram requires stunning visuals.

TikTok requires an interesting creative mind.

YouTube requires top level video editing Skills.

Facebook requires....

I mean who knows, it's Facebook I haven't logged on in months

The point is each platform requires elite content now to really grow and sell from.

You can't fake it any more business owners.

It ain't enough to put out mediocre content and then say "social media doesn't work".

Believe me it works.

BUT you need to partner with elite specialists and realize you will have to put some work in.

I require all my clients to spend 20-30 minutes a day minimum on LinkedIn.



THE WIZARD OF odd  
M A R K E T I N G

The ones that see success do it.  
The ones that don't, most often never log in.

Business Owners you aren't building a big personal brand on LinkedIn by just paying a ghostwriter like me.

You are going to have to participate in the process.

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THE WIZARD OF odd  
M A R K E T I N G

I've never been quite so bored with LinkedIn.

But business is booming, leads are flowing and traffic is growing.

I get more excited making a TikTok for 400 followers than writing a post for almost 60k followers here...

Creators gonna create I guess.

So how do I find a way to keep showing up?

1) I explore fun collabs with other creators here.

Yesterday it was Rebecca Hollis and LinkedIn Audio Events.

Tomorrow it will be Roman Pikalenko

End of the month I'll be hosting some kind of a roast with Tasleem Ahmad Fateh

...

It's fun and it keeps things from getting boring and stale.

2) I hunt Karens and Bobs.

Yep I know, I know.

This is a professional platform.

But here's how I work, I need dark energy to function. Think of me like a black hole.

I get consumed by dark energy but I can escape it no matter how dark.





Sometimes this means posting about topics I know will attract hate comments.

I do it well because I'm a 17% troll and also because as I just mentioned, it fires me up and I tend to get challenged.

When I'm challenged I respond well.

= motivation discovered.

3) I seek an alternative creative outlet.

I'm not motivated by money, status, followers or any of that. Money and Followers are nice, and I certainly want more of both haha BUT I'm not driven by those things.

I'm driven by the need to create and share and document.

It medicates my struggles I think, not fully sure.

But I enjoy ranting about something much more than converting a lead.

Last week I joined TikTok and started just creating stuff about my van adventures.

I'm enjoying the heck out of it and it's helped me feel okay about being on social media and creating.

What do you do when motivation is running low?

How long have you been creating on LinkedIn?

---

#linkedinevents #ghostwriting #copywriter #bored #alittlebitluke

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M A R K E T I N G

# 83

LinkedIn Tip:

Remember details about people and tidbits from past chats.

Here's why it helps your networking efforts....

I've learned there's a powerful hack to networking.

The art of the inside joke + playful banter.

It takes skill to pull this off without being an awkward weirdo but it can be learned.

Here's how I do it.

- 1) Get to know someone in the comments section on LinkedIn.
- 2) Make a joke from a line in one of their posts.
- 3) Bring up that joke days and weeks into the future.

>> Linger in their brains for kingdom come..

Here are the examples.

- 1) Denver McQuaid wrote a post about how Gen Z aren't kids anymore.

I commented "Hey Kid".

I will probably call him kid a year from now.

It's a little inside joke that will hopefully build me some rapport with this lad-crushing TikTok.



2) Nat Berman used to make videos in front of his pool all the time.

I like to bug him occasionally about recording a video where he finally jumps in the pool.

He also wears cool t-shirts and that's his moniker.

One day he's gonna jump in the pool and I'm gonna take full credit... Unless Rebecca Hollis does cz she was asking for it too.

3) Tasleem Ahmad Fateh has great hair and he's talked about how his hair helps him dominate selfies.

I like to tease him about it. Especially on posts where his hair has nothing to do with the message.

It's good fun.

Okay okay, so you get the idea.

So what if you aren't naturally funny or sarcastic?

Well, great question.

I'd say just start by actually reading people's content.

I'd say jump on networking calls and listen to people talk.

I'd say watch people's videos.

Basically, put extra effort in and then bring those facts up at a later date when you are networking with that person.

