

A**AuthorityOS****AUTHORITY CONTENT PACK**

Business Coach Sample Deliverable

A polished sample pack designed to show exactly what a buyer receives: ready-to-post LinkedIn content, thought-leadership angles, posting rhythm, and a clear voice system that makes expertise sound consistent, credible, and useful.

INSIDE THIS PACK

- 10 LinkedIn post drafts with distinct post types
- 2 thought-leadership article outlines for 800-word pieces
- Hashtag strategy organized by reach tier
- 30-day posting calendar with CTA guidance
- Brand voice guidelines for consistent positioning

IDEAL USE

Suitable as both a buyer-facing preview and a finished sample deliverable for a generalist business coach focused on growth, decision-making, leadership, and profitable simplification.

Prepared by AuthorityOS

Sample niche: Business Coach

Format: Preview + Deliverable

Your Brand Voice

The strongest business coach content sounds sharp, calm, observant, and commercially grounded. The goal is not to sound motivational for its own sake. The goal is to sound like someone who has pattern recognition, commercial taste, and enough operating experience to cut through noise.

Voice Direction

- **Lead with clarity.** Use plain language, short sentences, and practical observations.
- **Teach from experience.** Share lessons as earned insight, not recycled internet advice.
- **Stay commercially literate.** Tie ideas back to revenue, margin, team capacity, or client results.
- **Be direct, not abrasive.** Challenge assumptions without sounding cynical or performative.
- **Make readers feel seen.** Name the hidden tension behind growth: complexity, indecision, bottlenecks, and founder fatigue.

Confident

Strategic

Commercial

Empathetic

Unsensational

Messaging Guardrails

- Avoid guru language, vague mindset clichés, and empty urgency.
- Do not promise overnight transformation or guaranteed outcomes.
- Prefer specifics: team size, decision quality, pipeline health, operating discipline, client retention.
- Use stories and examples to make lessons tangible.
- End with an invitation to reflect, comment, or save the post.

IDEAL AUDIENCE

Founder-led service businesses, consultants, and agency owners scaling past early traction.

CORE PROMISE

Help smart operators grow without adding chaos, waste, or ego-driven complexity.

RECURRING THEMES

Decision-making, focus, leadership maturity, profitable systems, and sustainable growth.

Posts 1-2

PERSONAL STORY

1. The Month Growth Started Feeling Heavy

One of the strangest moments in business is when revenue goes up, but the business feels worse to run.

I remember talking to a founder who had just hit a new sales milestone. On paper, things looked healthy.

Behind the scenes, every decision still ran through them.

Every client issue escalated to them.
Every hire needed their reassurance.

They weren't building a company.
They were becoming the busiest person inside a more expensive version of the same company.

Growth without structure is just pressure in a nicer outfit.

The real shift happened when they stopped asking, "How do we grow faster?"
And started asking, "What needs to become simpler for this to scale?"

That question changed the next 12 months.

If your business is growing but feels heavier every quarter, don't celebrate too early.
You may have a complexity problem, not a growth problem.

What's one thing in your business that works, but costs too much energy to keep working?

TIP CAROUSEL / TEXT POST

2. Three Questions Before You Say Yes

Before you say yes to a new idea, client, channel, offer, or hire, ask:

1. Does this create focus or fragment it?
2. Will this improve profit, or just create activity?
3. Can the current team absorb this without hidden strain?

Most founders do not have a shortage of opportunities.

They have a shortage of filters.

That's why "more" keeps showing up as the answer, even when the business actually needs less.

The job of leadership is not to keep options open forever.

It's to close the wrong loops early.

Save this if you're in a season of too many good ideas.

Posts 3-4

CONTRARIAN TAKE

3. Hustle Is Usually a Reporting Error

"We just need to work harder this quarter."

Sometimes that's true.

Most of the time, it's what people say when they haven't diagnosed the bottleneck.

Hustle can temporarily cover weak positioning.

It can hide a pricing problem.

It can delay a process problem.

It can even mask the fact that the founder still makes every meaningful decision.

But it rarely solves the actual constraint.

If your team needs heroics every month, you do not have a motivation problem.

