



5 Surefire Ways to Beat Writer's Block and Post Consistently on LinkedIn



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Let's be honest—posting consistently on LinkedIn is hard. And if you're a lawyer, mediator, or dispute resolution professional, you've probably said something like this:

"I know I *should* be posting more, but I never know what to say."

You're not alone. The number one reason I hear from colleagues for not showing up consistently is this: they've run out of ideas. The dreaded writer's block hits, and the post stays stuck in your head—or worse, never starts.

But here's the truth: you don't need to be a brilliant writer or thought leader every time. You just need a reliable system to spark content ideas.

Here are five surefire ways to think of great content for your LinkedIn feed, especially if you are a legal or dispute resolution professional looking to build your brand and business.

1. Turn FAQs into Posts Think of the five most common questions clients or attorneys ask you in consults, intakes, or emails.

Post prompt: "One of the most common questions I get from clients/attorneys is... Here's how I answer it."

This kind of content builds trust, credibility, and speaks directly to what future clients are already wondering.

2. Share the "Why" Behind What You Do People connect to purpose. Take a moment to reflect: Why did you become a mediator? What drives your legal practice today?

Post prompt: "I chose this work because..." "One moment that reminded me why I do what I do..."

These types of posts generate engagement because they feel authentic and grounded.

3. Reflect on a Recent Experience You don't need to write a case brief—just reflect on a recent moment and what it taught you about your work or your approach.

Post prompt: "Something happened this week that reminded me of an important truth about conflict resolution/law/practice-building..." "Here's what a tough moment in practice taught me..."

These help you show your expertise without needing to "market" yourself.

4. Use What You're Already Reading Recently see a headline about AI in legal practice? A new law or court ruling? A mediation tip that made you pause?

Post prompt: "This article really got me thinking about..." "Here's what this news means for clients or fellow practitioners..."

Position yourself as a trusted voice interpreting trends, not just repeating them.

5. Repackage What You've Already Created Have an old blog post, workshop slide, or podcast episode? Break it down into smaller tips or takeaways.

Post prompt: "From a recent talk I gave..." "Here's a tip I shared in a client resource this month..."

One piece of content can generate several strong posts with thoughtful repurposing.

Golden Nuggets Recap

1. Start with what clients ask most—your answers are often your best content.
 2. You don't need new content—reflect, repurpose, and reuse what's already working.
 3. Your perspective is what sets you apart—lean into it.
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Try This Today: Pick one of the five methods above and commit to writing a LinkedIn post this week. Watch how it performs—you might be surprised by how much people connect with your insights when you keep it simple and grounded in your experience.

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