



NADIA UROOJ
CAROUSEL CONTENT WRITER

THE MISTAKES THAT MAKE EVEN BRILLIANT FOUNDERS INVISIBLE.

A TRUTH THAT HURTS →





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MISTAKE #1:

WRITING FOR THE ALGORITHM

- You're not trying to impress a machine.
- You're trying to reach a human who chooses whether your words matter.

FIX:

- Write to ONE person who desperately needs your clarity today.





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MISTAKE #2:

SHARING TIPS WITH NO STORY

→ “5 ways to improve X” isn’t a connection.
It’s Google.

FIX:

→ Tell me why the tip mattered to you.

→ Make me feel the moment it clicked.

