

VIRAL **LINKEDIN** CONTENT PORTFOLIO

*56 viral posts in 12 months
Stories that Connect,
Inspire, and Convert*



Introduction

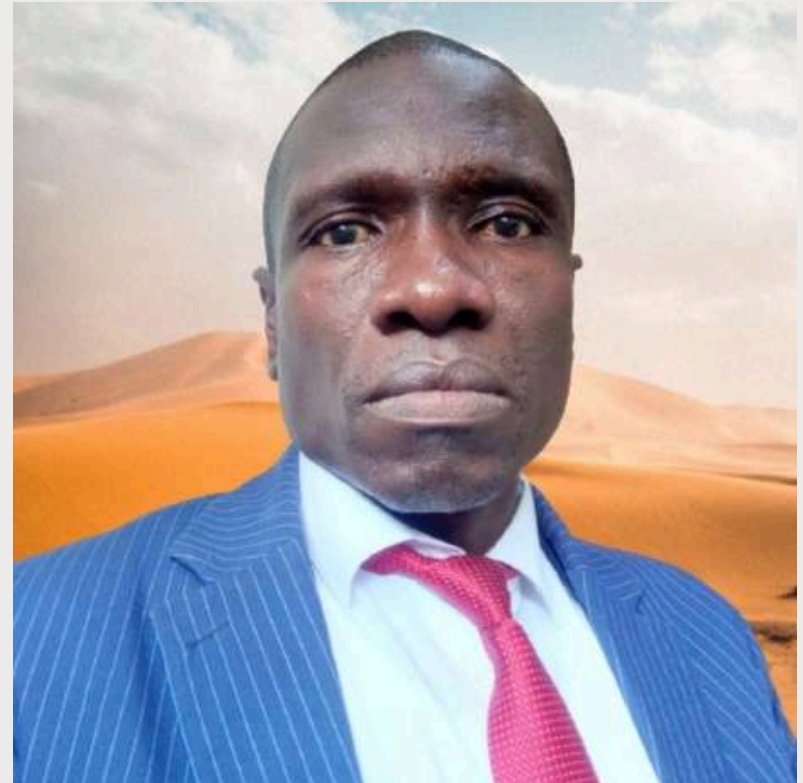
Over the past 12 months, I have cracked the LinkedIn algorithm. With 52K+ followers, my account generated 56 viral posts, reaching 9M+ people and driving more than 22M impressions. That translates to roughly one viral post every week.

To put this in perspective:

- Small to mid-sized creators (<50K followers) usually see 1–3 viral posts in a year.
- Big creators (100K to 1M followers) may land 5–10 viral posts annually, but rarely anything close to 50+.

This shows that virality is not about audience size. It is about relatability, human-centered storytelling, and practical lessons that people can act on.

Topics I Write About: Storytelling, Leadership, Workplace Lessons, Public Relations and Communication Strategy, Career Growth, and Personal Development.



Hezron Ochiel

Strategic Communicator & PR Storyteller

My Account Performance

Hezron Ochiel, MPRSK ✓
Strategic Communications Expert | Best Selling Author | PR Specialist | Helping Brands Share Their Stories
Nairobi County, Kenya · [Contact info](#)
[Read my BLOG](#) ↗
52,821 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

Analytics

Private to you

- 4,500 profile views**
Discover who's viewed your profile.
- 723,625 post impressions**
Check out who's engaging with your posts.
Past 7 days
- 79 search appearances**
See how often you appear in search results.

[Show all analytics](#) →

Page Engagement Insights

Analytics

Posts Audience

Past 365 days Impressions

Content performance

22,056,392 Impressions

1,123,480

Friday, Aug 23, 2024
3336 ▼ 39% previous day

562,656

1,832

Aug 23 Feb 21 Aug 22

Daily data is recorded in UTC

Discovery

22,056,392 Impressions

9,129,239 Members reached

Top performing posts

Based on impressions gained from August 23, 2024 - August 22, 2025

Hezron Ochiel, MPRSK posted this · 3mo

How Virality is Measured

On LinkedIn, likes and comments matter, but shares are the ultimate driver of virality. They determine whether a post stays within your circle of followers or explodes into new networks.

