

JACK RALPH

POST THE DAMN THING



A GUIDE TO



STANDING OUT IN A SEA OF BEIGE

Build Your Edge 

POST THE DAMN THING

INTRODUCTION

You want to post, but your brain kicks in: “What if it flops?” “What will people think?” “I’m not creative enough.” Nobody’s thinking about you as much as you think. And at some point, you’ve got to say f*ck it and post anyway.

I spent ages trying to do LinkedIn the “right” way, clean, professional, polished. And I got nothing. No growth, no engagement, no community. It wasn’t until I dropped the act and posted like me, honest, a bit messy, sometimes funny, sometimes direct, that people started to care.

LinkedIn is dull. That’s not a dig, it’s an opportunity. Because when everything looks and sounds the same, it doesn’t take much to stand out. You don’t need to be a creative genius. You just need to be real.

Now, I make content that filters. It attracts the people I want to work with and quietly pushes away the ones I don’t. That’s what this guide is here to help you do: post without fear, show up as yourself, and stand out in the sea of beige.

Because people don’t want another “thought leadership” post. They want to laugh. Be challenged. See something different. And that starts with you.



Jack Ralph



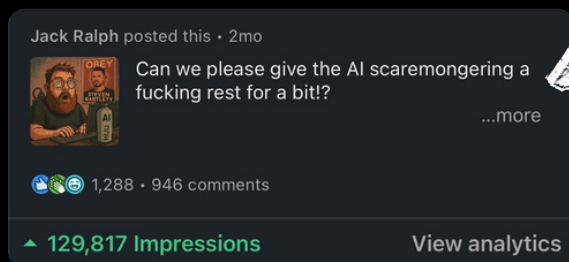
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START STRONG

Whether it's a written post or a video, those first few seconds or words are everything. It's the difference between someone scrolling past or stopping to care.

Start with a bold opinion, a surprising confession, or a question that hits. Don't waste time easing in grab them immediately or risk being forgotten. In video, that means action, energy, or intrigue from frame one. No intros, no disclaimers, just get to the good stuff.

**Hook Hard
Don't Ease In**



**WOULD THIS HAVE GOT AS MUCH
ATTENTION WITHOUT BEING BOLD?**

🔥 1. "Most people get this completely wrong..."

→ Sets up curiosity and makes the viewer want to know if they're making the same mistake.

🧠 2. "If I were starting from scratch today, here's what I'd do differently..."

→ Great for positioning yourself as experienced while being honest and relatable.

😬 3. "This might get me in trouble, but..."

→ Immediately builds tension and suggests you're about to say something bold or contrarian.

💣 4. "The F*ck up that cost me [time/money/opportunity] so you can avoid it."

→ Personal, valuable, and creates a strong reason to stick around.

🎯 5. "You don't need [X]. You need [Y]."

→ A classic pattern-interrupt that challenges assumptions and reframes the problem.

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LOOK DIFFERENT

On a platform full of beige carousels and corporate headshots, your job is to break the scroll. **Be the visual interruption.** Use props, unexpected camera angles, handwritten notes, or random locations.

For video Movement is King, pick something up, walk into frame, shift perspective. The goal isn't perfection. It's pattern-breaking. If it makes someone stop for even half a second, it's doing its job.

PROPS THAT POP

Build a signature visual style by including a prop in every post or video something people start to recognise as your thing.

- Use something random as a mic (spoon or a plush toy for example)
- Use handwritten notes or post-its instead of adding text
- Use a physical object as a metaphor for what you're talking about
- Bring the same weird mug, hat, or colour clothes into every video or post as a visual cue
- Props don't have to make sense, they just have to make people stop

ANGLES THAT INTERRUPT

Most people film from one angle, one frame, one perspective. But small changes make a big difference.

- Don't rely on straight-on selfies or face-to-camera shots every time
- Tilt the camera, shoot from above, below, or even from the side
- Make someone pause and think "Wait... what am I looking at?"
- Play with reflections - mirrors, screens, windows
- In video, try over-the-shoulder, POV, or a wide angle that shows your space

MOVEMENT THAT CAPTURES ATTENTION

Most people film from one angle, one frame, one perspective. But small changes make a big difference.

- Set your camera inside a cupboard, fridge, or bag and open it
- Start by setting the camera down mid-sentence to make it feel spontaneous and real
- Walk into frame instead of just standing still, helps it create momentum
- Even something like sitting down or turning around brings subtle movement to the video that will grab more attention than, if you were static



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SAY SOMETHING REAL

In a sea of polished, AI-generated, corporate-sounding content being real is your **unfair advantage!**

Anyone can pump out “professional” posts that sound like they were written by a committee. Few have the guts to share something human. The **messy truth**. The moment that didn't go to plan. The thing they're still figuring out.

When you show the full picture, not just the highlight reel, you build **trust**. And trust is the foundation of people wanting to work with you.

WHY THIS WORKS NOW MORE THAN EVER

- AI overload – *Feeds are filled with generic, soulless content. Being human stands out instantly.*
- Remote-first world – *People are craving connection, not just information.*
- Money-conscious buyers – *They choose people they know, like, and trust over faceless brands.*

WHAT TO SHARE

- Mistakes & Lessons Learned
“Here’s what I thought would happen... here’s what actually happened.”
- The Messy Middle
Share updates while you’re figuring it out, not just once it’s perfect.
- Bloopers & Behind-the-Scenes
The unedited, human moments that show your personality.
- Vulnerable Wins
Talk about what you overcame to get there, not just the shiny end result.

YOU COULD BE ONE POST AWAY FROM MOMENTUM

If you only make one post this
week make it **YOU**

Don't just add to the sea of LinkedIn beige 🤖

**Follow me on
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**Bonus video
intro ideas**