It's a great way to build rapport and network in a not-so-boring-and-stuffy-way.

Why do you think I share so much about pizza and whisky?

I'm making it easy for you all to do this with me.

Social media is all psychology.

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THE WIZARD OF odd  
M A R K E T I N G

# 84

I grew up playing RTS games.

Age of Empires was my favorite, Red Alert close behind.

If you grew up playing and want to join a small crew for some good throwback gaming say Wolololo in the comments.

If you know you know.

Oh, and I hate first-person shooters.

They are for lazy brains fried from dopamine.

Real strategic masterminds play RTS.

Blah blah...

For the rest of you, I made a van TikTok.

It's about my homeless van life roaming the UK + discussing men's mental health.

Oh the link?

Nah I'm not sharing yet.

You'll have to find me on TikTok when I blow up ha ha ha.

Why?

Because I want to earn my stripes fair and square.

When I share a link it gets hundreds of clicks.



Last week I got a good chunk of followers on Instagram when I shared that I was going to share van life there.

Naturally, I changed my mind and deleted everything there.

So basically unless you like Age of Empires reading this post was a waste of your time.

Cheers.

---

#troll #17% #ageofempires #gaming #tiktok

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THE WIZARD OF odd  
M A R K E T I N G

# 85

The best lessons in life come through experience.

BUT some 20 year olds have more experience than my peers in their 40s.

Why should you care?

Well you "should"not care about anything first of all ..

And secondly, why wait?

Go get your dreams today.

Me?

You betcha.

I woke up to a dog farting today.

Livin the dream baby.

—

#dogs #pets #copywriter #ghostwriter #alittlebitluke

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THE WIZARD OF odd  
M A R K E T I N G

Some days are just not good days.

Today sucked.

.....

We all have these days, even the sunniest of us....

You lose a client.

Someone betrays you.

Maybe you get laid off.

Your kid ends up in the slammer.

Someone you know passes away.

The dog pisses on your new comfy couch.

Bob hits you up with a you know what pic in the DMs.

The point is sometimes this stuff happens.

Today was one of those days for me.

Do I want to share details?

No I do not.

I think I already share too much on this platform.

But the point remains.

Tomorrow is a new day with new opportunities.

You just have to fight to wake up.



In honor of this horrible day I'm doing a pizza competition.

And it's going to surprise you.

Tag a friend in the comments and say something kind about them.

The first comment that makes me cry wins a pizza.

Tall task folks.

—  
#mentalhealth #life #alittlebitluke

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THE WIZARD OF odd  
M A R K E T I N G



# 87

Growing on LinkedIn is like the famous fable.

The turtle vs the hare.

Everyone wants to grow fast(hare) but the turtle wins....

I've never really went truly viral here.

I think my best post has 2k likes.

But I've shown up almost every day since Feb 2020.

Engaging in the comments.

Posting and creating my style of content.

A rare piece of advice from the ol wizard...

Don't worry about the rabbits around you going viral and growing fast.

The turtle wins.

You'll win if you don't quit and you remember that the hare likes to take naps.

Those naps turn into slumbers which turn into hibernation.

I think what I'm trying to say is slow and steady wins.

Either that or this post is slowly turning into another pizza reference because now I'm thinking about ninja turtles which makes me think about pizza.



Sunday is my second favorite day to talk about hustling.

Hustle isn't what you think it is.

Hustle is knowing what you want and going after it...

Don't care about building a personal brand on LinkedIn?

Fine, then don't log in on Sunday.

Anybody growing fast on LinkedIn, Twitter or any platform is putting in the work when you don't feel like it.

The same is true for any industry.

So be real with yourself.

What do you really want?

I wanted to get better at writing.

I joined LinkedIn and started writing every day.

I quickly realized I could get leads here and went all in with my time during 2020.

I spent hours and hours a day on this platform.

What started as a desire to improve my copywriting morphed into goals to grow my agency and pivot from IG and FB to LinkedIn.

It's paid off.



So yeah the reason I get 200+ comments a post and have a successful LinkedIn ghostwriting business is simple.

