

The honest arithmetic of doing LinkedIn properly

Not a tactics list — the standing obligations that doing it well actually creates. **Every item is reasonable. The total is not.**

WHAT IT ACTUALLY REQUIRES

Every quarter

5 OBLIGATIONS

- 1 Decide the **theme** — one arguable position a competitor couldn't publish.
- 2 Define the **audience**: who signs, what they believe, what they'd have to stop believing.
- 3 Expand the theme into **3–5 distinct angles**, written down.
- 4 Extract your **voice** from a real sample of your own writing, and name your refusals.
- 5 Read the **whole previous quarter** in one sitting and count the claims that survived.

Every week

8 OBLIGATIONS

- 1 Choose the week's **angles** against a record of what's been used.
- 2 Find real **source material** — something that happened, not a topic.
- 3 Draft.
- 4 Rewrite for **the tells**.
- 5 Check against the **corpus** for sameness.
- 6 Post.
- 7 **Reply** to comments in the hours afterwards.
- 8 Notice what happened, without over-reading it.

Every post

5 OBLIGATIONS

- 1 Choose the **vantage** deliberately.
- 2 Choose the **lead framing** before writing, not during.
- 3 Ground it in **something real**, not in your value proposition.
- 4 Run **the ten tells**.
- 5 **Never invent a specific**. Get the fact or cut the sentence.

THAT LIST IS FIVE DIFFERENT KINDS OF WORK

Strategist

Theme, audience, the belief gap, the angles
QUARTERLY

Planner

Angle and vantage coverage; keeping the quarter diverging
WEEKLY

Reporter

Reads the world so there is real material to write from
CONTINUOUS

Editor

Voice, tells, refusals, cutting what isn't yours
PER POST

Writer

The part everyone assumes is the job
≈ A FIFTH OF IT

Every item is free to skip on the day, and expensive only in aggregate.

Skip the theme, the corpus check, the vantage, the tells pass — nothing happens on Tuesday. No error, no deadline, nobody in your inbox. The bill arrives in month three as forty posts that say the same thing in the same voice, and it doesn't present as "we skipped the framework." It presents as "LinkedIn didn't work for us."

TWO HONEST READINGS — BOTH CORRECT

"Yes — that's my job."

Then **you're a marketer**, and you should go and do it. Nothing on that list is busywork or invented difficulty. It's a fair description of the craft.

"I am never doing this."

Then that's not a discipline problem — it's an **accurate assessment**. You have a company to run, and the list above is five jobs deep. The honest answer isn't a lighter version: a lighter version is what everyone already does, and it's what produces the quarter of posts that all say the same thing.