Rarity: Most creators, even with huge followings, struggle to get more than 10–20 shares. Crossing 100+ shares is considered rare. My posts consistently achieved this, with many generating 200, 300, even 400+ shares.

Multiplier Effect: Every share puts your post in front of an entirely new network of 2nd and 3rd-degree connections. A single post with 200 shares can reach hundreds of thousands of people beyond your own 52K followers.

Algorithm Boost: LinkedIn rewards posts that are shared widely by keeping them in circulation for days or even weeks. This explains why many of my posts continued to trend long after publishing.

Social Proof: People only share content they find worth recommending. When a post earns 300–400 shares alongside thousands of likes and long comment threads, it signals extraordinary credibility and resonance.

Portfolio Overview

Metric	Performance
Total Viral Posts (past 12 months)	56+ viral posts
Average Engagement per Viral	3,000+ reactions, comments, and shares
Highest Performing Post	2.7M+ impressions and 13K+ likes
Content Categories	Storytelling, Leadership, Public Relations, Career Growth

How I Compare with Big Creators

While many large creators on LinkedIn post frequently, only a few consistently achieve viral traction. What sets my content apart is not volume, but impact per post.

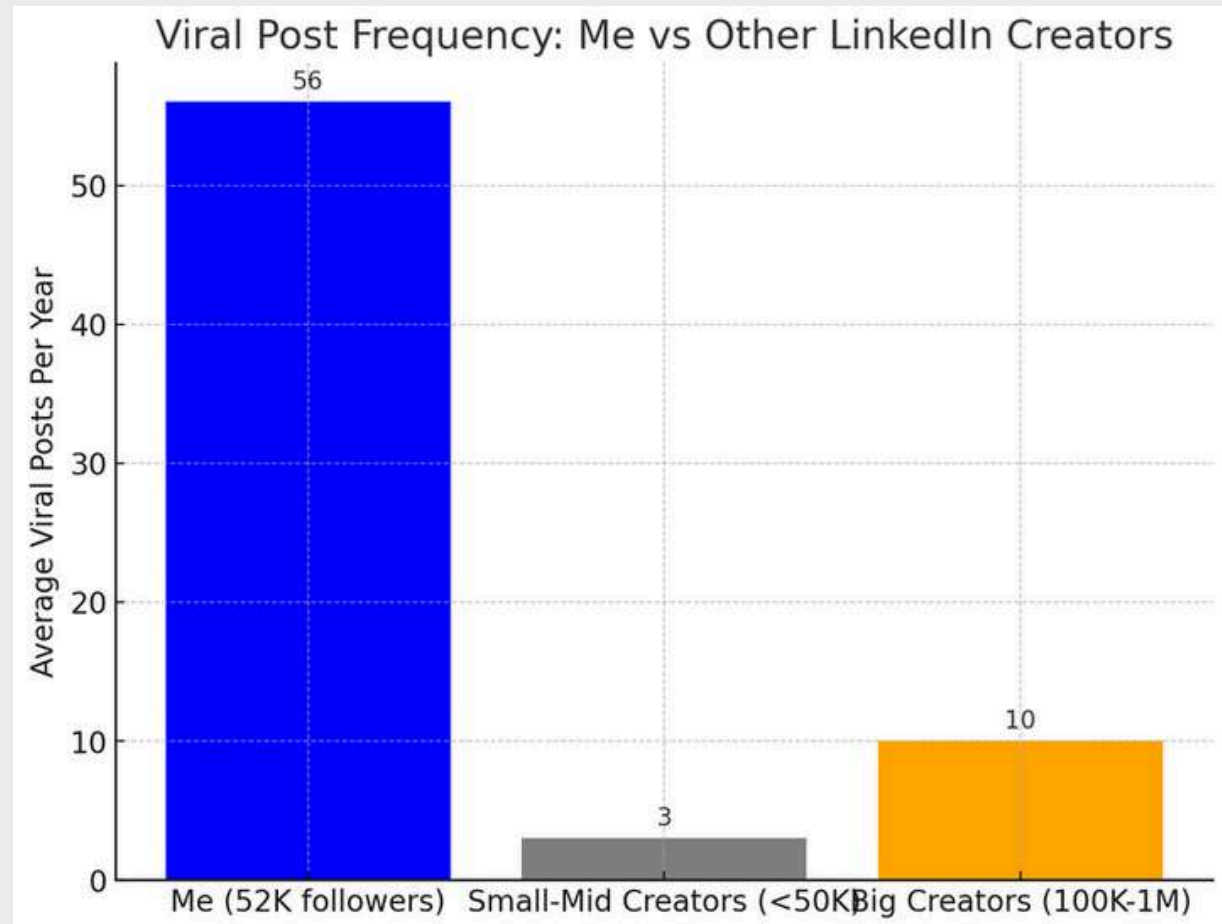
Over the past year, my posts have repeatedly gone viral, often outperforming creators with much bigger audiences, because of three things:

Authenticity – I write in a natural, human tone that people trust.

Relatability – My stories come from real experiences that professionals see themselves in.

Practical Value – Every post leaves readers with a clear lesson they can use immediately.

This combination enables my posts to consistently punch above their weight, proving that resonance and strategy matter more than raw follower count.



Sample of Viral Posts

1. What 60 days of consistency can do: https://www.linkedin.com/posts/hezronochiel_what-60-days-of-consistency-can-do-activity-7330834844895150080-o7bj/



Key Lesson

The post resonated because it turned a common struggle, staying consistent, into a relatable story with proof of results. Instead of discussing consistency in theory, you demonstrated its impact through your own 60-day journey.

Why it connected:

- Sharing results made it credible and inspiring.
- People saw practical hope for their own lives.
- The story was relatable and authentic.

Takeaway: Consistency works best when shown through real experience, not just advice.

Sample of Viral Posts

2. No one is as patient as a mother. https://www.linkedin.com/posts/hezronochiel_leadership-activity-7347867037110562818-4kDL/

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1mo • 🌐

|| No one is as patient as a mother ❤️❤️❤️

In this video, a mother bear is trying to cross the road with her cubs. ...more

Being a mom is not so easy 😭❤️

5,619 reactions • 437 comments • 404 reposts

Like Comment Repost Send

844,881 impressions View analytics

Key Lesson

The post resonated because it connected consistency with the patience of a mother, a value everyone instantly relates to. By linking a personal truth to a universal experience, you made consistency feel less like discipline and more like love, care, and endurance.

