



Hello <<First Name>>,

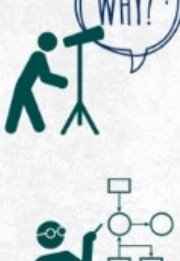

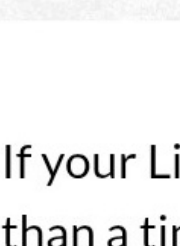

This edition’s about going inward to go outward. It’s about crafting content that actually sounds like you — and knowing what makes that voice stand out.

And yes, it’s also about that one month where we may have over-analysed our own selves. (Hello, appraisal season.)



## How to write for LinkedIn without sounding like everyone else?



We’ve all seen it — same fonts, same phrases, same humblebrags. Your personal brand deserves better.

Here’s what we’ve learnt while crafting standout content on LinkedIn:

-  **Write how you speak, not how ChatGPT does –** Your voice > any formula.
-  **Focus on 'why it matters' more than 'what happened' –** Stories that reflect, not just report.
-  **Structure it like a mini-journey –** Scroll-stopping hook → honest middle → takeaway or insight.
-  **Repeat yourself. Differently –** The best ideas stick when you echo them in new ways.

If your LinkedIn page/handle/account feels more like a task list than a timeline, you might just need us to help you find your voice (and actually use it).





[Talk to our content expert!](#)

## Out of office, still on brand

When the Berries take leave, it's never just "BRB". It's practically content research.

**Observe:**

**Travelled to the hills?** Comes back pitching a client retreat deck called Mountains & Metaphors.

**Tried pottery?** Suddenly has thoughts on "shaping narratives".

**Did nothing all weekend?** “Actually, I was studying the power of pause in content.”


**Watched a rom-com?** Now has a strong POV on emotional arcs in email copy.

We might sign off. But our content brain? That thing doesn’t know how to switch off.

### OOO Message





Back next Monday!

### Actual Thought Process



## Appraisal season at WordBerries: The month of spreadsheets

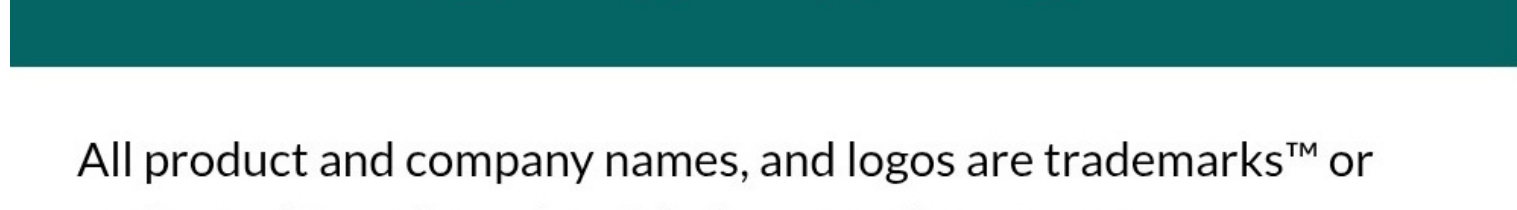
Our first-ever appraisal month at WordBerries felt like season 4 of a really intense show.

-  Tabs were tabbed within tabs.
-  Everyone suddenly knew their KRA better than their star sign.
-  “Letter Hour” arrived with gratitude, appreciation, and sugar treats.
-  Emails were opened like audition results

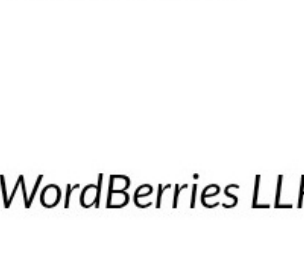
A little nervous energy, a lot of self-reflection — and the reminder that growth looks good on us.

Catch you next edition.

Signing off,  
Team WordBerries



All product and company names, and logos are trademarks™ or registered® trademarks of their respective owners.



Copyright (C) 2025 WordBerries LLP. All rights reserved.

Our mailing address is:

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)

