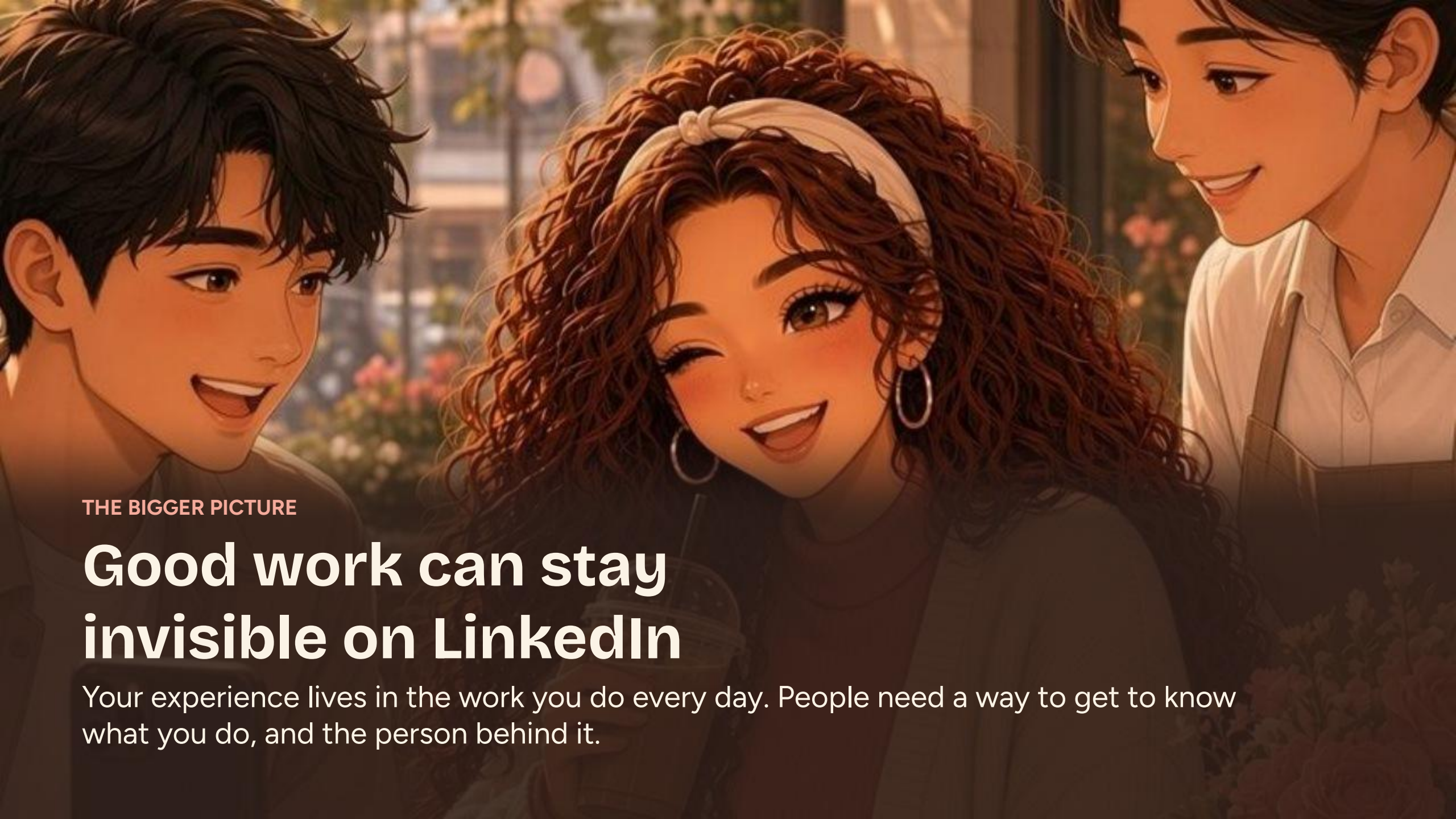
Warm Your Marketing · Amber Benn

DONE-FOR-YOU LINKEDIN

LinkedIn marketing with a friend. Content that sounds like you.





THE BIGGER PICTURE

Good work can stay invisible on LinkedIn

Your experience lives in the work you do every day. People need a way to get to know what you do, and the person behind it.

THE DAY-TO-DAY

You want to show up on LinkedIn. Finding the time is another story.

You're busy building your business.

And when you finally do post? Crickets.