I showed up every day for a long time and put in more hours than you.

So what are your goals and how bad do you want it?  
That's hustle culture.

--

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THE WIZARD OF odd  
M A R K E T I N G

Unpopular opinion.

For LinkedIn Creators likes and comments do indeed = money.

Let me explain why:

You'll see these posts all the time:

"Vanity Metrics don't matter and don't sell"

"Selfies get big engagement but it's empty"

"Likes don't pay the bills"

For social media marketers, content creators and well anyone trying to sell here, this just simply is not true.

Here's a faux story to show you my point.

Insert LinkedIn Copywriter "Billy 'Big Balls' Wordsmith"

Billy starts with 0 Followers.

Billy starts writing about how to grow on LinkedIn, how to write engaging copy and how to sell on LinkedIn but gets 0 engagement.

0 Hook Template Ebooks Sold and 0 Courses sold.

Billy realizes that he needs to actually connect with other humans and starts posting more entertaining content that resonates.

He even mixes in some memes for good measure.

Within a few weeks of this, Billy boy starts getting 10-20 likes a post and a few comments, and DMs start trickling in.



Billy doubles down and starts commenting on other people's posts and those likes trickle up to 20-30 a post and even more comments and DMs.

His profile views are up and my goodness his followers are increasing!

Billy starts mixing in some "How to work with me sales posts" and viola, he makes some sales even tho those posts get less engagement.

And so the story goes...

Billy ain't selling anything without posting top-of-funnel content that grows his followers and average post engagement.

Whether you sell straight from posts with lots of engagement OR it builds your audience so you can sell to them with a straight business post make no mistake...

You need vanity metrics on LinkedIn or any social media platform if you want to sell from organic content.

Want to do cold messaging or run paid ads?

Then no need for any vanity metrics, just pony up and pay someone to spend your cash for ya...

BUT if you want to sell from organic content then you need vanity metrics.

Sorry folks, someone has to tell you the truth.

The trick is how do you write content that is authentic while knowing that up to a certain point, vanity metrics matter.

For example.

I know if I hit 10k impressions and around 50 likes a post I have a chance of converting leads.

Anything under that does not sell for me regardless of the content.

For you it'll be different.

But don't lie to yourself and pretend likes, comments, and followers don't turn into money.



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MARKETING

They do unless you suck.

--

#linkedinmarketing #ghostwriter #copywriting #socialmediamarketing

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THE WIZARD OF odd  
M A R K E T I N G

# 90

I'm facing a real big dilemma right now.

I'm incredibly thirsty but very comfortably chilling in place.

What's the right move you ask?

It's much like the age old question:

You wake up and sorta KINDA have to pee but man you are so bloody comfortable under the covers.

Do you hold out or risk disturbing your ideal position?

It's basically a game of would you rather where you just are never gonna win.

So in the spirit of that timeless campfire game...

Would you rather be forced to listen to 10 hours in a row of Gary V saying the same thing over and over again OR would you rather be only allowed to drink warm water without anything to eat for the next 48 hours?

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THE WIZARD OF odd  
M A R K E T I N G

The reason big accounts post generic soulless content is to avoid conflict.

It gets tiring hearing how terrible of a person you are day after month after year.

Creative content that shoots from the hip will grow your network but also attract miserable unhappy people.

Its easy to talk about copywriting, LinkedIn growth, technology, remote work, construction blah blah blah...

Much harder to add your own thoughts and risk being called an "out of touch" influencer or heaven forbid, you don't share the right diverse balance in your "lists of people not to follow".....

I could quite easily just talk about boring standard "pillars" like LinkedIn Growth & Copywriting and collect followers, leads and clients.

Maybe I should tbh...

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It's not the size of the dog, but how hard it bites.

This isn't about dogs or biting things.

It's about LinkedIn Creators:

And no, I'm not bashing influencers like the rest of you.

If you are still engaging daily 3 years from now I'll buy you a pizza.

Send me this screenshot on July 20 2025.

Easy bet for me.

Most of you will quit.

Why?

