



Nick Broekema

Content design to attract your ideal audience on LinkedIn

88k followers • [View Profile](#)

3

POSTS / WEEK

12 PM, UTC

MAIN POSTING TIME

230

AVG REACTIONS

120 comments

64%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns vague LinkedIn and business pains into simple, visual “things you can copy” (lists, steps, rewrites, before/after examples), so people trust his skill fast and share it. That same “designed, practical system” shows up everywhere—profile, posts, and PS-style calls to action—so the content builds authority first and the offers feel like the natural next step.

FORMAT BREAKDOWN

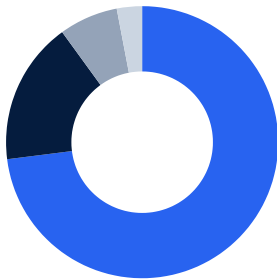


Image	73%	240 avg reactions
Text Only	17%	180 avg reactions
Carousel	7%	420 avg reactions
Video	3%	320 avg reactions

7 Tactics You Can Steal

01 [Write a long, funny list people can skim and relate to](#)

02 [Start with a real email or message, then rewrite it three ways](#)

03 [Give people permission to copy you, then show before-and-after](#)

04 Open with the exact complaint people say, then give a tiny system

05 Make fun of the clichés, then tell people what to do instead

06 Show your workflow step-by-step, including the boring tools you use

07 Share a win with real numbers, then tell a story that keeps it human

7 Tactics You Can Steal

1 Write a long, funny list people can skim and relate to

He often turns a shared experience into a punchy checklist, then adds a simple question so people can answer in one line. This works because everyone can find "their" line in the list, and commenting feels like joining a fun group chat. One of his best-performing posts using this style hit ~5.26x relative engagement and drove extremely high comments (391). To copy it: write 15–25 short lines, keep each line specific, add one visual that matches the joke, and end with one easy question.

[Example 1 →](#)

[Example 2 →](#)

2 Start with a real email or message, then rewrite it three ways

He uses a real, recognizable piece of writing (like a brand email) as the hook, then shows several better versions people can copy. This works because the "real example" feels honest, and multiple rewrites turn the post into a mini swipe file worth saving. A top performer built on this format reached ~3.88x relative engagement. To copy it: paste the original line(s), explain what feels off, then share 2–3 rewrites with different tones (friendly, direct, premium), all keeping the same facts.

[Example 1 →](#)

[Example 2 →](#)

3 Give people permission to copy you, then show before-and-after

He removes the pressure of being "original" by openly encouraging people to reuse proven formats, then shows how to turn "their version" into "my version." This works because it makes the path feel doable and the before/after proof makes the lesson feel real. A top carousel post built on this idea reached ~2.77x relative engagement and earned unusually high reposts (26). To copy it: name the format, show a basic example, then show your improved version with 2–3 changes you made.

[Example 1 →](#)

[Example 2 →](#)

4 Open with the exact complaint people say, then give a tiny system

He often starts with the reader's own words in quotes, then answers with a short sequence they can follow and save. This works because readers instantly think "that's me," and the simple steps remove overwhelm. A top post using this approach reached ~2.22x relative engagement and also drove strong reposting (24). To copy it: collect 5 common complaints from customers, write one as the first line, then give a 3–6 step plan and a one-sentence promise of what happens if they follow it.

[Example 1 →](#)

[Example 2 →](#)

5**Make fun of the clichés, then tell people what to do instead**

He grabs attention by copying the exact cheesy lines everyone has seen, then flips into a clear point about sounding like yourself. This works because people love to complain about the same annoying patterns, and the parody makes it safe (and fun) to agree in the comments. One of his strongest opinion posts hit ~1.92x relative engagement and sparked heavy discussion (254 comments). To copy it: list 5–10 clichés from your industry, then give 3 specific ways to be more you (your humor, your story, your values, your weird details).

[Example 1 →](#)[Example 2 →](#)**6****Show your workflow step-by-step, including the boring tools you use**

He records or describes his process in plain steps (tool → action → outcome), so readers can picture doing it themselves. This works because “behind the scenes” feels like insider access, and the tool names make it concrete instead of motivational. A top behind-the-scenes post reached ~1.74x relative engagement, and these posts naturally invite comments like “what tool is that?” or “can you show more?”. To copy it: write 6–10 steps, include the tool in each step, show one small example, and end by asking if people want more recordings.