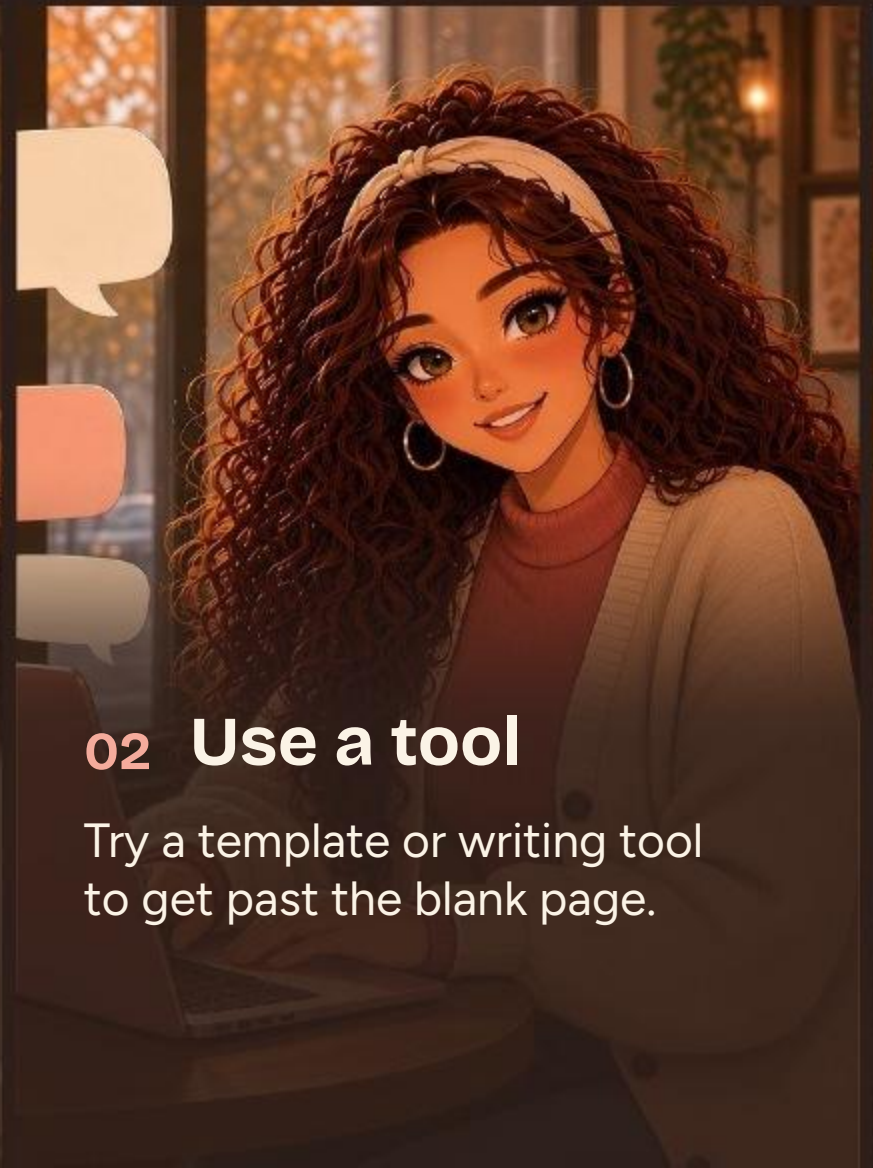


How posting fits in now



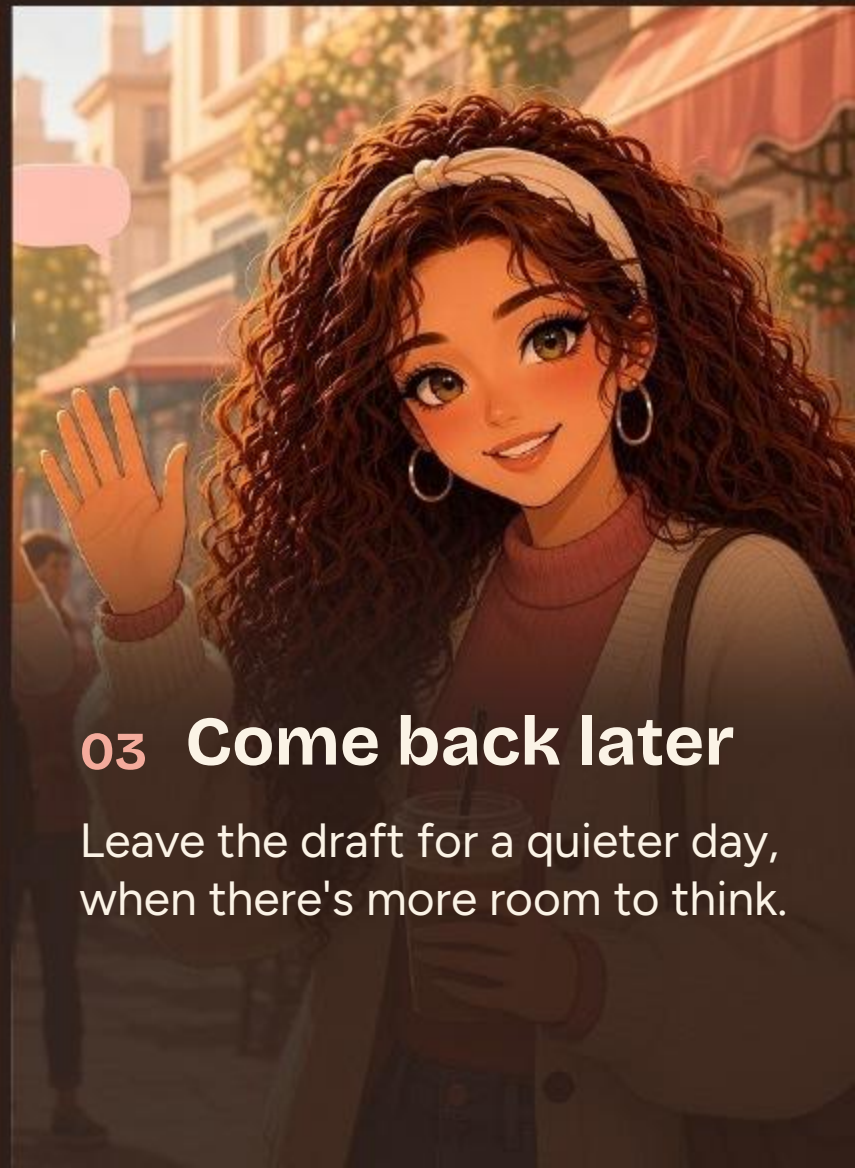
01 Do it yourself

Write between calls, when you've got a bit of headspace.



