

# The Everyday CTA Toolkit

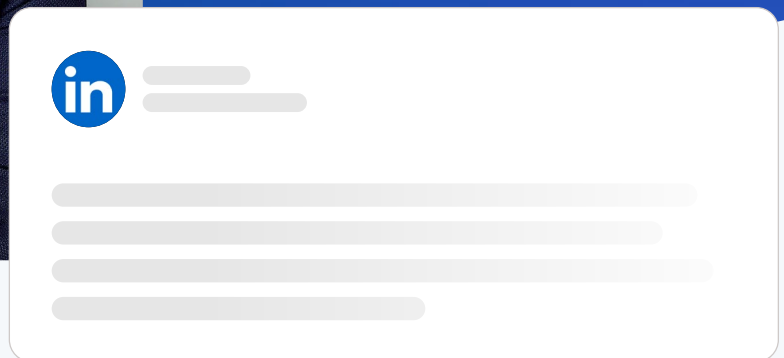


Daniel Priestley's daily  
LinkedIn strategy,  
in workbook form.

Print it

Fill it in

Run it



## How to use

This is everything you need to run the Everyday CTA strategy for the next 30 days. Work through sections 1–6 in order. Set aside a clear half-day for sections 1 and 2 – that's the hard work done. After that, you're posting from a plan instead of from a blank page.

## You'll need:

Your scorecard URL (or other CTA destination)

30 minutes a day for posting

One half-day to plan ahead

## The 5-filter content brainstorm

Use the **3 S's** and **2 F's** to generate 30 post ideas. Aim for **6 ideas** under each filter.

### Scary

*A trend, technology, or piece of news that's about to disrupt your audience's industry.*

**Example:** *"Three changes to data privacy law that will affect every coach in the next 12 months."*

1.

2.

3.

4.

5.

6.

### Strange

*Something quirky, unfamiliar, or said in a way no one else is saying it.*

**Example:** *"I stopped doing discovery calls last month. Here's what replaced them."*

1.

2.

3.

4.

5.

6.

## Strange

*A desirable outcome – the result everyone in your space secretly wants.*

**Example:** *“How I doubled my consulting fees without losing a single client.”*

1.

2.

3.

4.

5.

6.

## Familiar

*Someone or something your audience already knows.*

**Example:** *“Three lessons in client retention from Apple’s last keynote.”*

1.

2.

3.

4.

5.

6.

## Free value

*Something that looks like it should cost money. Research, a teardown, a framework.*

**Example:** *"We mystery-shopped 50 coaches. Here's what we found."*

1.

2.

3.

4.

5.

6.

## Your 30-day Everyday CTA planner

Plot your 30 ideas across the next 30 days. Rotate your CTAs so they don't feel repetitive.

Day	Date	Filter (S/S/S/F/F)	Hook line	CTA destination
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				

Day	Date	Filter (S/S/S/F/F)	Hook line	CTA destination
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

*Tip: If you only have one CTA, just use it every day. Daniel did this for months. Nobody complained.*

## The “by the way” swipe file

Twenty transition lines that bridge any value post into any CTA. Copy, paste, edit slightly. The trick is to make the gear-change sound casual, not engineered.

- 01 *By the way - I'm running a free workshop next week. If you'd like to join, here's the link:*
- 02 *Quick aside - we built a scorecard for exactly this. Take it here:*
- 03 *Unrelated, but worth a mention – I've got a 4-minute assessment that helps with this. Try it:*
- 04 *PS - I'm taking new clients onto our waitlist. If you're curious, the link's below:*
- 05 *Side note – we just published a free mini course on this. Grab it here:*
- 06 *Off-topic but – I'd love to send you our latest research. Drop your email here:*
- 07 *Different topic entirely – we've opened a few seats on our next intake. Apply here:*
- 08 *In other news – the next live workshop is open for booking. Save your seat:*
- 09 *Btw – if you want a personalized version of this for your business, take the assessment:*
- 10 *One more thing – we run an interactive scorecard that'll give you your own version of this. Try it:*
- 11 *Completely separately – the next cohort opens Friday. Here's the page:*
- 12 *Slight gear change – I've got a free template that does this for you. Grab it here:*
- 13 *Unrelated to the above – we've got a waitlist for [thing]. Join it here:*
- 14 *PS – this isn't related – but our next free training is happening on [date]. Register:*
- 15 *Quick mention – the toolkit I built for this is free this week. Download here:*
- 16 *By the way, on something else entirely – take our 5-minute scorecard. The results are usually surprising:*
- 17 *Switching topics – we just dropped a new free assessment. It takes 4 minutes:*
- 18 *Last thing – there's a recording of last week's workshop on our site. Watch here:*
- 19 *One more aside – we've got a quick scorecard that ranks where you are right now. Try it:*
- 20 *Random plug – if any of this is useful, you'll like our newsletter. Sign up here:*

## The Everyday CTA post structure

Use this template every day. Fill in the brackets.

(**Hook** - one line. Pattern interrupt or punchy stat.)

(**Context** - 2-3 lines that explain why the hook matters.)

(**Value** - the meat. Bullets, list, story, or insight. 3-8 lines.)

(**Closing line** - the takeaway or contrarian point.)

(**Bridge Line** - "By the way" / "Side note" / "Unrelated")

(**CTA** - one short sentence framing what the link is.)

(**Link** - paste your URL directly here. Don't move it to comments.)

### Worked Example



**John Smith** · he/him  
Founder & CEO  
1d

\$7,840 per LinkedIn post.

That's the average revenue Daniel Priestley tracks back to each of his daily LinkedIn posts.

Here's what he does:

- Post every day
- Make the value totally unrelated to the CTA
- Drop the link straight in the post (yes, in the body)
- Rotate between 4 CTAs

Three "rules" everyone enforces. All three turn out to be wrong.

By the way, we built an interactive assessment that helps you build your version of this strategy.

Take it in 4 minutes here:

[scoreapp.com/your-scorecard](https://scoreapp.com/your-scorecard)

## The 4-point landing page check

A great LinkedIn post in front of a mediocre landing page leaks attention. Before you scale daily posting, your scorecard's intro page needs all four:

- Hook – *does the first line tell me why I should care?*
- Value proposition – *is it crystal clear what I'll get out of taking this?*
- Credibility – *is there proof or authority on the page (logo, name, stat, testimonial)?*
- Clear, single CTA – *is there one obvious action and only one?*

If you tick all four, you're ready. If you don't, fix the page before you turn on the daily posting.

## The 7-day starter sprint

If 30 days feels like a lot, run this 7-day sprint to prove it works for you.

Day	Action
1	Write all 7 posts (use the template in section 4)
2	Brainstorm 7 post ideas using sections 1 + 2
3	Pick 1 CTA and check the landing page (section 5)
4	Post #1 – measure: views, clicks, comments
5	Post #2
6	Post #3
7	Post #4. Review the data. Decide if you keep going.

If you're getting any clicks at all by day 7, scale to 30. If you're not, the issue is either your hooks (section 1) or your landing page (section 5) – not the strategy.

### A final note: the “with or without you” energy

The single tonal shift that makes this work isn't in the words. It's in the posture.

You're sharing something useful. You're mentioning – almost as an aside – that something else exists if they want it. The CTA is happening regardless of whether they click. You're not chasing.

The reason it converts is that it doesn't feel like it's trying to.

Hold that energy. Post the thing. Move on with your day.



Built by ScoreApp.  
Inspired by Daniel Priestley's two-year experiment.