

45 Content Ideas to Build Your Personal Brand on LinkedIn

The following suggestions can be used as status updates or articles:

1. Favorite books
2. Favorite podcasts
3. Lessons learned from a mentor
4. Lessons learned from a failure
5. Contrary view on commonly held belief
6. Favorite productivity hacks
7. How you hire people
8. How you fire people
9. WHY you're in business
10. Work/Life balance
11. Profile of someone you admire and why you value them
12. Goals for current quarter
13. Your fears
14. How do you recharge
15. Morning routine
16. How you handle difficult clients
17. Favorite people to follow on LinkedIn
18. How you wow customers
19. Your top priorities in business
20. Your strengths vs your weaknesses
21. How you take vacations
22. How you build new habits
23. How you ended up in your industry
24. Best advice you've ever received
25. Best advice you've ever given
26. Who inspires you
27. Questions you ask other leaders
28. Questions you ask your team members
29. Lessons learned from bad bosses
30. How you stay focused
31. How you prioritize your inbox
32. Creative solution to a recent problem
33. Networking advice
34. How do you keep customers
35. How you handle rejection
36. Best conference(s) you've attended
37. A long-term goal
38. Scariest risk you've ever taken
39. Your company's core values
40. Something you've learned from a child
41. A decision that changed the course of your career
42. Answer a customer FAQ
43. Your favorite TED talk
44. Lessons learned from a goal you achieved
45. Something most people don't know about you