

BRAND VISIBILITY PLAYBOOK FOR LINKEDIN

What to post. How to be seen.

For founders who are busy
and have no time for fluff.



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YOU'RE NOT THE PROBLEM THE FRAMEWORK IS.

**YOU'VE BUILT A COMPANY. YOU'VE LED A TEAM.
BUT WHEN IT COMES TO LINKEDIN, YOU FREEZE.**

You know you should be posting. You even have ideas. But you don't know if they're good. You don't want to sound basic. Or worse, inauthentic.

Here's what most "LinkedIn Tips" miss: Founders don't need fluff. They need a way to share their brilliance without overthinking every word.

THIS BLUEPRINT GIVES YOU EXACTLY THAT:

- ✓ A content filter built for founders
- ✓ High-authority post types that build trust
- ✓ A vault of smart, swipeable prompts
- ✓ Examples that sound like you, not ChatGPT

This isn't about going viral.

This is about being heard, respected, and remembered, even if you only post once a week.

Let's fix your "what to post" problem for good.



Hi, I'm Jayme, You've built a business. Now it's time to build your authority. You didn't come this far to blend in. You came to lead. But even the most accomplished CEOs and founders struggle to cut through the noise especially on platforms like LinkedIn, where everyone's talking but few are truly being heard.

That's where I come in.

Over the past two and a half years, I've quietly worked behind the scenes with 34 high-net-worth founders, CEOs, and industry leaders, yes, even a billionaire, to transform their presence on LinkedIn from invisible to influential.

This isn't about vanity.

It's about strategic visibility that moves the needle on deals, partnerships, hires, and exits.

And now, I'm here to help you do the same.

Jayme

LET'S START BY SOLVING THE ONE PROBLEM THAT STALLS EVEN THE BEST LEADERS:

WHAT DO I EVEN POST?

Objection Crushers: Let's Filter Them Out.

IF YOU'VE EVER THOUGHT...

"Is LinkedIn Even for Me?" Read This First

Let's be honest. Most founders aren't avoiding LinkedIn because they're lazy. They're avoiding it because they're unsure.

"WHAT WOULD I EVEN TALK ABOUT?"

- Turn your investor decks, team meetings, and founder lessons into post ideas.
- Use a "Build in Public" angle, share what you're learning, testing, failing at, and fixing.
- Curate industry trends and add your POV.
- Answer your customers' most common questions as public posts.



“ISN'T LINKEDIN FOR JOB SEEKERS OR INFLUENCERS?”

- LinkedIn is the #1 B2B authority platform and 4 out of 5 decision-makers use it daily.
- High-growth founders use it to attract investors, recruit talent, and close warm leads.
- Still unsure? Do a 30-minute audit: you'll see your competitors already posting.

“I DON'T WANT TO LOOK LIKE I'M TRYING TOO HARD.”

- Develop a tone that reflects you. No fluff. No fake hype.
- Start with insight-driven posts not quotes.
- Skip selfie content. Focus on signal over noise.
- Nervous? Test posts privately in Notion before going live.
- Take a screenshot of your notes from your cellphone and post.

“WHAT'S THE ROI OF BEING ON LINKEDIN?”

- Track actual impact: hires, press, pitch calls, and deal flow.
- Use link tracking or UTMs to measure conversions and DMs.
- Monitor brand share-of-voice over 90 days.
- Watch for “invisible wins” like faster intros and warmer leads.

You don't need to be a content creator. You just need to show up like the founder you already are.

THE 5 AUTHORITY CONTENT TYPES THAT ACTUALLY WORK

STOP GUESSING. START USING FORMATS THAT BUILD TRUST AND ATTRACT ATTENTION WITHOUT SOUNDING SALESY.

You don't need to be clever. You need structure that works.

Here are the 5 content types we use for our founder clients to build visibility, drive growth, and earn respect:

Build connections. Reveal what drives you. Just use the examples I have below and fill in the blanks. They were written for another busy founder and he was surprised at how well it was received. They work.

1 PERSONAL STORY

"I almost left my company after a hard board meeting. Here's what made me stay."

"The first time I hired a team, I made this mistake..."

2 EXPERT INSIGHT

Show your brain. Share what you know.

"We reduced churn by 40% with one onboarding change..."

"3 things I look for when hiring a Head of Ops..."

3 BOLD OPINION

Say what others are afraid to say.

"Stop hiring for culture fit. Here's what matters more."

"VC Twitter isn't real life, here's what founders really need."

4 SUCCESS SNAPSHOT

Share wins but teach through them.

“We just crossed \$5M ARR. But here’s the story behind it...”

“A cold DM led to our biggest enterprise deal. Here’s why it worked.”

