THE

Executive LinkedIn Authority Playbook

The 90-day system founders and executives use to turn a quiet profile into recognized authority — and inbound conversations — without going viral or posting daily filler.

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START HERE

Authority is a system, not a lucky post

Most executives treat LinkedIn as a place to post occasionally and hope. The ones who build real authority run a repeatable system: a profile engineered to convert attention, a narrow set of ideas they become known for, a sustainable content cadence, and deliberate distribution. This playbook is that system, compressed into 90 days.

The 90-day arc

- **Days 1–14 — Foundation.** Fix the profile so every visitor instantly understands who you help and why you're credible.
- **Days 15–45 — Voice.** Publish 3x/week against 3–5 core themes until your point of view is unmistakable.
- **Days 46–90 — Compounding.** Double down on what landed, add targeted engagement, and let inbound start.

One rule before you start: pick a lane. "Thought leadership" fails when it's generic. It works when you own 3–5 specific ideas your buyers already care about and repeat them until people associate your name with them.

DAYS 1–14

The profile foundation

Your profile is a landing page, not a résumé. Before anyone trusts your content, they check your profile — and decide in seconds.

Headline formula

I help [specific audience] [achieve specific outcome] through [your method]. Drop the job title. "CEO at Acme" says nothing; "I help B2B SaaS founders turn expertise into pipeline on LinkedIn" says everything.

The About section (first 2 lines are everything)

- Open with the problem your buyer feels, not your bio.
- Line 2: the transformation you create, with one proof point (a number, a client type, a result).
- Then: who you help, how you work, and a single clear call to action.

Featured section

- Your best-performing post or a signature POV piece.
- One proof asset — a case study, result, or testimonial.
- One conversion asset — a way to book time or get in touch.

DAYS 15–45

The content engine

You do not need to post daily. You need to post consistently against a tight set of themes. Three posts a week, every week, beats a daily sprint that burns out in a month.

Five post formats that build authority

- **The contrarian take.** A widely-held belief in your space that is wrong, and what's true instead.
- **The teardown.** Walk through how you solved a specific problem, with the reasoning.
- **The framework.** Package your thinking into a named, repeatable model people can save.
- **The story.** A moment from your work with a lesson — specific, not motivational filler.
- **The proof.** A result or case, told as a narrative, not a brag.

Weekly cadence

Mon: a POV/contrarian post to spark discussion. Wed: a framework or teardown that shows expertise. Fri: a story or proof post that builds trust. Rotate your 3–5 themes so no single week feels repetitive, and so the algorithm — and your audience — learns exactly what you stand for.

THE SKILL THAT MOVES EVERYTHING

Hooks that stop the scroll

The first two lines decide whether anyone reads the rest. Spend as long on the hook as on the whole post. Ten templates that consistently earn the click:

- Most [audience] think [belief]. After [experience], I think the opposite.
- I [surprising result] in [timeframe]. Here's exactly how.
- The [number]-word change that [outcome].
- [Common advice] is quietly costing you [consequence].
- Nobody tells [audience] this about [topic]:
- I used to believe [X]. One [moment] changed my mind.
- If I had to rebuild my [thing] from zero, I'd do these [N] things.
- Here's what [impressive outcome] actually looks like behind the scenes.
- Stop [common action]. Do this instead.
- The uncomfortable truth about [topic] nobody posts about:

Rule: no hook should be true of anyone but you. Specificity is what makes it credible.

DAYS 46–90

Distribution & the compounding effect

Great content with no distribution dies. These levers multiply the reach of everything you publish — and they're where most executives quietly give up.

The first hour

Early engagement signals the algorithm. Reply to every comment in the first 60 minutes. Ask a question at the end of posts to invite replies. The first hour often decides the next three days of reach.

Strategic commenting

Spend 15 focused minutes a day leaving thoughtful comments on posts your buyers read. Not "great post" — a genuine addition. This is the single most underrated growth lever: it puts you in front of the exact right audience before they ever see your content.

Repurpose relentlessly

A post that lands becomes a carousel, a longer article, a talking point, and — months later — a post again. Your best idea deserves ten formats, not one.

MEASURE WHAT MATTERS

The metrics that predict pipeline

Likes are not the goal. Track the signals that actually precede conversations:

- **Profile views** from your target titles — rising means your content is reaching the right people.
- **Meaningful comments** from buyers, not peers — a proxy for authority.
- **Inbound DMs and connection requests** that reference your content.
- **Saves and shares** — the truest signal a post delivered real value.

Want this run for you?

Nexverx builds and runs the entire system for founders, executives and SaaS leaders — positioning, ghostwritten content, scroll-stopping visuals, growth and LinkedIn Ads. You stay focused on the business; we make you the recognized voice in your niche.

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