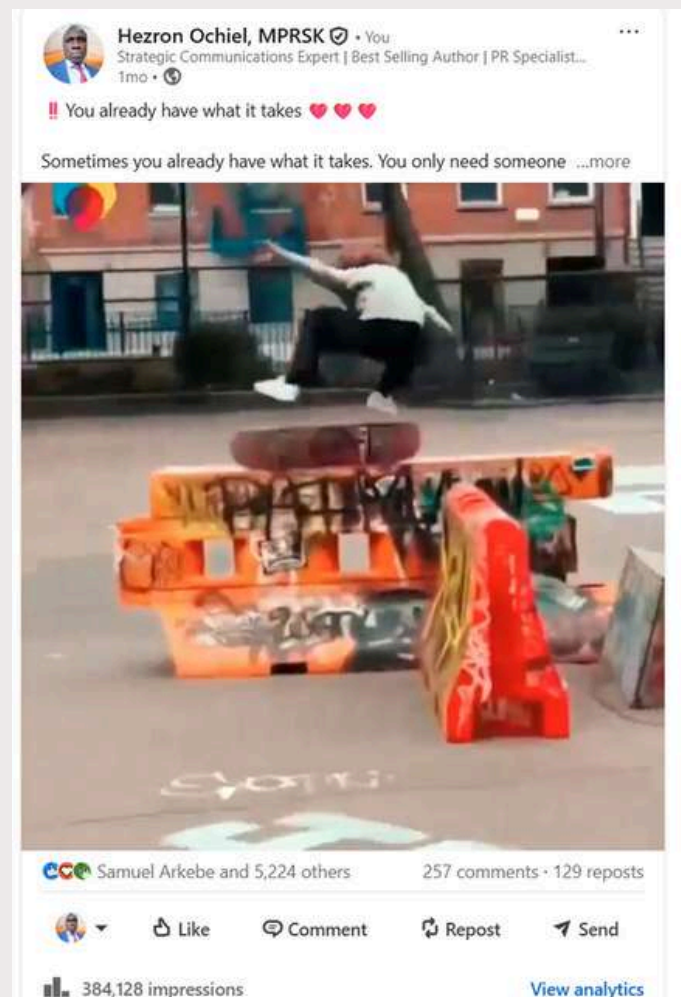
Why it connected:

- It drew from a relatable, everyday example that people respect.
- It gave a fresh perspective on consistency through patience.
- It combined personal storytelling with a universal truth.

Takeaway: Content resonates most when it connects a simple idea with a universal human experience.

Sample of Viral Posts

3. You already have what it takes: : https://www.linkedin.com/posts/hezronochiel_you-already-have-what-it-takes-activity-7342793635752546306-LKu9/



Key Lesson

The post resonated because it reminded people that they don't need to wait for perfect conditions or external validation to start. By affirming that the resources and ability are already within them, you gave readers confidence and encouragement in a simple, relatable way.

Why it connected:

- It tapped into self-doubt, something almost everyone struggles with.
- Its simplicity made it easy to share and remember.
- The message was empowering yet practical.

Takeaway: Posts that affirm inner strength and remove barriers to action spark high engagement because they speak directly to people's hidden doubts.

Sample of Viral Posts

4. If a dog can learn to write, what's stopping you?

https://www.linkedin.com/posts/hezronochiel_growthmindset-continuouslearning-careertransformation-activity-7329385206056988673-yFID/



Key Lesson

The post resonated because it used humor and exaggeration to break resistance to starting. By framing the message in a light and playful way, you lowered the fear of failure and challenged excuses, making people reflect without feeling attacked.

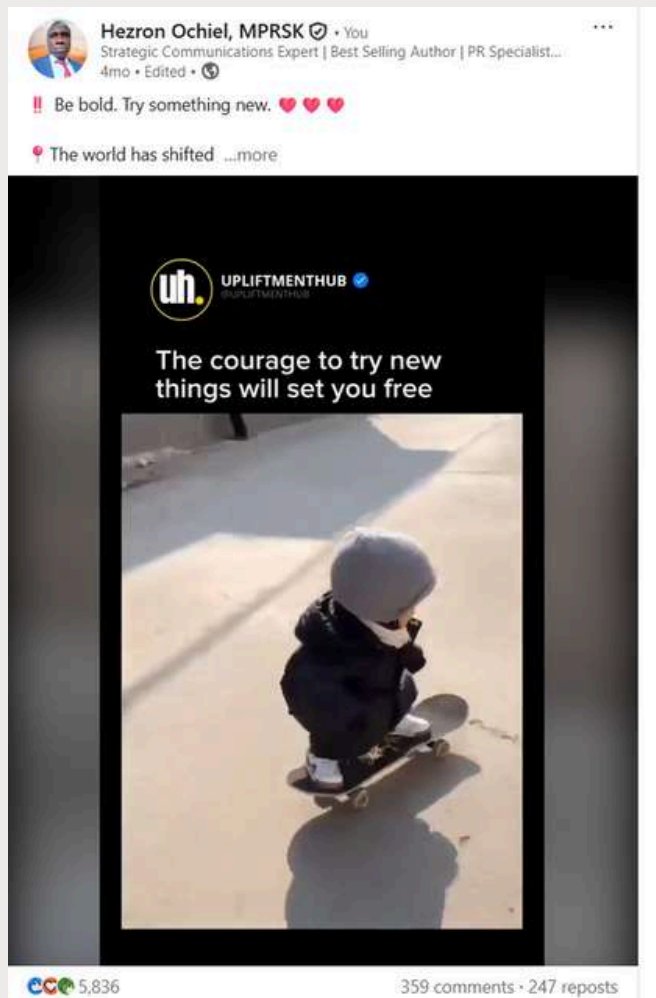
Why it connected:

- It reframed self-doubt into a simple challenge.
- Humor made the message memorable and shareable.
- The playful tone encouraged action without pressure.

Takeaway: Blending humor with motivation resonates strongly because it disarms resistance and inspires people to act.

Sample of Viral Posts

5. Be bold. Try something new: https://www.linkedin.com/posts/hezronochiel_be-bold-try-something-new-activity-7314889787734155264-9gEz/



Key Lesson

The post resonated because it tapped into a universal desire for growth while addressing the fear that holds many back. By keeping the message short, direct, and actionable, you gave people both permission and encouragement to step out of their comfort zones.

Why it connected:

- It spoke to career and personal growth aspirations.
- The simplicity made it easy to internalize and share.
- It shifted fear into empowerment with a positive call to action.

Takeaway: Simple, courageous messages resonate when they validate fear but also inspire action toward possibility.

Sample of Viral Posts

6. The power of helping others: https://www.linkedin.com/posts/hezronochiel_the-power-of-helping-others-this-activity-7280825206410035200-cf5t/



Key Lesson

The post resonated because it reminded people that success is amplified when it is shared. By showing that helping others is not a loss but a multiplier of growth, you appealed to both empathy and ambition.

Why it connected:

- It validated a deep human need for connection and kindness.
- It reframed generosity as a pathway to personal success.
- The message was simple, universal, and uplifting.

Takeaway: Posts that link compassion with tangible growth resonate widely because they inspire people to see their own success as part of a bigger story.

Sample of Viral Posts

7. Unbelievable leadership lessons: https://www.linkedin.com/posts/hezronochiel_leadership-activity-7327935709686722560-Acd5/

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!! Unbelievable leadership lessons ❤️❤️❤️
In this video, a seemingly elderly woman appears to be playing with paint... until a masterpiece emerges. ...more

3,576 reactions • 393 comments • 233 reposts

Like Comment Repost Send

560,470 impressions View analytics

Key Lesson

The post resonated because it revealed leadership unexpectedly, turning an ordinary or surprising moment into a powerful teaching point. Readers were drawn in by the curiosity of the phrase “unbelievable” and stayed because the lesson was practical, simple, and relatable.