It's hard to show up daily on LinkedIn.

I started hustling here in Feb 2020.

I remember a lot of creators from those days.

Only a handful remain.

Here's a few I remember following early: Jason Vana, Lea Turner, Joel Lalgee & Claire Parsons and Jonaed Iqbal.

Look I get it, when you are a little dog you gotta bark loudly and bite the mailman.



But you can start bragging if you are still responding to comments and DMs in a few years.

Here's your likely outcome:

- 1) Quit the platform
- 2) Post less, engage less..
- 3) Keep grinding like nothing has changed.

Don't kid yourself, It takes elite drive to be number three.

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THE WIZARD OF odd  
M A R K E T I N G

Do you know what grinds my gears?

Lists of people to follow with no creativity.

So here's a list of people who you "don't" want to follow:

Adam Posner - This guy complains about the algo far too much and talks about Gary Vee like they flip burgers together every Sunday morning after a garage sale run.

Don't follow unless you want to actually learn something from meaningful podcasts or probably nothing web 3.0 content.

Kevin Graham - This guy has only been in my radar for a few months but he talks like he's been creating content on LinkedIn since 2004. He also tucks his shirts in, I mean as if right?

Sabeeka Ashraf - I've been feuding with her for about a month now and she hasn't quit the platform yet. I guess I should give her a participation trophy as that's rare for her generation.

She claims to be a mischief maker but I've yet to see much mischief, so read into that as you would...

Matt Barker - this guy loves to talk about LinkedIn, and has great advice on selfies as well. The question is, has he shared a single selfie?



Don't follow this guy unless you enjoy seeing lots of LinkedIn tips and copywriting templates that makes paint drying sound interesting. I mean at least he has a cool mugshot though.

Travis Lachner - You really don't want to follow this guy unless you enjoy watching videos that are 4 minutes long OR watching him dance every Friday night.

To be fair his dance moves are pretty legit and he also can really help you with myspace growth techniques.

Alex B Sheridan - Don't follow unless you believe video content is the future of LinkedIn.

So maybe 5 of you can give him a follow now k!

Last and certainly least...

My old pal Jonathan Palmar - I know, most of you don't even know who he is!!? That's how ancient this relic is.

Truth be told he dominated video on LinkedIn in 2020 and now he's transitioning to a professional homemaker.

I mean it's 2022 after all, no judgment here bro!

I would say tag someone I shouldn't follow in the comments but I know you suckers will just tag a bunch of friends and not describe why I shouldn't follow them.

So instead I'll say, make sure you also don't follow Zack James because he basically lives in VR, drinks too much redbull, and gives too much value about websites that sell.

Def don't want that in your feed.

Ok seriously, tag someone whose content isn't boring.

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THE WIZARD OF odd  
M A R K E T I N G

or

Tough call LinkedIn..

If you know you know....

Clowns are certainly scarier BUT T-Rex videos never fail to make me laugh.

This is the feud of all feuds.

Oh, ya this is really about pizza.

--

#itsmonday #memes #pizza #selfiesrule #alittlebitluke

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# 95

I used to run a weekly GIF contest called the #gifpowerrankings

I'd quite literally go on LinkedIn Live and pick the top 5 GIFs of the week.

Why?

I like GIFs.

Was there pizza involved?

Yes.

Did Claire Parsons win too much?

Perhaps.

Did people ask for pizza without entering?

Yes

What's the lesson?

There's no rules to LinkedIn Growth.

Do what you want.

If you hustle u can build a brand the way you want.

PS the real lesson is pizza always wins.

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THE WIZARD OF odd  
M A R K E T I N G

Most of the stuff we post is meaningless.

Work with me I'm great, blah blah....

How many of us are suffering and putting on a brave face?

I'd wager a good amount.

I post about LinkedIn.

I post about Pizza.

I post about whisky and campervans and hustling...

But it's all mostly meaningless.

I mean it's good for a laugh and a chuckle and yeah I convert leads from it but really, who cares?

Any one of us could breathe for the last time tonight.

And would we be satisfied with the day that we had?

