10Fold

LINKEDIN ARTICLE DEVELOPMENT GUIDE

What to expect from your 10Fold executive thought leadership program



LinkedIn articles give executives space to develop a point of view on the issues their audiences care about most. As part of your executive digital program, 10Fold will work with you to identify those opportunities, capture your expertise and turn it into polished articles published directly from your LinkedIn profile.

TYPICAL CADENCE
One article per month
per executive

WHY LINKEDIN ARTICLES?

LinkedIn articles complement shorter executive posts by giving you room to explore an important topic in greater depth and establish a recognizable point of view over time.

Articles are designed to help you build authority around priority topics, demonstrate firsthand expertise and experience, address questions relevant to customers and buyers, and create a growing body of executive thought leadership tied to your areas of expertise.

They can also strengthen your visibility beyond the LinkedIn feed. **94% of B2B buyers now use AI tools during the buying process, and LinkedIn is the #1 most-cited domain for professional queries in AI search.** Substantive executive content gives search engines and AI platforms more context to understand your expertise and your company's association with priority topics.

Each article also creates material that can support shorter LinkedIn posts and other thought leadership content.

THE KEY BENEFITS

Build executive authority

Showcase your expertise on the topics that matter most to your audience.

Address buyer questions

Provide insights relevant to customers, prospects and the broader market.

Increase visibility in AI Search

Create additional signals that search engines and AI platforms can use to understand your expertise.

Extend the impact

Each article provides source material that can be repurposed into shorter LinkedIn posts and other thought leadership content.

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HOW THE PROCESS WORKS

10Fold handles the heavy lifting, with your input at key points to ensure the article reflects your expertise and perspective.

1 Identify topics

10Fold researches and recommends article topics based on your expertise, company priorities, buyer questions, market conversations, search and AI discovery opportunities, and areas where you can build sustained authority.

YOUR INPUT
Review and discuss proposed topics.

2 Capture your perspective

We'll start with a 45–60 minute discussion to learn more about your expertise, priorities, perspective and potential areas of focus. Additional input can be gathered as topics develop.

YOUR TIME
45–60 minute initial topic and perspective discussion.

3 Develop the outline

10Fold creates a structured article outline identifying the central argument, supporting points and opportunities for your perspective.

YOUR INPUT
Review the outline and provide any POV, examples or context we should incorporate.

4 Draft the article

10Fold turns the approved direction and your input into a complete LinkedIn article in your voice. Articles typically range from 1,000–2,000 words, depending on the topic.

10FOLD HANDLES
Writing, editing and development.

5 Review and approve

You'll receive the article along with the social post that will introduce it on LinkedIn.

YOUR TIME
15-20 minutes to review each draft. Please provide feedback within 3-5 business days.

6 Publish on LinkedIn

With appropriate access to your LinkedIn profile, 10Fold can handle publishing on your behalf. We can also provide finalized content to you or your internal team for publishing if preferred.

10FOLD HANDLES
Publishing (or we provide final copy for your team).

WHAT WE NEED FROM YOU

Your time commitment is focused on the parts where your involvement adds the most value:

- Participate in the initial 45–60 minute topic and perspective discussion
- Review proposed topics and article outlines
- Share your POV, experiences, examples and market observations
- Spend approximately 15–20 minutes reviewing each completed draft
- Provide feedback within 3–5 business days when possible
- Provide LinkedIn access if 10Fold will publish on your behalf

10Fold handles the research, topic development, outlining, writing, editing, social copy and publishing support. **Your expertise makes the content yours.**

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