02 Use a tool

Try a template or writing tool to get past the blank page.



03 Come back later

Leave the draft for a quieter day, when there's more room to think.



WHAT STILL NEEDS YOU

The work still needs a place in your week

01 Time

A post still needs time to become a finished draft.

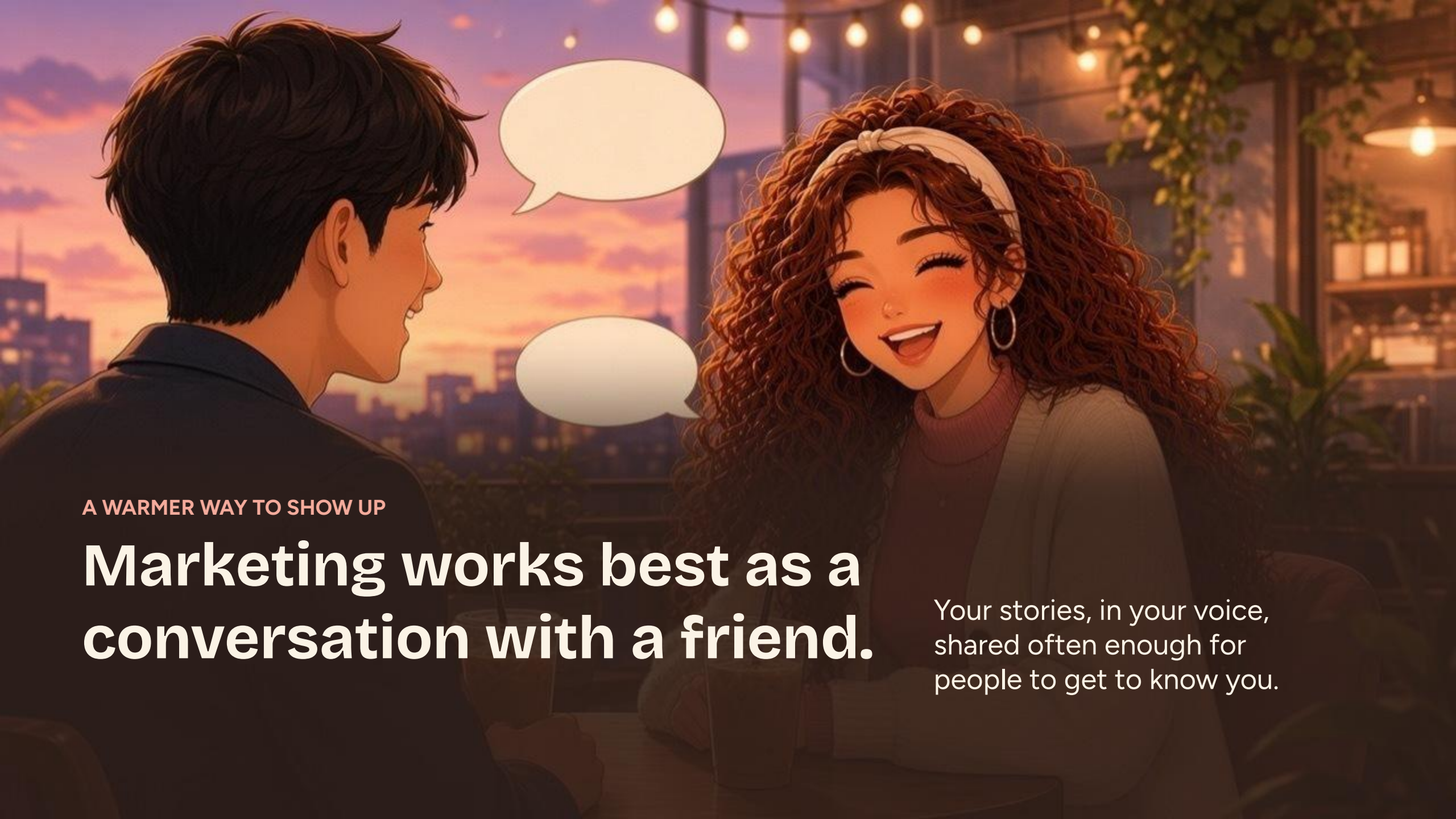
02 Your voice

A starting point needs your stories and way of saying things.

03 Consistency

A quieter day can keep moving further down the calendar.

Tools can help. The draft still needs care before it goes live.



