LINKEDIN PLAN · JANUARY 2027

Twelve posts about how we work

Three a week for four weeks. They post from the founder's profile and get reposted to the company page the same day. They contain no client names, no results and no announcements. Each post is a habit, a rule or a mistake a bookkeeper could learn from.

12
posts, ready to paste

3
a week, Mon / Wed / Fri

0
client names, numbers or screenshots

The four themes

How we work

The first call, the voice sheet, approvals, the plain-English read. Five posts.

What we say no to

The things we will not write and the names we will not share. Two posts.

What we got wrong

Taken from your notes. Two posts. Admitting a mistake comes across as confident without bragging.

Useful for bookkeepers

Advice a reader can use the same day, even if they never hire us. Two posts, plus the wrap-up.

The rules every post follows

- Every post describes something we do, never something a client gained.
- No client names, no anonymized "one client of ours" stories, no screenshots.
- Plain words. Any accounting term gets explained or cut.
- One idea per post, around 100 to 140 words.
- Each post ends with a question, a tip to try or a quiet invitation. Only the final post links to us.

THE CALENDAR

When each post goes out

#	Date	Theme	Opening line
1	Mon Jan 4	How we work	We have not posted about ourselves in 14 months.
2	Wed Jan 6	How we work	Our first call is 40 minutes. 30 are about your calendar.
3	Fri Jan 8	Useful	Write in the quiet weeks, post in the busy ones.
4	Mon Jan 11	Say no to	Three things we will not write for a bookkeeper.
5	Wed Jan 13	How we work	Before we write anything, we fill in one page.
6	Fri Jan 15	Got wrong	We used to send a whole month of posts at once.
7	Tue Jan 19*	Useful	The posts people pass along are rarely the clever ones.
8	Wed Jan 20	How we work	Nothing goes out until the client says yes.
9	Fri Jan 22	Say no to	You will never see a client's name on our page.
10	Mon Jan 25	Got wrong	We used to report follower counts. We stopped.
11	Wed Jan 27	How we work	A non-accountant reads every post first.
12	Fri Jan 29	Wrap-up	This is post twelve.

*Monday Jan 18 is a federal holiday, so post 7 moves to Tuesday.

Posting routine

- Pick one time, for example 8:30 am your time, and use it all month.
- Schedule a week at a time with the clock icon in the post box.
- Repost to the company page within the hour.
- Answer comments the same day. A short reply is fine.
- Hashtags are optional. If you use them, add two at most: #bookkeeping #accountingfirms.

Confirm before Jan 4. These facts come from your documents:

- 14 months since your last post (1)
- 40-minute first call, about 30 on the calendar (2)
- Voice sheet: five lines, about 20 minutes (5)
- You are willing to send the blank voice sheet (5)
- Drafts go out Thursdays, one week at a time (6, 8)
- 48-hour rule, one nudge, no assumed approval (8)
- The no-names clause is in your contracts (9)
- Follower reports in year one (10)
- The office manager's Wednesday read (11)

Also fill in the blank sentence and [link] in post 12.

WEEK 1 · POSTS 1 TO 3

1 · MON JAN 4 · HOW WE WORK

We write posts for bookkeepers every weekday. We have not posted about ourselves in 14 months.

That is the whole confession. It is the cobbler's-children problem, and we know better.

So for the next four weeks we are doing what we ask our clients to do: three posts a week, in plain language, with no bragging.

You will not see client names here. Our contracts say we don't name clients, and most bookkeepers would rather not be named anyway. You also won't see screenshots of anyone's numbers or a single "thrilled to announce."

You will see how we actually work, what we turn down, and a couple of things we got wrong.

If you run a bookkeeping practice and you never post either, you are in good company. Follow along and take anything useful.

2 · WED JAN 6 · HOW WE WORK

Our first call with a new bookkeeping client is 40 minutes. We spend about 30 of them on their calendar.

We don't start with the logo or the website. We start with the calendar.

When are your busy weeks? When does month-end close eat your days? When do your own clients panic? (It is usually not when you think.)

A bookkeeper's marketing has to fit around the work or it does not happen. So we map the year first: the weeks to stay quiet, the weeks to schedule ahead, and the few moments when a post would actually help someone.

Then we talk about everything else.

If you change one thing this year, write down your busy weeks before you plan a single post.

3 · FRI JAN 8 · USEFUL FOR BOOKKEEPERS

A simple rule for bookkeepers who want to post: write in the quiet weeks, post in the busy ones.

Most practices post when they remember, and they remember when things calm down. Then they go silent when it gets busy, which is exactly when their clients are paying attention.

Flip it. In a slow week, write four posts and schedule them. In a busy week, they go out on their own and you don't think about them.

LinkedIn's scheduler is built into the post box (the little clock icon), so you don't need any extra tools.

Four posts in one quiet afternoon covers a month of weekly posting. That is a habit you can keep, not a resolution.