[Example 1 →](#)[Example 2 →](#)**7****Share a win with real numbers, then tell a story that keeps it human**

He uses specific numbers (followers, rankings, results) to earn trust fast, then adds a grounding story so it doesn't feel like bragging. This works because people believe numbers, but they connect with the awkward or funny “real life” moment that follows. A top post using this blend reached ~1.71x relative engagement, showing you can flex credibility and still feel relatable. To copy it: lead with one clear number, give quick context, then tell a short story that shows your values or what surprised you.

[Example 1 →](#)[Example 2 →](#)

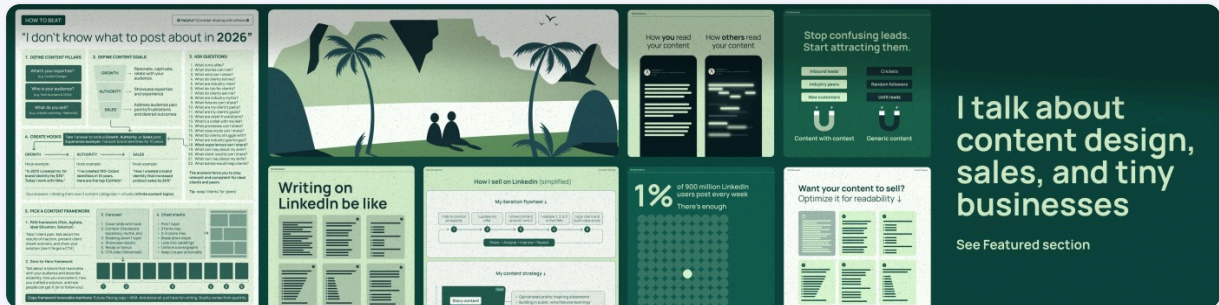
Profile Breakdown

HEADLINE FORMULA

Content design to attract your ideal audience on LinkedIn

[Specific skill you can picture] to help [clear audience] get [business outcome] on/using [platform]. It works because “Content design” is a distinct mechanism (not generic “content”), “attract your ideal audience” signals qualified leads (not vanity metrics), and “on LinkedIn” makes it instantly relevant and searchable.

BANNER STRATEGY



Show a collage of mini “proof artifacts” of your work (frameworks, diagrams, headings) + a few keywords that match what you sell. It works because it feels like a portfolio sample at a glance (“this is what you’ll get”), reinforces the same promise as the headline, and ties the content to revenue/sales so visitors expect business results, not just pretty posts.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Visual frameworks that make content and positioning feel easy	35%	Educational framework posts are the highest-performing pillar overall (17 posts averaging ~1.53x relative engagement). Within that, visual-first teaching performs best (6 posts averaging ~1.60x), and carousels are the strongest format on average (~1.72x) even though they're rare (4 of 59 posts, ~6.8%). Posts that make people leave LinkedIn for the main value underperform inside this category (2 posts averaging ~0.66x).	Post 1 Post 2 Post 3
Relatable founder life (humor, tradeoffs, and identity)	25%	Relatable personal posts with a clear structure are his biggest spike lever: the strongest personal subset averages ~3.07x relative engagement (vs ~1.24x overall). The best ones are skimmable (often list or clean story beats), have a punchline or sharp takeaway, and end with a low-friction question that makes it easy to join the conversation.	Post 1 Post 2 Post 3
Opinionated LinkedIn commentary (anti-generic, culture observations)	20%	In his LinkedIn-meta content, strong and specific stances outperform lighter quips: stance posts average ~1.57x relative engagement, while short/light meta posts average ~0.72x. The most effective ones use a pattern interrupt (parody, exaggeration, or a sharp observation list) and then pivot into a practical point about standing out.	Post 1 Post 2 Post 3
Selling through proof + story (then a simple next step)	20%	He sells often, but it works best when the post is a story or lesson first and the pitch comes after. Story-based promos outperform direct, logistics-heavy promos (~1.00x vs ~0.68x relative engagement across the sample). Paid offers appear in 25 of 59 posts (~42%), and the most credible promos stack a real result (revenue, time, or a specific win) and then offer the system behind it.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Content Design Cohort (group program teaching positioning, writing, visual content design, and selling so founders/coaches/creators attract ideal clients on LinkedIn)