A WARMER WAY TO SHOW UP

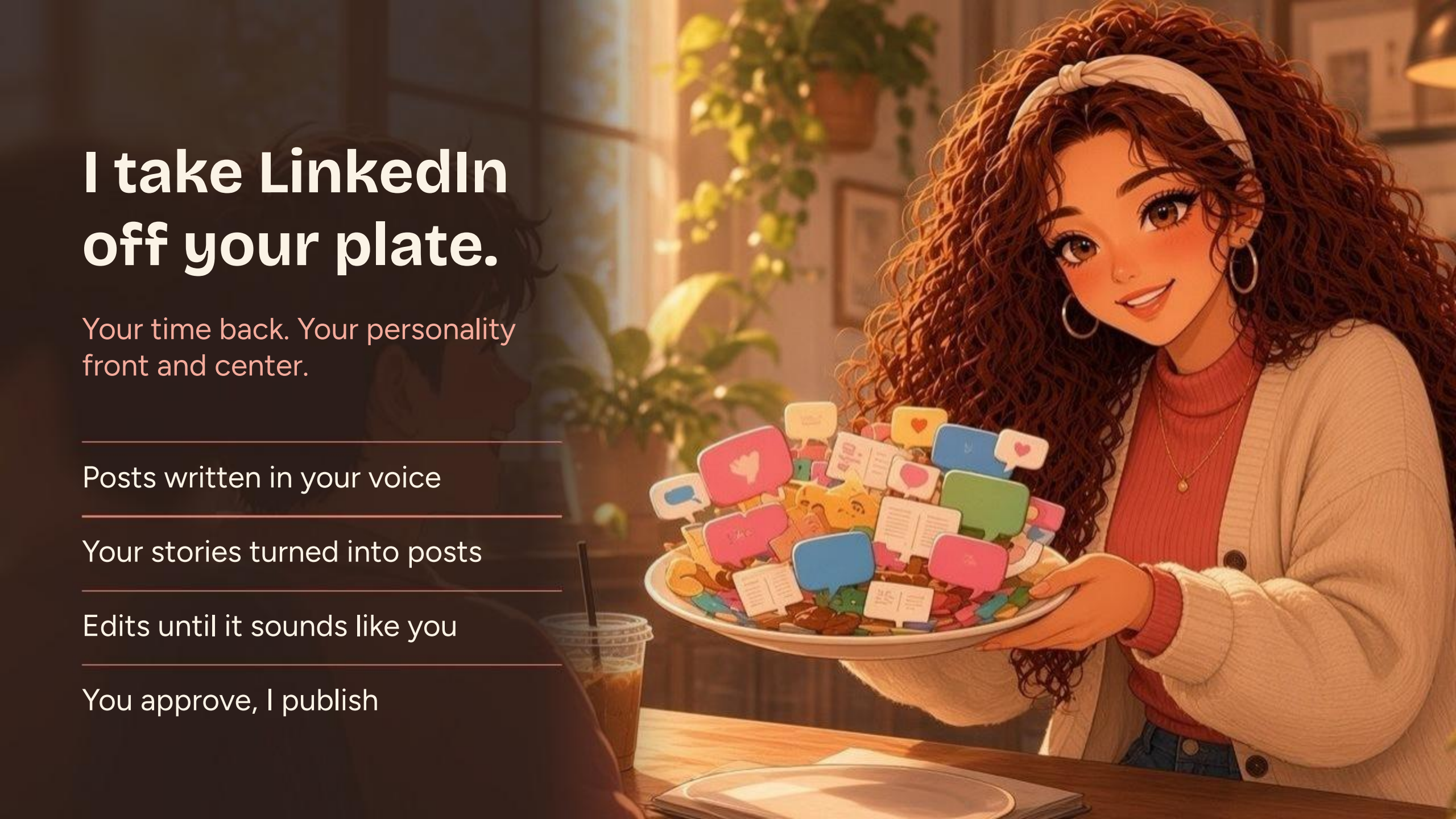
Marketing works best as a conversation with a friend.

Your stories, in your voice, shared often enough for people to get to know you.

I take LinkedIn off your plate.

Your time back. Your personality front and center.

- Posts written in your voice
- Your stories turned into posts
- Edits until it sounds like you
- You approve, I publish