5 REACTIVE POINT OF VIEW

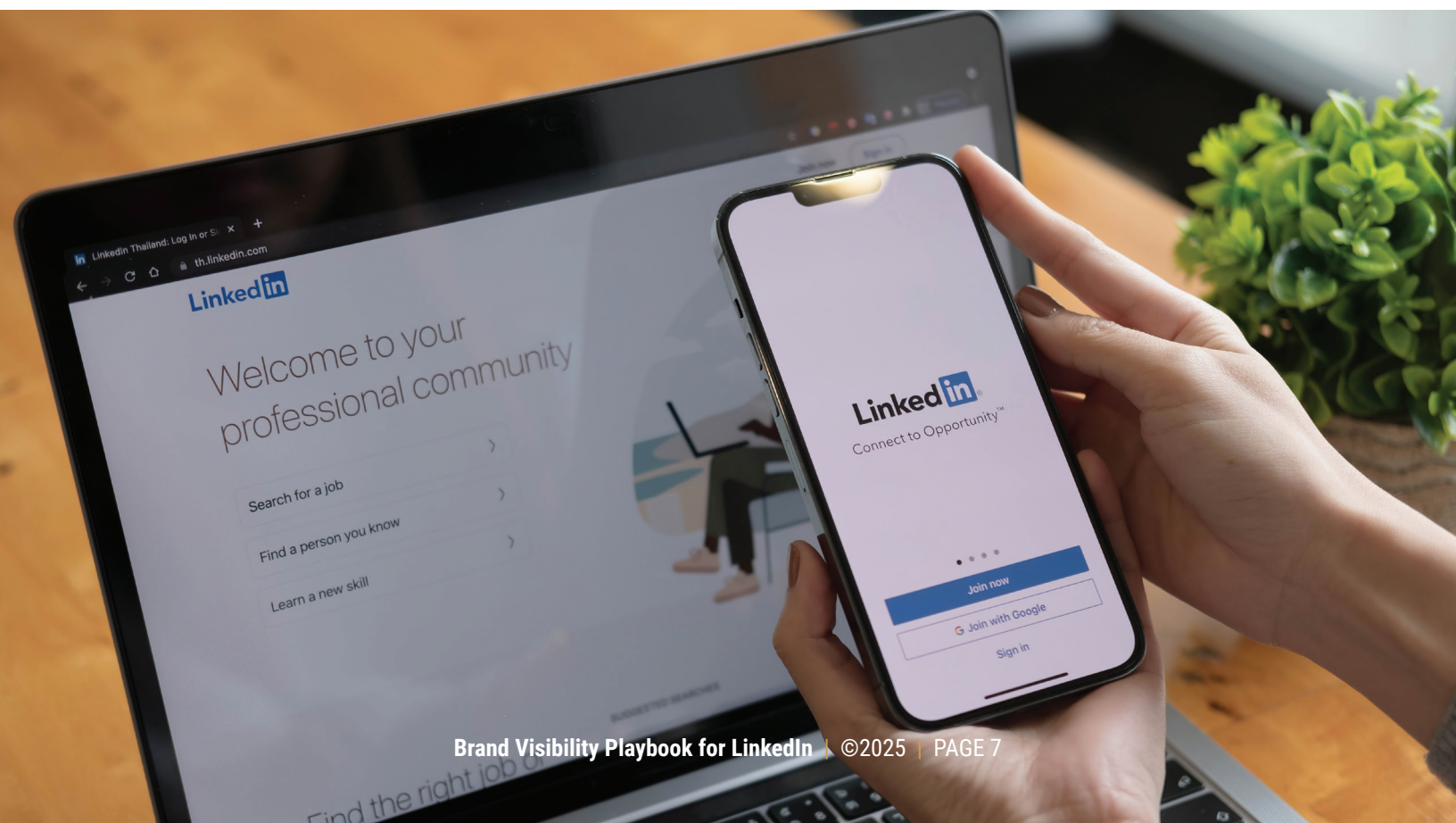
Comment on what’s trending.

“Here’s my take on [industry trend] and what no one’s talking about.”

“The real story behind [startup acquisition] is...”

Founder Tip:

Rotate these 5 post types weekly and you’ll never run out of high-authority content.



30 SWIPEABLE PROMPTS TO KILL THE BLANK PAGE

INSTRUCTIONS: THE “WHAT DO I SAY?” VAULT

Use these high-authority post prompts to lead, not lurk.

These aren't basic. They're designed for founders and CEOs who want to show up smart, strategic, and scroll-stopping.

- ✓ Use the Objection Crushers: Let's Filter Them Out section to select the right prompts for your brand tone and growth goals.
- ✓ You only need to post 1–2x per week to make this work.

PERSONAL STORY PROMPTS

Build connection and authenticity without oversharing.

- A moment that made you rethink your leadership style
- Your first big mistake as a founder and what you learned
- A conversation with a mentor that changed your direction
- “The thing no one tells you about...” (founding, hiring, funding)
- A win that seemed small but mattered deeply



EXPERT INSIGHT PROMPTS

Show your thinking. Teach with authority.

- “One mindset shift that changed how I lead...”
- A strategy that worked for your team that others overlook
- A tool or system you can’t scale without and why
- “Stop doing X. Start doing Y.” (from your founder POV)
- Your top hiring or onboarding tip for early-stage teams

BOLD OPINION PROMPTS

Challenge the status quo. Spark engagement.

- “We need to stop romanticizing [industry trend]...”
- “I know this is unpopular, but here’s my take on...”
- “I broke a big rule in business and it worked.”
- “This advice sounds good but hurts founders...”
- “VCs keep pushing X. Founders need Y.”

SUCCESS SNAPSHOT PROMPTS

Post wins without sounding like you're bragging.

- A recent success and the lesson behind it
- A client/investor win that came from content or visibility
- A metric that matters (and why it's not just vanity)
- A "we did it" moment that reflects team strength
- A project that had impact beyond revenue

REACTIVE POV PROMPTS

Tap into the moment. Own your lens.

- Your take on a trending startup story
- "Here's what most people are missing about [news]..."
- A recent tech or economic shift and how it's affecting your space
- What [industry acquisition] says about the future
- "If I were them, I'd have done it differently. Here's why..."



Founder Tip:

If you're anything like the CEOs and founders I work with, your schedule is packed and your time is valuable. That's why I've made it easy to explore next steps.

If you're ready to elevate your visibility and authority, you have one simple option:

Apply here to see if the LinkedIn Authority Sprinter™ is the right fit.

[CLICK HERE TO LEARN MORE](#)

You don't need more noise. You need a strategy and a specialist who knows how to position leaders like you at the top of your category.

Let's build that together.





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