You have a design problem.

Healthy businesses do have intense seasons.

They just don't require permanent overextension as a business model.

Where are you still using effort to compensate for poor structure?

ENGAGEMENT HOOK

4. What Business Are You Really In?

A useful exercise for any founder:

Finish this sentence honestly:

"We think we sell X, but our clients really pay us for Y."

Examples:

- Consultants think they sell strategy, but clients pay for confidence in big decisions.
- Agencies think they sell execution, but clients pay for momentum without babysitting.
- Coaches think they sell accountability, but clients pay for perspective under pressure.

When you get "Y" right, your messaging sharpens immediately.

What do clients really pay you for?

Not the deliverable.

The deeper reason.

Post 5 + Repurposing Note

PRACTICAL FRAMEWORK

5. The Weekly Founder Debrief

If you run a business and never stop to interpret the week, you'll repeat it by accident.

A five-question Friday debrief:

- What created momentum this week?
- What drained momentum this week?
- Which decision did I delay unnecessarily?
- Where did the team need me too much?
- What do we need to make easier before next Friday?

Most businesses don't need more dashboards.
They need more honest interpretation.

Reflection is not soft.
It's operating discipline.

USAGE NOTE

How To Customize Any Draft Fast

Swap in one real detail before posting:

- a client pattern you noticed this week
- a team conversation that shifted your thinking
- a number, constraint, or decision that makes the lesson more concrete

If you only personalize one line, make it the opening.
That is where credibility is either earned or lost.

Keep the structure.
Make the detail yours.

Posts 6-7

CLIENT INSIGHT

6. The Real Cost of Being the Smartest Person in the Room

A lot of founders become the ceiling of their own business because they're too useful.

They answer faster than the team can think.
They solve problems before others feel the weight of them.
They stay involved because it feels efficient.

Until one day, the entire business learns a quiet lesson:
"Important thinking happens above my pay grade."

That's expensive.

The best leaders I know are not obsessed with being needed.
They are obsessed with building judgment around them.

If your team depends on your answers for everything, don't confuse that with leadership strength.
It may be a scaling weakness.

LIST POST

7. Signs Your Offer Is Harder to Sell Than It Should Be

Your offer may not need more marketing.
It may need better definition.

Watch for these signs:

- Prospects like the conversation but stall after it
- You keep customizing to win deals
- Referrals come in, but conversion is inconsistent
- Team members describe the offer differently
- Price objections sound like confusion, not resistance

When offers are clear, sales feels lighter.
When offers are fuzzy, everyone compensates with extra explanation.

Clarity closes. Complexity leaks.

Posts 8-9

CONTRARIAN TAKE

8. Consistency Is Overrated

People love to say, "Just be consistent."

But consistency is only useful if you're being consistent in the right thing.

Posting consistently with weak positioning won't build authority.

Selling consistently with vague offers won't fix demand.

Hiring consistently without a management system won't create leverage.

The goal is not repetitive effort.

The goal is reinforced value.

I'd rather see a founder become more precise than more prolific.

Consistency matters.

But coherence matters first.

STORY + LESSON

9. The Simplest Advice I Give High Performers

High performers usually do not need more ambition. They need a shorter list.

One client came to me with a full growth plan: new offer, new funnel, new hire, new outbound motion, new partnerships.

All reasonable.

All defensible.

All too much for one quarter.

So we cut the plan in half.

Revenue improved anyway.

Why?

Because execution compounds when attention stops scattering.

Simple does not mean small.

Simple means the business can actually carry what it commits to.

Post 10 + CTA Note

ENGAGEMENT PROMPT

10. One Decision That Changed Your Business

I'm convinced most businesses change direction because of a small number of high-quality decisions.

Not 100 tactics.
Not another tool.
Not more content.

Usually it's one decision:

- Raising prices
- Narrowing the audience
- Firing the wrong-fit client
- Promoting someone earlier
- Saying no to a shiny distraction

What's one decision that changed the trajectory of your business?

I'd love to hear the turning point.