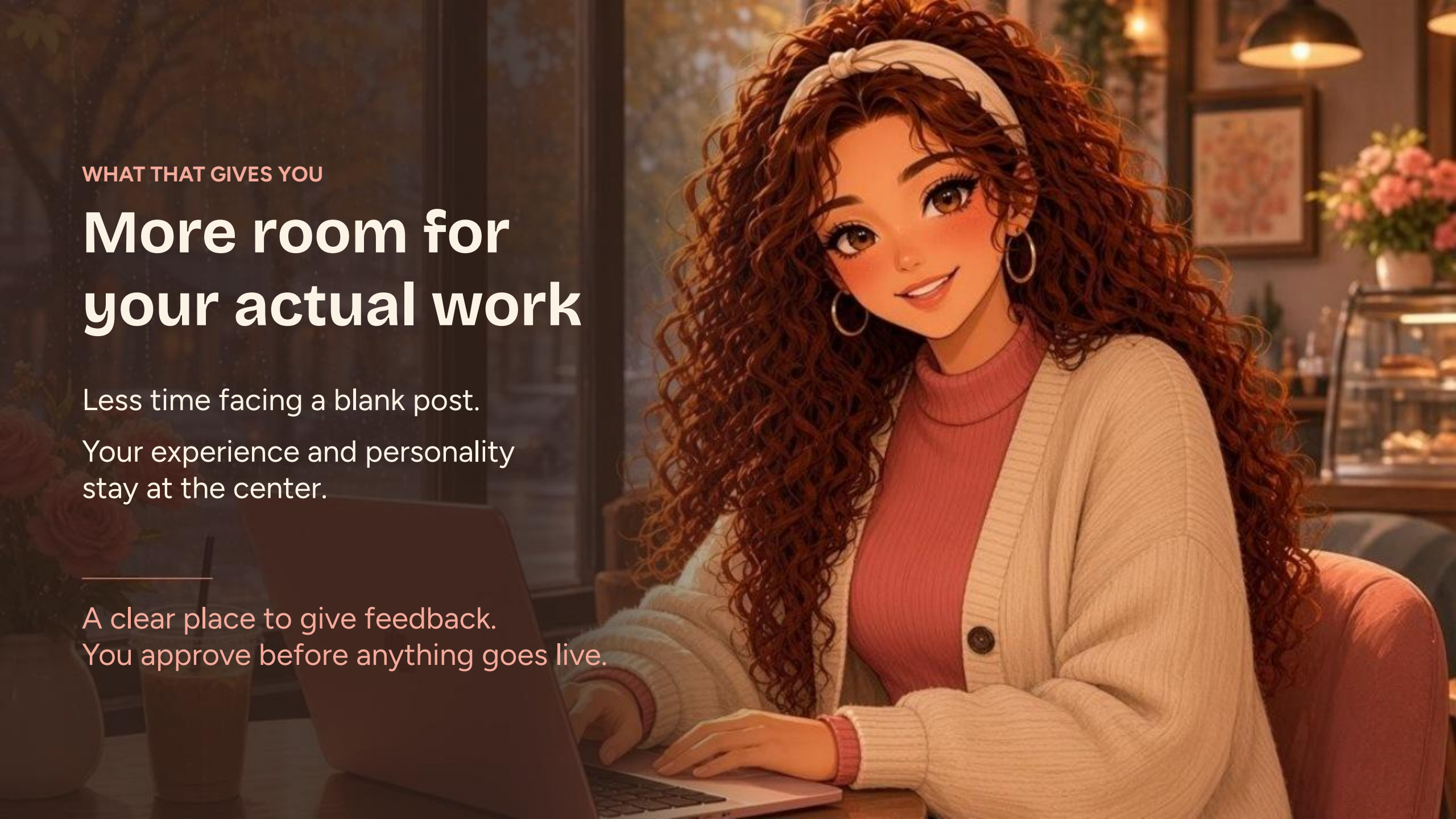
WHAT THAT GIVES YOU

More room for your actual work

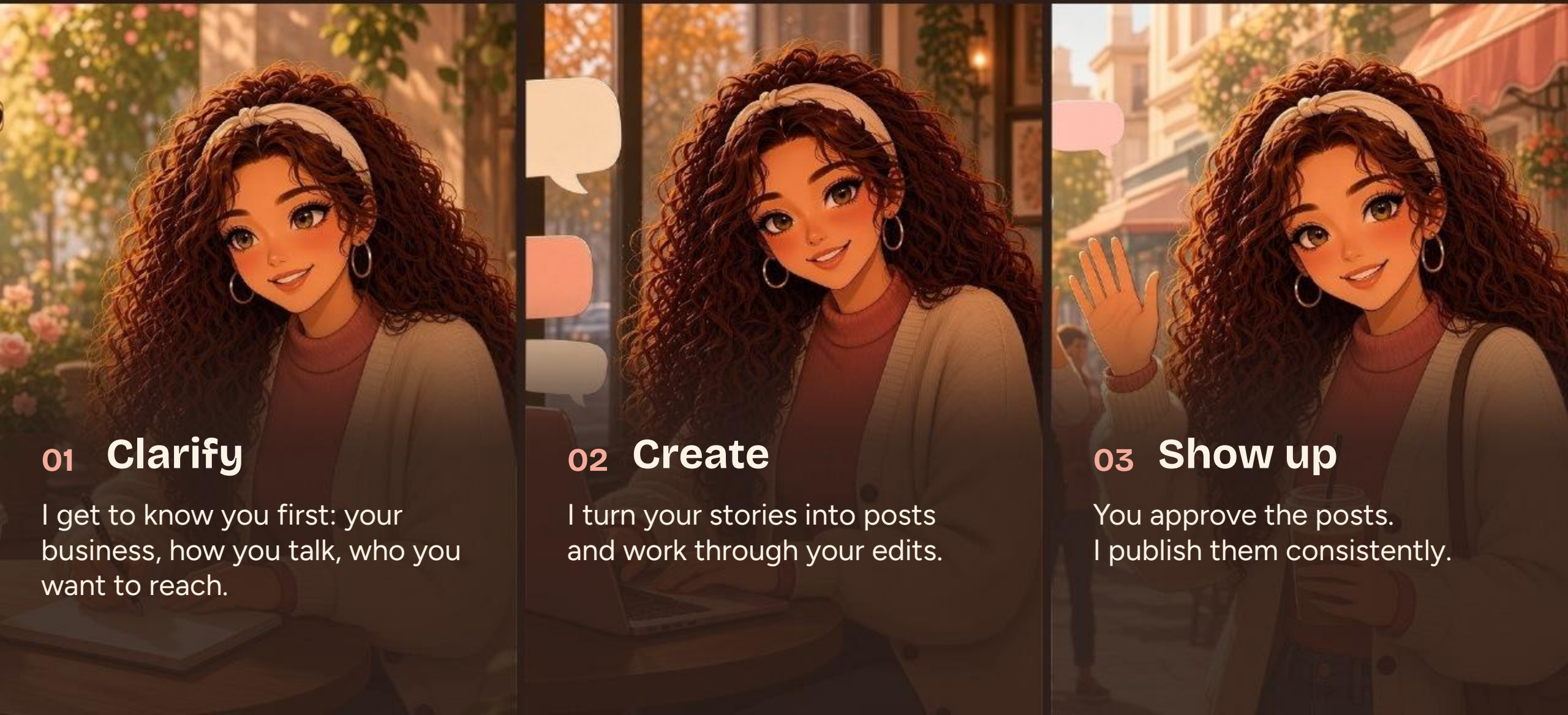
Less time facing a blank post.