WEEK 2 · POSTS 4 TO 6

4 · MON JAN 11 · WHAT WE SAY NO TO

Three things we will not write for a bookkeeper, even if they ask.

1. Scare posts about the IRS. "You could be audited!" gets attention, but it teaches people to dread their books, and your clients already feel that way.

2. "Stress-free bookkeeping." Nobody believes it, and it is a promise you will be held to in March.

3. Fake deadlines. If there is a real deadline, we give the date. If there isn't one, we don't invent it.

Instead we write about what changes this month, what to gather and what to ask your bookkeeper. In this line of work, being calm is a selling point.

What would you add to the list?

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5 · WED JAN 13 · HOW WE WORK

Before we write anything for a client, we fill in one page. We call it the voice sheet.

It has five lines:
- Words you use with clients, and words you never use
- How formal you are in an email
- The one thing you wish every client knew
- What you will not post about
- Who signs off, and how fast

It takes about 20 minutes on a call, and it saves weeks of "this doesn't sound like me."

The fourth line matters most. Some bookkeepers never want to post about tax. Some never want to mention pricing. Knowing that up front means we never send a draft that makes someone wince.

If you want the blank sheet, send us a message and we will pass it along.

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6 · FRI JAN 15 · WHAT WE GOT WRONG

We used to send clients a whole month of posts at once. It was a mistake.

It felt efficient: twelve drafts, one email, done.

What actually happened: the email sat unread through month-end close, the first posts went out late, and approvals came back as one long reply with changes to post 9 tangled up with changes to post 2.

Now we send one week at a time, every Thursday, for the following week. Three drafts fit between two client calls.

Smaller batches mean fewer surprises. It is the same advice bookkeepers give about reconciling accounts, and it took us a while to follow it ourselves.

WEEK 3 · POSTS 7 TO 9

7 · TUE JAN 19 · USEFUL FOR BOOKKEEPERS

The bookkeeping posts people pass along are rarely the clever ones.

They are the checklists: "Five things to gather before your year-end call." "What to send your bookkeeper when you hire your first employee." "The receipts you actually need to keep."

A business owner reads one, thinks of their partner or office manager, and sends it on. That is how a bookkeeper gets mentioned in a room they are not in.

Clever posts get a smile. Useful posts get shared.

If you are stuck for something to post this month, write down the question clients ask you most in January and answer it as a list.

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8 · WED JAN 20 · HOW WE WORK

Nothing we write goes out under a client's name until the client says yes.

That sounds obvious, but it is surprisingly rare.

Our rule: drafts arrive Thursday and the client has 48 hours. If they don't answer, the post does not go out. We never assume approval. We nudge once, and if the week is too busy, the post waits.

A skipped week costs almost nothing. A post that says something a bookkeeper would never say to a client costs much more, and it has their name on it.

It is sometimes slower, but every post on a client's page is one they chose.

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9 · FRI JAN 22 · WHAT WE SAY NO TO

You will never see a client's name on our page. Here is why.

Bookkeeping is private work. Our clients know which of their customers are behind on payroll, who just had a rough quarter and who is selling the business. Their clients trust them to keep quiet about all of it.

So we keep quiet too. Our contracts say we don't name clients, share their numbers or post screenshots of their pages, and we stick to that even when someone says "oh, go ahead."

It makes our own marketing harder because we can't point at the work and say "look." That is part of why this month is about how we work instead.

In a business built on trust, that trade is worth making.

WEEK 4 · POSTS 10 TO 12

10 · MON JAN 25 · WHAT WE GOT WRONG

In our first year, we reported follower counts to clients. We stopped.

The reports looked tidy, but nobody could say what the numbers meant for their practice.

Now we ask each client one question at the end of every month: did anyone mention a post when they called, emailed or came in?

It is a conversation, not a dashboard. Some months the answer is no, and that is useful too, because it tells us what to change.

A bookkeeper doesn't need more followers. They need the right business owner to remember them at the right time.

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11 · WED JAN 27 · HOW WE WORK

Every post we write is read by someone who is not an accountant before it goes to the client.

That is our office manager's job on Wednesdays, and there is one question: would a busy business owner understand this on the first read?

If not, it goes back. "Accrual" gets explained or cut. "Reconciliation" becomes "making sure your books match your bank." Three-line sentences get split.

Bookkeepers know their subject too well to hear their own jargon. That isn't a flaw, and it is exactly why a second reader helps.

Try it with your next client email: hand it to someone outside the field and ask what they think it says.

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12 · FRI JAN 29 · WRAP-UP

Four weeks ago we said we would post three times a week about how we work. This is post twelve.

Writing about yourself is harder than writing for anyone else. [Write one honest sentence about what this month was like for the team.]

What we covered: we plan around your busy weeks, we send drafts a week at a time, nothing goes out without a yes, we never name clients, and a non-accountant reads everything first.

If you run a bookkeeping or small accounting practice and that sounds like how you would want to be looked after, our door is open: [link].

And if you just took "write in the quiet weeks" and ran with it, that is a good outcome too.