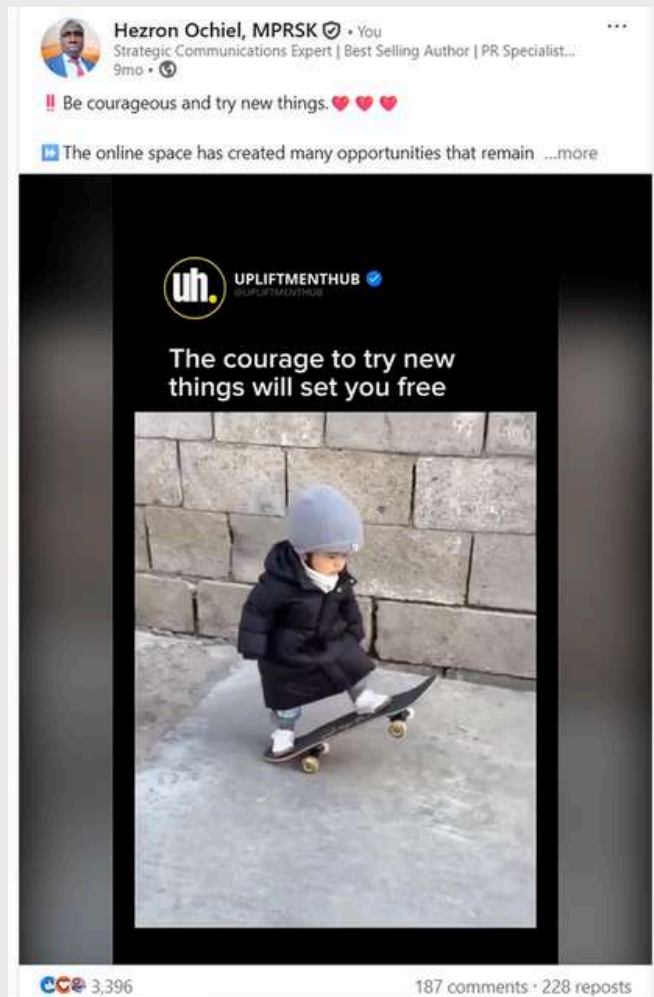
Why it connected:

- The hook created suspense and curiosity.
- It reframed leadership as everyday actions, not just big titles.
- People saw themselves in the story and felt inspired to apply it.

Takeaway: Leadership content resonates most when it surprises people with simple truths wrapped in relatable stories.

Sample of Viral Posts

8. Be courageous and try new things: https://www.linkedin.com/posts/hezronochiel_be-courageous-and-try-new-things-activity-7262343486325055488-sJmc/



Key Lesson

The post resonated because it touched on a universal fear of leaving the comfort zone and turned it into an empowering call to action. Its simplicity made the advice feel accessible, while the encouragement to act boldly connected with people's desire for growth and change.

Why it connected:

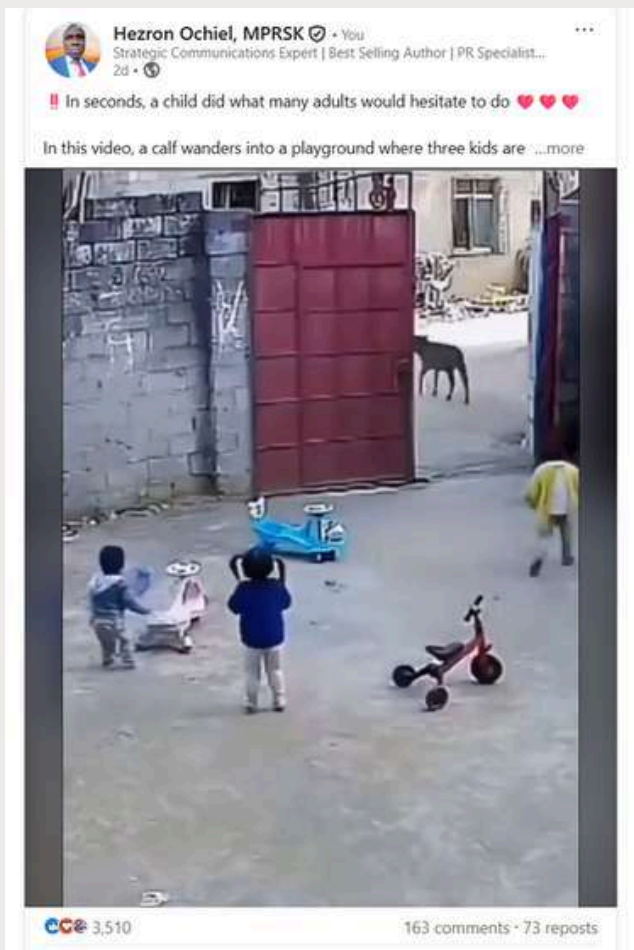
- The short, direct phrasing made it memorable.
- It validated the fear of risk but reframed it as an opportunity.
- It aligned with career and personal growth aspirations that many professionals share.