Your experience and personality stay at the center.

A clear place to give feedback.
You approve before anything goes live.



Clarify. Create. Show up.



01 Clarify

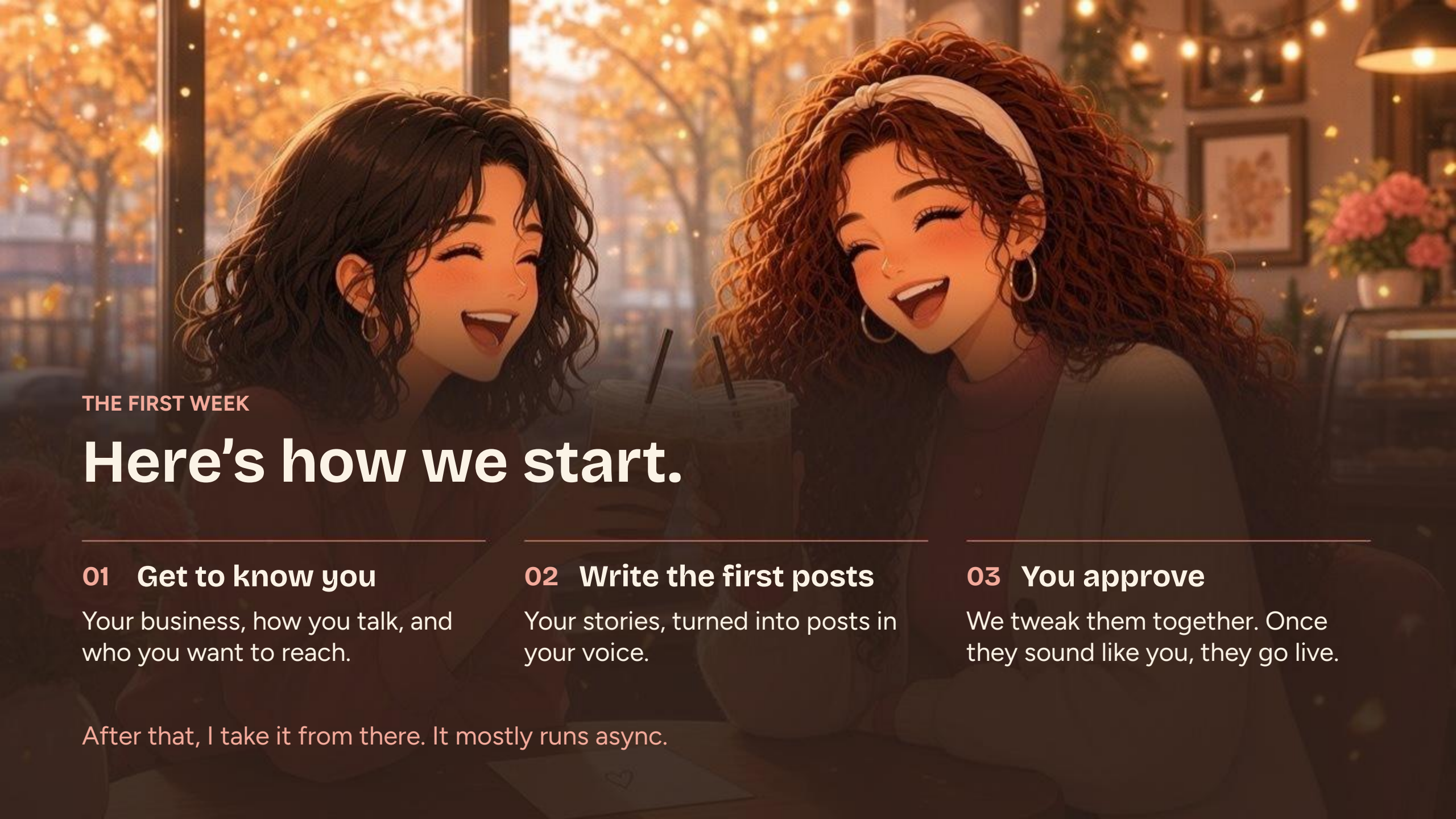
I get to know you first: your business, how you talk, who you want to reach.

02 Create

I turn your stories into posts and work through your edits.

03 Show up

You approve the posts.
I publish them consistently.



THE FIRST WEEK

Here’s how we start.

01 Get to know you

Your business, how you talk, and who you want to reach.

