

# Gilles Toussaint

is the Founder of GT Impact and the host of "Mission First - Entrepreneurs for Future."

In this week's episode (dww.show), he shares a WEALTH of marketing insights. Here's the first of three synthesis cheat sheets!

(DON'T!)  
**WASTE WATER**

## 4 Type of Contents to Continuously Attract Prospects on LinkedIn

### 1 Content Vs. Comment/Like



You create a powerful resource - for instance, the best water podcasts to listen to - and offer to send it to people in exchange of a like or a comment!

### 2 Ask People's opinion

A technique we've also covered with Walid Khoury by S1E10 with his #WaterQuestions (Spoiler: he may be back very soon)



### 3 Share an Experience

'Here's what I'm working on, here's what I'm struggling at' or 'here's what I've done, here's what I've learned' work always very well!

### 4 Celebrating Success

Don't just congratulate yourself: explain the story behind it. 'This was a long road,' 'here's what was the most difficult part' ...describe the rollercoaster!



## BONUS!

Who can resist a good Drama? But beware: don't harm your brand - more to that in our next cheat sheet!

