



A FIELD GUIDE · INDUSTRIAL & SUPPLY CHAIN PRACTICE

Post Anyway

A faint background graphic of a globe with a network of lines and dots overlaid. In the upper right, there is a small icon of a cargo ship. In the lower right, there is a small icon of a warehouse or industrial building.

The 10 fears that stop supply chain execs from posting on LinkedIn, and the move that beats each one.

● 15 minutes to read · one post inside the hour

From Brave New Media. The agency behind 35+ B2B logistics, freight, and supply-chain brands across four continents.

Contents

START HERE

- How to read this 03

THE FRAME

- The frame that weakens all ten 05

THE 10 FEARS

- 01 "I'm not a thought leader." 07
- 02 "It's not my job to talk about this." 08
- 03 "My peers will judge me." 09
- 04 "I'm not good on camera." 10
- 05 "It has to be perfect first." 11

THE 10 FEARS (CONT.)

- 06 "I'll post and get two likes." 12
- 07 "I don't want to look like bragging." 13
- 08 "A competitor will see my play." 14
- 09 "What will my CEO think?" 15
- 10 "What if it lives there forever?" 16

THE SYSTEM

- The system that makes it automatic 18
- The four-minute start 19

CLOSING

- Why this matters more this year 20
- Who we are 21
- The authors 23

INTRODUCTION

How to read this

You are not blocked because you have nothing to say. You are blocked because of the three seconds between writing the post and clicking Post. In those three seconds, ten different voices show up. This guide names all ten and hands you the move that shuts each one up.

The moves are not pep talk. They come from the same two bodies of work we use to build client demand: Robert Cialdini on the psychology of persuasion, and Alex Hormozi on how attention becomes pipeline. You do not need to read either. We did, for fifteen years of client work, and the relevant parts are below.

**Fifteen minutes to read.
One post inside the hour.**

01

First, the frame that **weakens** **all ten.**

What you put first decides how everything after it is read. Set the frame before you touch a single fear.

THE FRAME · PRE-SUASION

Cialdini's most useful finding for you is this: what you put first decides how everything after it is read. He calls it pre-suasion. Attention is causal. So before we touch the ten fears, set the frame they all live inside.

You are not a commentator. You are an operator. Nobody needs your take on the oil price or the next rate decision. A thousand people are paid to have those, and the model already has them. What no one else has is the lane you run, the shipper you saved nine days, the regulatory cycle you read in your sleep. That is the only thing worth posting, and it is the exact thing you keep dismissing as "too obvious."

Obvious to you. Invisible to everyone else.

Every move below is built on that one fact.

02

The 10 fears, named, with the move.

Ten voices show up in the three seconds before you hit Post. This part names all ten and hands you the move that shuts each one up.

01 · AUTHORITY

"I'm not a thought leader. This is out of my league."

WHAT'S REALLY GOING ON

You think authority comes from a title or a follower count. Cialdini's work on authority says the opposite: deference flows to demonstrated competence, not costume. And one of his most counterintuitive findings, naming a small limitation before your strength makes the strength more believable, means you do not need to sound like a guru. You need to sound like someone who has actually done the work.

THE MOVE

Post one thing that happened on your network this week, with a number. *"We pulled five days of working capital off a Rotterdam-to-Duisburg lane by owning the chassis at origin."* That is not an opinion you can be wrong about. It is demonstrated competence. That is all authority is.



02 · YOUR LANE

"It's not my job to talk about this."

WHAT'S REALLY GOING ON

You are reaching for the topic you think you should cover, instead of the one you own. Hormozi's Value Equation says value is the dream outcome the reader actually wants, delivered fast. "Sell the vacation, not the plane flight." Your vacation is the lane, the saved days, the avoided fine, not your hot take on macro.

THE MOVE

The Coffee Test. If you would say it to a peer over coffee, it is postable. If you would never say it out loud, kill it. Post the coffee sentence, never the press-release sentence.



03 · SOCIAL PROOF

“My peers will judge me. Someone will laugh.”

WHAT'S REALLY GOING ON

You are writing for the loudest 5% and forgetting the silent 95%. Cialdini's social proof principle: under uncertainty, people decide what is correct by watching comparable others. The procurement officers reading your post and saying nothing are your comparable others, and they are deciding. The person who would laugh is not your buyer.

THE MOVE

Before you write, picture one named buyer, not your competitor. Write the post to that one person. You are not performing for a crowd. You are briefing one decision-maker who is quietly watching.





04 · THE FORMAT

"I'm not good on camera. Writing isn't my thing."

WHAT'S REALLY GOING ON

You think production value is the product. It is not. The durable half of Hormozi's Value Equation is the denominator: time and effort for the reader. Three sentences they grasp in eight seconds beat a polished video that costs them a minute and says nothing. Add Stephen King's rule for any sentence: omit needless words.

THE MOVE

Lock the format. *"Here's what happened. Here's the number. Here's what it means for you."* No camera. No essay. One real number does more than any lighting rig.

05 · PERFECTIONISM

“It has to be perfect first.”

WHAT'S REALLY GOING ON

Perfectionism is the most expensive form of hiding. Hormozi's sequencing rule for any new motion is “create flow, monetize flow, then add friction”, get it moving first, refine after. The post you rewrite for two weeks is worth less than the rough one you shipped today, because the market and the model only count what is published.

THE MOVE

Twenty-minute timer. One draft. One read for accuracy. Ship. The rewriting window is the constraint, the single step where most posts die. Close the window and the block dies with it.



06 · VOLUME

"I'll post and get two likes."

WHAT'S REALLY GOING ON

You are judging the wrong metric. Hormozi separates vanity from value: the output that matters is the engaged reader, the buyer who saw it and remembered, not the like. Goodwill content compounds on a delay, your tenth post is read by people who scrolled past your first. His Rule of 100 exists for exactly this moment: commit to the volume before you judge the result.