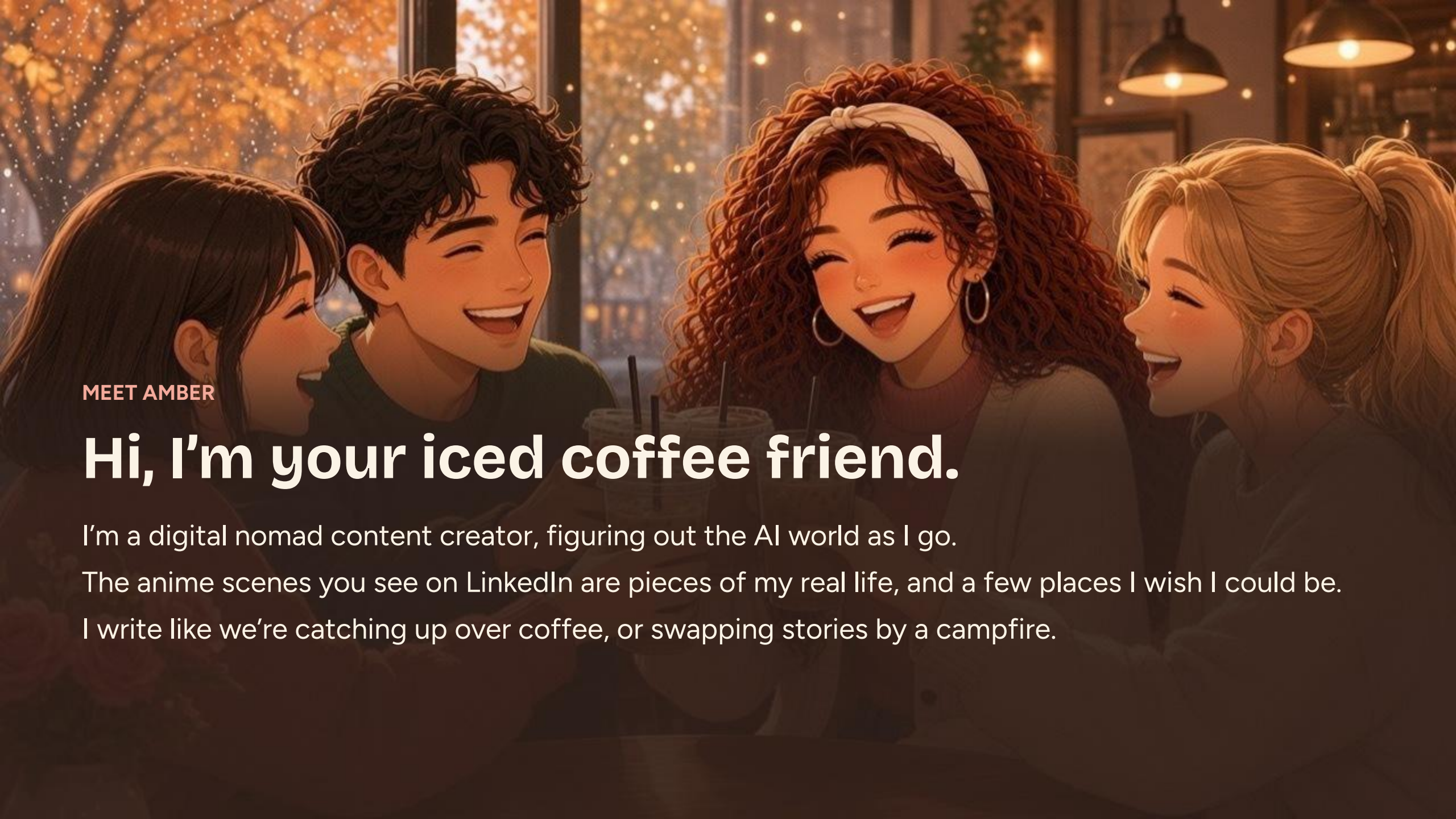
02 Write the first posts

Your stories, turned into posts in your voice.

03 You approve

We tweak them together. Once they sound like you, they go live.

After that, I take it from there. It mostly runs async.



MEET AMBER

Hi, I’m your iced coffee friend.

I’m a digital nomad content creator, figuring out the AI world as I go.

The anime scenes you see on LinkedIn are pieces of my real life, and a few places I wish I could be.

I write like we’re catching up over coffee, or swapping stories by a campfire.

FROM THE ARCHIVES

A few posts from my DVNC years.

Social posts I worked on for Monochrome RPG, a rubber-hose, black-and-white indie game.

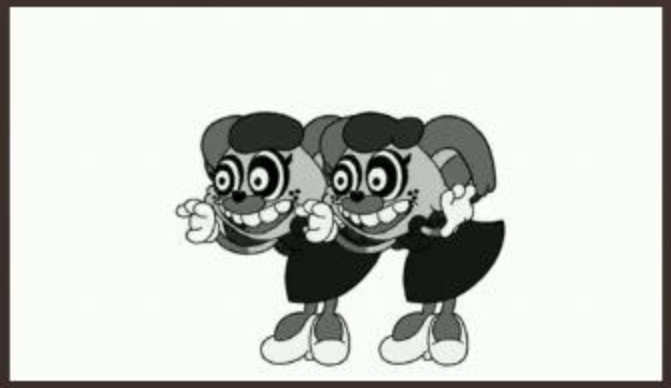


NOV 11, 2022 · PINNED

Howdy Hey #PitchYaGame! 👋

Monochrome RPG EP 1 is a puntastic 1920s cartoon adventure #indiegame! 🖤

117 likes · 29 reposts



JUL 10, 2022

Watch out Vaudevillans! 👀

The Hyena Sisters, Hena and Annie, will hypnotize you!