USAGE NOTE

CTA Rotation That Feels Natural

Rotate calls to action so the content feels useful, not needy:

- Comment CTA for story posts and contrarian takes
- Save CTA for checklists, frameworks, and lessons
- Share CTA for article posts and perspective pieces
- DM CTA only after trust is established and the offer is relevant

Variety makes the feed feel editorial instead of promotional.

800-Word Article Outlines

These outlines are structured for sharp, practical LinkedIn articles or newsletter posts. Each one is built to feel substantive without becoming bloated or academic.

1. Why Scaling Breaks Businesses That Have Never Learned to Simplify

Angle: Growth is not the same as maturity, and complexity often arrives before capability.

1. **Opening hook (100 words):** Start with the tension between rising revenue and falling ease of operation.
2. **The hidden trap (120 words):** Explain how businesses confuse growth signals with operating health.
3. **Three forms of destructive complexity (210 words):** Role confusion, offer sprawl, and decision bottlenecks.
4. **What simplification actually means (140 words):** Not doing less randomly, but making scale easier to carry.
5. **A client-style example (130 words):** Show how narrowing priorities improved performance.
6. **Practical takeaway (100 words):** Give a short diagnostic founders can run this quarter.

2. The Founder's Real Job: Building Better Judgment, Not Just Better Output

Angle: Great leadership is measured by the quality of thinking it creates across the company.

1. **Opening story (90 words):** Describe a founder who became the default answer for every problem.
2. **The leadership illusion (130 words):** Why being indispensable feels productive but prevents scale.
3. **How dependency shows up (170 words):** Slow approvals, escalations, fragile momentum, and team hesitation.
4. **What judgment-building leaders do differently (190 words):** Better questions, clearer decision rights, and tighter feedback loops.
5. **How to coach for judgment (130 words):** Move from giving answers to reviewing reasoning.
6. **Closing challenge (90 words):** Ask readers where their business still depends too heavily on founder certainty.

Reach-Tier Hashtag Mix

Use 3-5 hashtags per post. Pair one broad tag, two mid-tier tags, and one or two niche tags so the content feels discoverable without looking stuffed.

Broad Reach

Use one when the post speaks to a wider founder or business audience.

- #Leadership
- #Entrepreneurship
- #BusinessGrowth
- #SmallBusiness
- #Founder
- #Management

Mid-Tier Relevance

Use these most often. They balance discoverability with topical fit.

- #BusinessCoaching
- #ExecutiveCoaching
- #ScalingUp
- #DecisionMaking
- #TeamLeadership
- #OperationalExcellence
- #GrowthStrategy

Niche Authority

Use one or two when the post is specific, strategic, or client-facing.

- #FounderCoach
- #ServiceBusiness
- #AgencyGrowth
- #Profitability
- #BusinessSystems
- #LeadershipDevelopment
- #ClientExperience

30-DAY SCHEDULE

Posting Calendar: Days 1-15

The pattern below alternates story, insight, framework, and audience engagement so the coach sounds varied without drifting off-message.

DAY	FORMAT	THEME / ANGLE	CTA
Day 1 Monday	Story Founder lesson	Post #1 Growth started feeling heavy; complexity versus real scale.	Comment CTA Ask what feels heavier as the business grows.
Day 2 Tuesday	Tip Post Decision filter	Post #2 Three questions before saying yes to another initiative.	Save CTA Invite readers to save before planning week ahead.
Day 3 Wednesday	Commentary POV / contrarian	Post #3 Hustle as a symptom of poor design, not a strategy.	Comment CTA Ask where effort is masking structure.
Day 4 Thursday	Question Post Positioning exercise	Post #4 What clients really pay for beneath the surface deliverable.	Reply CTA Invite one-line answers in comments.
Day 5 Friday	Framework Weekly reset	Post #5 Friday founder debrief questions.	Save CTA Frame as repeatable weekly ritual.
Day 6 Saturday	Light Post Behind the scenes	Mini-story Share one recent coaching insight from the week in 5-7 lines.	Soft CTA Ask if others noticed the same pattern.
Day 7 Sunday	Reflection Leadership	Text post What thoughtful leaders remove before the next week starts.	Comment CTA Ask what readers are eliminating.