THE MOVE

Twelve posts before you assess anything. Count, not applause. A like is vanity. Being in the procurement officer's mind the week the RFP opens is the sale.

07 · RECIPROCITY

"I don't want to look like I'm bragging."

WHAT'S REALLY GOING ON

You are picturing self-promotion. Reframe it as Cialdini's reciprocity: a genuine gift creates goodwill and earns attention honestly. A post that teaches your reader something is a gift, the same logic that makes a good lead magnet work, you pay with value now, the relationship pays you later. Hormozi: goodwill equals value delivered minus what you charged. A free, useful post is pure goodwill.

THE MOVE

Make the customer the hero of the sentence, not you. *"We cut five days off their lane"* is a case study. *"Look what I did"* is a boast. Nobody has ever called a case study bragging.





08 · SECRECY

"A competitor will see my play."

WHAT'S REALLY GOING ON

Your competitor already knows the lane. Your buyer does not know you run it. The edge was never secrecy. Hormozi's point on market selection is that rare, high-stakes expertise commands a premium precisely because the supply of people who can do it is small, and the way you bank that premium is by being known for it first, not by hiding it.

THE MOVE

Post the outcome, not the method. *"Nine days down to four on this corridor"* earns the call. How you did it stays in the room, and becomes the conversation when they book.

09 · PERMISSION

“What will my customers or my CEO think?”

WHAT'S REALLY GOING ON

They will think you are the operator who understands the business well enough to explain it in public. That is Cialdini's unity and authority working together: you become recognizably one of us, an insider who can articulate the category. Every post is also a small public commitment, and Cialdini's consistency principle means each one makes the next easier and builds the identity you want them to have of you.

THE MOVE

The screenshot test. Write the post you would be comfortable having your best client screenshot to their board. If it passes that, it passes.



10 · PERMANENCE

“What if I’m wrong and it lives there forever?”

WHAT’S REALLY GOING ON

You are imagining posting predictions. Opinions age and can embarrass you. Facts do not. “We moved this lane in nine days” cannot be wrong tomorrow. In Value-Equation terms, a stated fact carries the highest possible perceived likelihood, the reader believes it because it already happened.

THE MOVE

Post what happened, never what you forecast. Permanence stops being a threat and becomes an asset the moment you only publish things that are already true.



03

The system that **makes it** **automatic.**

Beating the fears once is not the goal. A repeatable floor is. Here is the system that runs it.

THE SYSTEM

The system that makes it automatic

Beating the fears once is not the goal. A repeatable floor is. Hormozi's Core Four names the four ways one person can earn attention; posting is the highest-leverage of them, one-to-many to a warm audience, and goodwill content compounds every week you keep it up. Here is the floor that runs it:

01

One post a week.

Non-negotiable. The smallest unit that compounds.

02

The one-detail rule.

Every post carries one thing only you could know: a lane, a number, a shipper segment, a regulatory date.

03

Twenty minutes, one draft, ship.

No second-guessing window.

04

Twelve before you judge.

Three months of weekly posts before you decide whether it works.

There is a quieter reward in this, too. Cialdini's consistency principle means every post you ship shifts your own self-image, from "someone who doesn't post" to "the operator who shows up." After about six weeks, the three-second fear stops arriving. You are no longer a person fighting the block. You are a person who posts.

START NOW

The four-minute start

Do not rewrite your profile today. Do one thing. This is the privileged moment, the first action sets the frame for everything after.

- 01** Open the last message thread where you solved a real problem for a customer.
- 02** Write one sentence on what you did.
- 03** Attach one number.
- 04** Post it.

That is the block, broken.

The other nine weeks of this guide are for what comes after.

Why this matters more this year than last

Your buyer's shortlist is increasingly written by a machine before a human ever sees it.

ChatGPT, Gemini, and Perplexity name three or four providers, and that answer becomes the consideration set. The model can only name brands that have said something.

63%

of a brand's visibility inside these systems comes from sustained presence, not paid citations. The operators posting every week are getting named. The ones frozen in the three seconds are not in the room.

Generosity is the strategy. Give the lane, give the number, give the read. The reader pays you back in attention now and pipeline later.

Source: WARC.

ABOUT THE AGENCY

Who we are

Brave New Media is a B2B marketing and communications agency built for one world only: industrial, freight, logistics, supply chain, and manufacturing. 35+ brands built across Europe, the Middle East, and the United States. We do not take consumer accounts, tech startups, or whatever is trending. Every category we refuse is a category we never have to learn at your expense.

OUR MISSION

Help operators and the teams inside larger companies perform in the AI-led world: put their message out clearly and fast, to the right audiences, using the right tools and the right information. We call the work the agentic transformation of marketing and go-to-market, curated sets of actions and sequences that get your product, your expertise, and your name in front of the people who decide.

OUR PHILOSOPHY

We are business-driven, not award-driven. The point of a post, a brand, or a campaign is pipeline, credibility, and the next contract, not applause. We measure ourselves on what moves your business, and we say so plainly.

What we do not do

We do not jump to execution without a reasonable, non-blocking understanding and alignment first. We will not burn a week chasing perfect consensus, and we will not start typing before we know what the work is for, who it is for, and what winning looks like. The groundwork is not a formality. It is the difference between content that compounds and content that disappears.

It is the difference between content that compounds and content that disappears.

That discipline matters more now than it ever has, because you are no longer writing for humans alone. The machine that briefs your buyer reads the same groundwork: clear positioning, consistent language, a legible track record. Get the foundation right and both audiences, the procurement officer and the model that shortlists for her, can finally see you. Skip it, and neither can.

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**That is the whole game,
and it starts with
one post you almost did
not publish.**