38 likes · 12 reposts



DEC 5, 2022

Gazer's memory.

#gamedev #indiegame #monochromerpg

23 likes · 7 reposts

AT LEVEL UP

Under six months. Following tripled.

LinkedIn post drafts I wrote for Level Up Philly. Past results aren't a guarantee.



POST 4 · DRAFT

Bridging the Gap: Level Up Philly's Commitment to STEM Education

In an era where technology is rapidly evolving, STEM education has never been more critical.



POST 9 · DRAFT

Lifelong Learning: Level Up Philly's Commitment to Continuous Growth

Education doesn't stop at the classroom door; it's a lifelong journey.

FROM MY OWN FEED

This is how I write.

Two of my own LinkedIn posts, not client work.

FEB 4

Random thoughts while saving and applying to jobs ☕
Why don’t job boards treat saved roles like abandoned carts?

That’s not manipulation. That’s momentum.

4,698 impressions

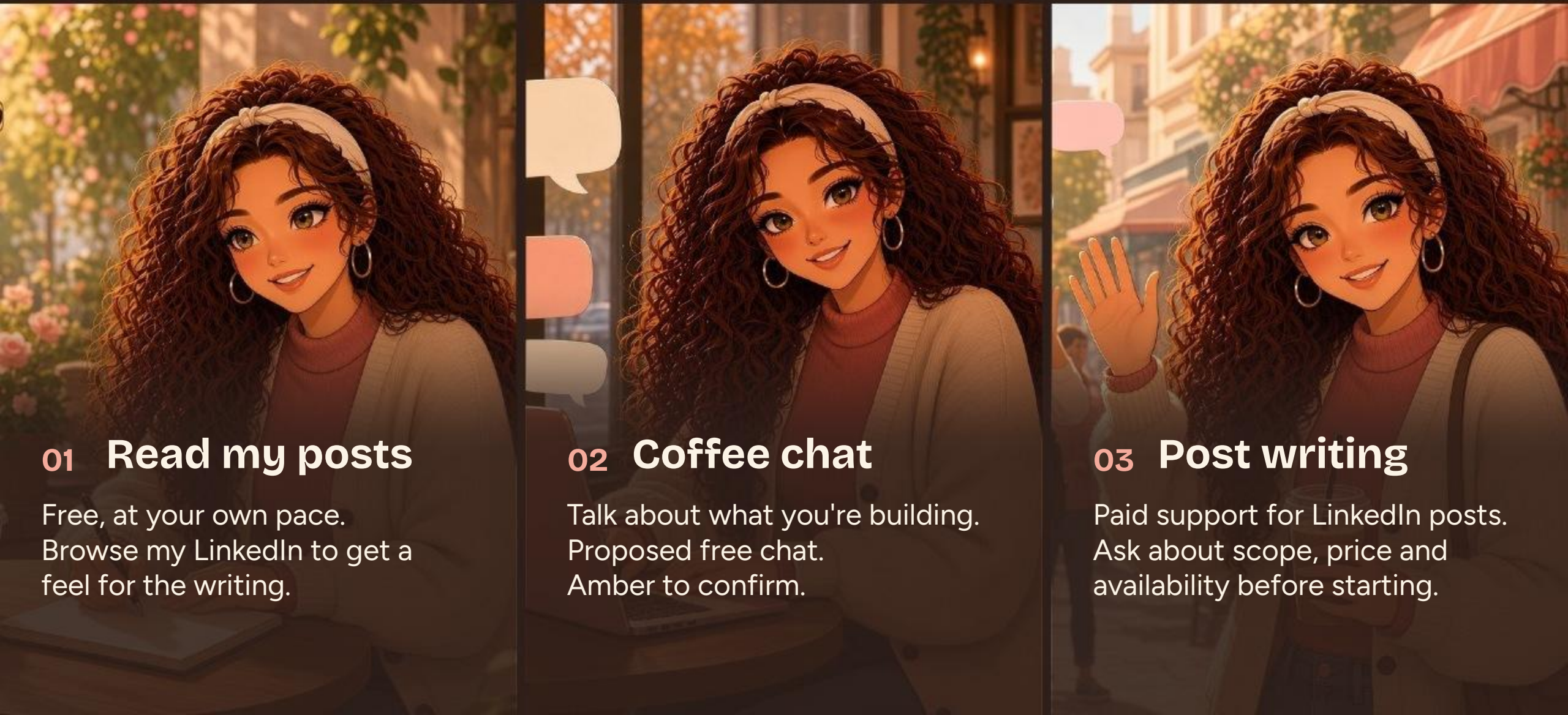
SEP 8 · MY FAVORITE

Dearest LinkedIn reader,
Apparently we need to talk about manners. 😂
Connect → accepted → “Want to hop on a discovery call?”

Sir. We have known each other for 47 seconds.

43 comments

A next step that feels comfortable



01 Read my posts

Free, at your own pace.
Browse my LinkedIn to get a feel for the writing.

02 Coffee chat

Talk about what you're building.
Proposed free chat.
Amber to confirm.

03 Post writing

Paid support for LinkedIn posts.
Ask about scope, price and availability before starting.

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Let's chat.

You're already putting so much into what you're building. I'd love to hear about it over a friendly iced coffee. No pressure.

Start a conversation