Day 8 Monday	Client Insight Team dependency	Post #6 The real cost of always being the smartest person in the room.	Comment CTA Ask where leaders are too involved.
Day 9 Tuesday	List Post Offer clarity	Post #7 Signs the offer is harder to sell than it should be.	Save CTA Prompt readers to audit their own offer.
Day 10 Wednesday	Article Promo Thought leadership	Article Outline #1 Publish article on simplification and scaling; repurpose into summary post.	Read CTA Invite readers to share with another founder.
Day 11 Thursday	Contrarian Consistency vs coherence	Post #8 Why consistency is overrated when positioning is weak.	Comment CTA Ask whether readers need more volume or more precision.
Day 12 Friday	Story + Lesson Focus	Post #9 High performers need a shorter list, not more ambition.	Save CTA Encourage a screenshot before quarterly planning.
Day 13 Saturday	Poll / Prompt Founder tension	Engagement prompt Ask what gets harder first as companies scale: sales, delivery, hiring, or leadership.	Vote CTA Drive easy weekend interaction.
Day 14 Sunday	Reflection Planning	Short post One question every founder should carry into Monday.	Reply CTA Ask readers to answer in one sentence.
Day 15 Monday	Engagement Hook Turning-point decisions	Post #10 Invite founders to share one decision that changed their business.	Comment CTA Designed for high-quality anecdotes.

Posting Calendar: Days 16-30

The second half reinforces core themes while introducing enough fresh angles to avoid sounding repetitive. Reuse high-performing topics in a new format instead of inventing from scratch.

DAY	FORMAT	THEME / ANGLE	CTA
Day 16 Tuesday	Client Example Decision-making	Case snapshot Show how clarifying decision rights sped up execution.	Save CTA Invite leaders to revisit with their team.
Day 17 Wednesday	Tip Post Meetings	Framework Three signs a recurring meeting is hiding a decision problem.	Comment CTA Ask which meeting should be shorter.
Day 18 Thursday	Mini-Article Offer positioning	Short essay Why “we do everything” quietly repels good-fit buyers.	Share CTA Prompt readers to send to a founder friend.
Day 19 Friday	Checklist Quarter review	Bullet post Five things to review before adding another growth target.	Save CTA Useful before planning sessions.
Day 20 Saturday	Personal Note Coach POV	Story What business coaching should feel like when it is actually useful.	Soft CTA Invite quiet agreement, not hard sell.
Day 21 Sunday	Reflection Leadership maturity	Question post What would your team do differently if you were unavailable for two weeks?	Reply CTA Encourage honest answers.
Day 22 Monday	Article Promo Leadership systems	Article Outline #2 Publish piece on building judgment instead of dependency.	Read CTA Ask readers to share their biggest leadership bottleneck.

Day 23 Tuesday	Contrarian Metrics	POV post Why more dashboards do not always create better leadership.	Comment CTA Ask which metric gets overvalued.
Day 24 Wednesday	Carousel Profitability	Framework Four ways founders accidentally make profitable growth harder.	Save CTA Optimize for shares and saves.
Day 25 Thursday	Myth Busting Delegation	Text post Delegation is not handing work off; it is building decision confidence.	Comment CTA Ask what people misunderstand about delegation.
Day 26 Friday	List Post Client selection	Checklist Signs a “good revenue” client is bad for operating quality.	Save CTA Useful for founders reviewing accounts.
Day 27 Saturday	Behind the Scenes Reading / thinking	Personal share One principle or note currently shaping how you coach clients.	Soft CTA Invite others to share what they are rethinking.
Day 28 Sunday	Reflection Focus	Short post What not to carry into the next month.	Reply CTA Ask readers what they are dropping.
Day 29 Monday	Recap Post Authority theme	Roundup Summarize the month’s strongest lesson in three bullets.	Follow CTA Invite readers to follow for similar insight.
Day 30 Tuesday	Direct Offer Conversion post	Soft pitch Explain who you help best, the problem you solve, and what the next step looks like.	DM CTA Invite a quiet conversation, not a hard push.