



NADIA UROOJ  
CAROUSEL CONTENT WRITER

# 3 TYPES OF CONTENT EVERY ACCOUNT NEEDS TO GROW ON LINKEDIN IN

# 2026



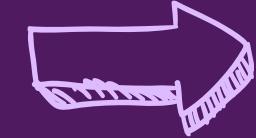
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**LinkedIn doesn't reward people who post endlessly.**

**It rewards people who post intentionally.**

**Here's the formula**





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# The Real Growth Mix



**40% Trust**  
**40% Discovery**  
**20% Conversion**



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# 1 Discovery

Purpose: Reach new people.

What works today:

Strong 1-line  
hooks

Problem →  
solution mini  
visuals

Shareable  
insights

Simple  
frameworks

Bold opinions  
people save or  
share

Discovery brings people in. Trust keeps them.



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## 2 Trust

This is where people decide:

“Do I follow her... or scroll past?”

**What builds trust on LinkedIn:**

Personal reflections

Decisions you made + why

Stories that show your thinking

Lessons you learned the uncomfortable way

Personal reflections Decisions you made + why

Trust → connection → loyalty.



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## 3 Conversion

Where your audience turns into  
clients or collaborators.

No pressure. No sales push.

### What works now:

- Clear offer summaries
- Step-by-step processes
- Before/after transformations
- Soft CTAs people can choose
- Behind-the-scenes walkthroughs

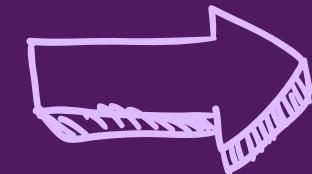
Conversion is just clarity without pressure.



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# 30-Day LinkedIn Content Plan (Discovery • Trust • Conversion)





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## Week 1: Get Seen + Get Known

**Day 1 – Discovery:** “Most people get wrong...”

**Day 2 – Trust:** Why you started your path

**Day 3 – Discovery:** A quick-solve carousel

**Day 4 – Trust:** A raw BTS moment

**Day 5 – Discovery:** Mini-teach post

**Day 6 – Trust:** A belief you stand by

**Day 7 – Conversion:** How you help people





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## Week 2: Build Depth

**Day 8 – Discovery:** “3 mistakes you’re making...”

**Day 9 – Trust:** A client or personal win

**Day 10 – Discovery:** “Read this before you...”

**Day 11 – Trust:** Your process notes

**Day 12 – Discovery:** Triggered hook insight

**Day 13 – Trust:** A story that shaped you

**Day 14 – Conversion:** Your framework





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## Week 3: Show What You Know

**Day 15 – Discovery:** Teach something in 1 idea

**Day 16 – Trust:** “Things I wish I knew earlier.”

**Day 17 – Discovery:** List-style carousel

**Day 18 – Trust:** Before/after transformation

**Day 19 – Discovery:** Myth vs fact

**Day 20 – Trust:** FAQ (positioning gold)

**Day 21 – Conversion:** Benefits breakdown

**Day 22 – Discovery:** Emotional hook reel/post





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## Week 4: Build Momentum

**Day 23 – Trust:** Step-by-step roadmap

**Day 24 – Discovery:** Trend-based insight

**Day 25 – Trust:** Personal lesson learned

**Day 26 – Discovery:** “Save this” template

**Day 27 – Trust:** Vulnerable moment

**Day 28 – Conversion:** Offer with clarity

**Day 29 – Conversion:** Testimonials

**Day 30 – Conversion:** Final CTA (“DM READY”)





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**Comment “AUDIT”**

and I’ll give you a short review with  
one thing to change immediately.

