



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.



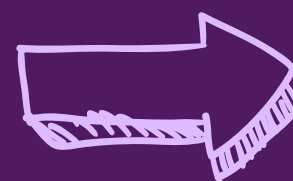
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30-Day

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.**