Takeaway: Messages that normalize fear but encourage bold action resonate widely because they inspire confidence without overcomplicating the lesson.

Sample of Viral Posts

9. In seconds, a child did what many adults would hesitate to do:

https://www.linkedin.com/posts/hezronochiel_leadership-activity-7363812092769951744-50Fk/



Key Lesson

The post resonated because it showed that leadership and courage are not tied to age or status. By highlighting how a child acted decisively while many adults might have hesitated, you reframed leadership as the ability to see a need and respond quickly.

Why it connected:

- It surprised readers by showing wisdom and courage from an unexpected source.
- It inspired reflection on hesitation, fear, and decision-making in adulthood.
- It made leadership lessons simple and relatable to everyday life.

Takeaway: People connect deeply with stories that reveal big truths in small, everyday actions

Sample of Viral Posts

10. Leadership: https://www.linkedin.com/posts/hezronochiel_leadership-activity-7239874058547326976-xPsi/



Key Lesson

The post resonated because it stripped leadership down to presence and action rather than titles or positions. By showing that leadership is about vigilance, responsibility, and creating safety for others, you made the idea relatable to everyone, not just those in authority.

Why it connected:

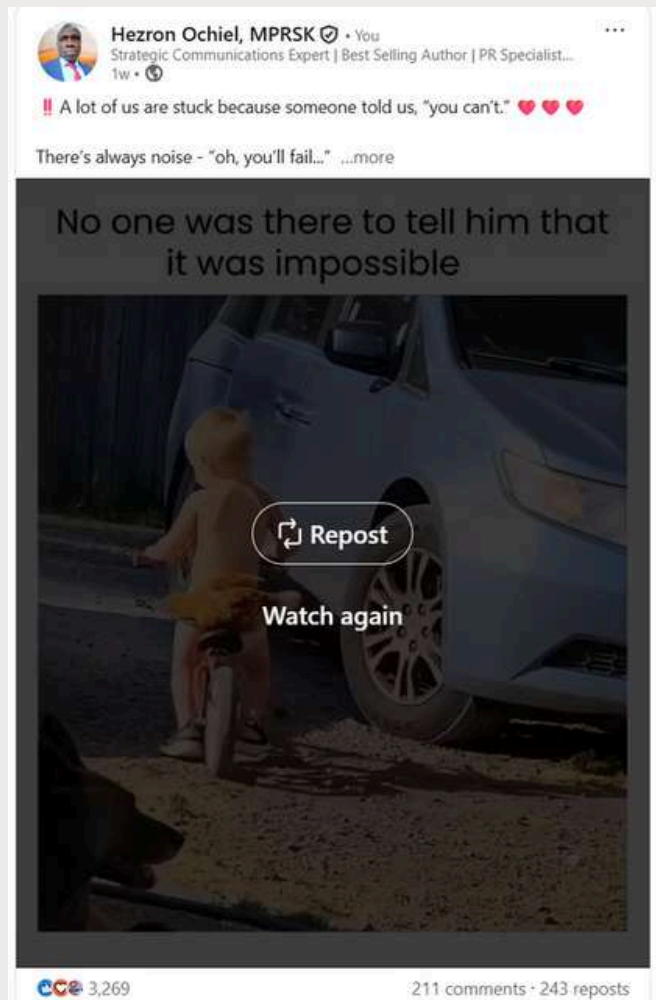
- It challenged the traditional view of leadership as hierarchy.
- It validated everyday acts of responsibility as true leadership.
- It inspired readers to see themselves as capable of leading in their own spaces.

