Hari · tihnkering

PORTFOLIO · CONTENT STRATEGY + GHOSTWRITING · LINKEDIN

A 10-Part LinkedIn Mentorship Series

Turning a senior surgeon's 25 years of pattern recognition into a complete, architected thought-leadership series, without it sounding like everyone else's LinkedIn.

Client identity withheld by agreement. This piece shows the method and the craft, not the person. Excerpts anonymised; institution names genericised.

10	23,900	6	10
POSTS, ONE ARC	WORDS	BEATS PER POST	FRAMEWORKS

THE BRIEF

A veteran practitioner with a career's worth of judgment and no time or instinct for writing. The mandate: convert that judgment into content that reads as unmistakably theirs, helps a junior audience, and compounds, each post making the next land harder. Not a burst of tips. A series with an arc.

THE APPROACH

One voice, one structure. Rather than write ten posts and hope they cohere, I designed a single repeatable six-beat skeleton first. The constraint is what makes 23,000-plus words feel authored by one mind.

An arc, not a pile. The posts climb a deliberate ladder: choosing a path, culture, systems, reputation, business, people, ethics, legacy. Depth tracks seniority, about 1,700 words at the entry beat and 3,500 at the finale.

THE ARC

1	**Choosing the Right Fellowship**	3 aspirant types + 5 questions nobody asks
2	**Thriving in Corporate Culture**	Resisters / Over-adapters / Translators
3	**Stage-Wise Career Expectations**	4 stages, new competencies each
4	**Clinical Excellence That Scales**	Superstar / Chaos / System models
5	**Visibility Without Vanity**	Resume / Amplifier / Impact builders
6	**Business Basics for Doctors**	4 economics lessons + 8 metrics
7	**Leading Teams**	3 failure patterns + 5:1 feedback
8	**Academics & Research**	3-question filter + sustainable pace
9	**Personal Brand & Ethics**	Brand vs reputation + non-negotiables
10	**From Surgeon to Leader**	4 phases + "what happens after you leave"

WHAT IT DEMONSTRATES

Series architecture. A structural system designed before a word is written, so output is coherent and production predictable. **Voice engineering.** A mentor-to-mentee register held across ten long-form pieces: confession before instruction, specificity over generality. **Substance under the story.** Every post carries a real, transferable framework. **Productised thinking.** The skeleton generalises to any expert in any field; the reusable engine, not any single post, is the offering.

BY THE NUMBERS

Posts, one arc	**10**
Total length	**~23,900 words**
Range per post	**1.7k to 3.5k**
Beats per post	**6**
Frameworks	**10**
Client	**Senior surgeon (anonymised)**
Role	**Strategy, structure, ghostwriting**

THE SIX-BEAT SKELETON

1. **Scene.** A specific, dated hook
2. **Pattern.** "Three types I keep seeing"
3. **Confession.** The mentor's own failure
4. **Framework.** The transferable model
5. **3 Takeaways.** The save-worthy layer
6. **1 Action Step.** Do this week

The full posts are the store: proof of work, and a reserve to atomise into carousels, hooks and a lead magnet.

Role: content strategy and ghostwriting. Series design, the six-beat structure, all ten posts in the client's voice, and the framework inside each. Anonymised excerpts available on request.