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CTA Driven

A clever way to generate targeted interest.

Example - 100000+ words written to date. Want me to pen something? Drop a message!

Clickbaity

There's always room for suspense,
even on LinkedIn.

Example - This simple formula made 90% of my
content go viral..

Creative

Grab attention with an out-of-box headline.

Example - Basically the Beyoncé of Content Marketing.

Humorous

You can never go wrong with selective humour.

Example - I have managed to be a successful lawyer for 10 years, and believe it or not, I'm a bad liar.



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The Elevator Pitch 1

Go for the kill!

Example - I help startups go from good to great content and my success rates are 90%.

The Elevator Pitch 2

You have 120 characters, make them count!

Example - Building the next best thing in Content Marketing!

Authoritative

Achievements speak for itself. Don't be afraid to establish your authority on something.

Example - Award-Winning Writer |

Contributor@Magazine Name, Bestselling author

Personable

Because well, being friendly doesn't hurt.

Example - Looking for curious minds to reimagine Content Marketing at TWE. DM at hello@thewordsedge.com

Skills-driven

You can adopt the same strategy that you use with hashtags. Fill in order of relevance.

Example - Illustrator@ TWE | Graphic Designer |
Cartoonist | 10+ years work ex