I can say that today I would be.

I got some social media work done.

Went for a nice walk.

And spent a lot of my day working on my campervan.

It was really nice to get back on the tools and manual labour is good for the soul I think.



I don't have much to say except that if you follow me and enjoy my ridiculous and 17% helpful content...

I salute you.

If you are struggling with life..

Don't DM me.

I know, not what you were expecting huh.

A post like this usually finishes with:

If you are struggling reach out for help or send me a message...

But the truth is I barely reply to emails and DMs as it is and well, I'm battling to just make it through my day to day right now.

So I'm not the guy to complain to or look for a shoulder to cry on.

But somebody in your life cares so maybe message them or whatever...

Anywhooodles.

Cheers Linkedin and remember...

The grass is only greener on the other side if your vision is F\$%ed up.

--

#personaldevelopment #alittlebitluke

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THE WIZARD OF odd  
M A R K E T I N G



# 97

Tesla sells status, not cars.

Dominoes sells stomach aches, not pizza.

Nike sells Success, not soft drinks.

The best marketers sell emotions, not items.

What do I sell?

Believe it or not,

Not Pizza

Not Whisky

Not Bacon

Not Family Feud

See you'd think that I sell Linkedin Ghostwriting Services but I actually sell something different....

I sell freedom.

Freedom to be a mess, freedom to run your mouth and freedom to build a brand the way you want too.

I feel like that's still kinda boring for me though.

Might be time to add a new side hustle Linkedin.

What are you selling?



THE WIZARD OF odd  
M A R K E T I N G

That LinkedIn influencer you like and want to work with..

Yeah, they won't be writing your content for you.

I'm insane SO I write all of your content myself..

No outsourcing, no using underpaid workers from overseas....

It's all me writing your content with my crazy ways.

I have a unique style of writing that will help you pull out all the parts of your personality and insert it into your writing.

At WIZARD OF odd MARKETING I do however, have a team that helps me.

We are a LinkedIn & Twitter Ghostwriting Agency that helps CEOs, Speakers, and Fintech Companies build their personal brands on LinkedIn.

I also have a video editor, graphic designer, ninja, and a Twitter specialist that help me out.

BUT....

I write the copy for my clients myself.

If you want ME writing your stuff.

Hit me up.

I have hundreds of personalities and I know what works on LinkedIn.



I will work with you directly in Slack and I will ghostwrite all of your content.

Savvy?

One spot open for Mid-September.

PS yes I know not everyone does this, but A LOT DO.

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THE WIZARD OF odd  
M A R K E T I N G

Reporting with bad news from the dark side of the moon....

Sharing a list of "Top Skills to make 100k in 2023" does not help anyone.

Neither does boring templated content that is copy pasted from Taplio or JasperAI or your favourite hustle bro on Twitter.....

Sorry folks, if you want to build an engaged community and start getting real leads.....

It's gonna take some creativity and real effort.

Unless of course you cheat by using engagement pods, buying followers or cypypastaing viral content.

In that case keep scamming everyone, I'm sure it will end well and not with you exposed on a Twitter page in 2023.....

Anywhooodles...

Want to monetize your personality with LinkedIn content that isn't boring AF?

Join the Wiz n found out how...

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# 100

If GIF posts get the most reach, I'll post those.  
If MEMES get the most reach, I'll post those.  
If PDFs get the most reach, I'll post those.  
If POLLS get the most reach, I'll post those.  
If VIDEOS get the most reach, I'll post those.  
If TEXT POSTS get the most reach, I'll post those.

HOWEVER!!!

Selfies get the best reach on LinkedIn for me and my clients right now, so I am posting mostly those.

It's not rocket science.

Why fight what works?

The only exception to the rule seems to be if you want to target old grumpy basic types.

I don't know about you, but that's not my ICP.

I called all of you ba\$ic b%tches last week for loving lists, and that post converted the perfect client for me.

So yeah, I'm gonna keep posting selfies and whatever the hell I want thank you very much.

PS you're bugged by my grammatical error(s) aren't you?

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M A R K E T I N G