\$100k Content Design Pack (digital templates/playbooks/workflows)

Paid live workshops (case breakdown + frameworks/templates, often time-bound)

Free lead magnets (e.g., DM Sales Playbook)

Newsletter/email list

How They Promote in Posts

He uses CTAs frequently (about 64% of posts include some CTA), usually at the very end as a simple “PS” after the full lesson/story. The engagement impact is mixed depending on how you count it: posts with a commercial CTA averaged ~1.13x relative engagement versus ~1.40x without, but posts with any CTA averaged ~1.26x versus ~1.20x without—so the safe pattern is “value first, then ask.” When he sells, story-based promos perform much better than logistics-heavy pitches (~1.00x vs ~0.68x).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile reads like a simple funnel: the headline makes the promise clear (content design → attract ideal audience on LinkedIn), the banner visually proves he does designed frameworks, the About section uses story + proof (mini case studies with numbers/timeframes) and points people to the next step, and the Featured section gives one clear action (“Work with me” form) to capture high-intent visitors without extra clicks.

[View Profile →](#)

Top 10 Posts

1

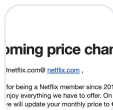


The perks of running a solo business ↓

He shares a skimmable list of “employee perks” for solo founders, written like a benefits package but with jokes and painfully true details. A simple image reinforces the bit, and he ends by asking people to share their favorite perk.

♡ 1436 💬 391 ↻ 10

2



“Thank you for being a Netflix member since 2019.

He quotes a Netflix price-increase email and points out what feels off about the tone. Then he rewrites the same message three different ways, giving readers copy they can reuse for their own announcements, and finishes with a PS to his copy frameworks product.

♡ 1113 💬 238 ↻ 3

3



My clients steal my content frameworks.

He says he encourages clients to “steal” frameworks and reframes originality as remixing proven formats. He then shows how he adapts an existing idea into his own version using a carousel with a clear before/after comparison.

♡ 711 💬 230 ↻ 26

4



My posts started going viral when I added this:

He claims infographics were the turning point for his reach, then breaks down a simple step-by-step recipe for making them. He points readers to a carousel for the full breakdown and adds a time-bound PS for his Content Design Pack.

♡ 562 💬 210 ↻ 26

5



"People who obsess about work life balance are typically mediocre at both".

He opens with a provocative quote about work-life balance and admits it triggered self-doubt. Then he shares specific tradeoffs from his own life (fitness, money, family time, where he lives) and ends by encouraging readers to define “winning” for themselves.

♡ 491 💬 292 ↻ 3

6



"I don't know what to post about on LinkedIn".

He starts with a common creator complaint and says the fix is an easy system. He lays out a simple sequence for choosing content pillars, turning pillars into topics, and matching topics to formats, packaged as a saveable infographic, then plugs his newsletter.

♡ 574 💬 177 ↻ 24

7 "I fired my entire marketing team."

He parodies a bunch of overused LinkedIn hooks and "comment to get" lines, then calls out how template content makes service sellers sound identical. He gives examples of real personality markers people can lean into so their posts feel more like them.

♡ 413 💬 254 ↻ 2

8 Last Saturday I felt creative and recorded my design flow.

He shares a behind-the-scenes breakdown of his design workflow from inspiration to final output, naming tools and small actions along the way. He asks if people want more recordings and adds a time-boxed workshop PS.

♡ 434 💬 173 ↻ 2

9



I'm Dutch and I have 87,100 followers on LinkedIn.

He opens with a clear credibility milestone and shares specific stats and rankings. Then he tells a funny, grounding story about friends not caring much about those achievements, and ends with gratitude for early supporters.

♡ 419 💬 177 ↻ 2

10



I took a break from LinkedIn.

He explains a personal break from posting due to family, illness, moving, and travel, and shares what he appreciated during the pause. When he returns, he lists a few sharp observations about the feed and ends with an easy question anyone can answer.

♡ 393 💬 198 ↻ 2