Takeaway: Leadership content resonates most when it redefines leadership as action that protects, empowers, and supports others.

Sample of Viral Posts

11. A lot of us are stuck because someone told us “you can’t”:

<https://www.linkedin.com/feed/update/urn:li:activity:7360912966608740352/>



Key Lesson

The post resonated because it spoke directly to the quiet voices of doubt many carry from childhood, workplaces, or society. By naming the power of discouragement and flipping it into a call for self-belief, you gave readers both recognition and hope.

Why it connected:

- It validated a struggle almost everyone has faced when being told “you can’t”.
- It inspired people to stop waiting for permission and start moving forward.
- It reframed discouragement into an opportunity for resilience.

Takeaway: Posts that expose limiting beliefs and turn them into fuel for action resonate because they empower people to rewrite their own story.

Sample of Viral Posts

12. What does success really look like?: https://www.linkedin.com/posts/hezronochiel_what-does-success-really-look-like-activity-7263068289440903168-byGV/



Key Lesson

The post resonated because it challenged the narrow idea of success as money or titles and reframed it in human, everyday terms such as growth, impact, and fulfillment. By inviting readers to reflect on their own definition, you sparked self-awareness and connection.

Why it connected:

- It encouraged personal reflection rather than comparison.
- It permitted seeing success beyond societal measures.
- It questioned a universal pursuit in a relatable way.

Takeaway: Posts that redefine success in simple, human terms resonate because they validate people's journeys and inspire them to value impact over appearances.

Sample of Viral Posts

13. .Incredible video!: https://www.linkedin.com/posts/hezronochiel_incredible-video-when-you-train-a-child-activity-7289884984339828737-bUrH/



Key Lesson

The post resonated because it used a striking visual moment to deliver a simple but powerful lesson. By anchoring the insight in a real video, you made the message memorable, relatable, and easy to share.

Why it connected:

- The lesson was simple and practical, making it stick.
- The video created an emotional hook that drew people in.
- Storytelling through visuals made it more impactful than words alone.

Takeaway: Posts built around powerful visuals resonate because they combine emotion, relatability, and a clear lesson that stays with the audience.

14. It doesn't matter how you get there. What matters is that you arrive:

https://www.linkedin.com/posts/hezronochiel_it-doesnt-matter-how-you-get-there-what-activity-7344243120521240576-cVyq/?utm_source=share&utm_medium=member_android&rcm=ACoAAA4rAhEB2kVkFPRYzlr74NO6AGcE83Nf1Xc



Key Lesson

The post resonated because it reframed success as persistence rather than perfection. By shifting focus from the path to the outcome, you relieved the pressure of doing everything “the right way” and reminded people that progress, no matter how messy, is still progress.

Why it connected:

- It validated people who feel behind or inadequate in their journey.
- It simplified success into something achievable and human.
- It encouraged resilience and persistence over comparison.

Takeaway: Posts that remove the pressure of perfection resonate because they free people to celebrate their progress rather than fear their process.

15. Incredible leadership lessons to learn from this video:

https://www.linkedin.com/posts/hezronochiel_leadershiptips-growthmindset-activity-7308729125983158272-Z4Kj/



Key Lesson

The post resonated because it showed leadership in action through a simple but powerful video moment. By tying the message to a real scene, you made leadership feel less about titles and more about adaptability, resilience, and getting the job done.

Why it connected:

- The video created an emotional hook that made the lesson memorable.
- It reframed leadership as practical problem-solving, not just authority.
- It gave people a story they could easily relate to and share.

Takeaway: Leadership posts resonate most when they use real examples to show that effective leadership is about action and adaptability, not position.

16. This video highlights the following important lessons:

https://www.linkedin.com/posts/hezronochiel_this-video-highlights-the-following-important-activity-7270315980050874368-Pt3k/



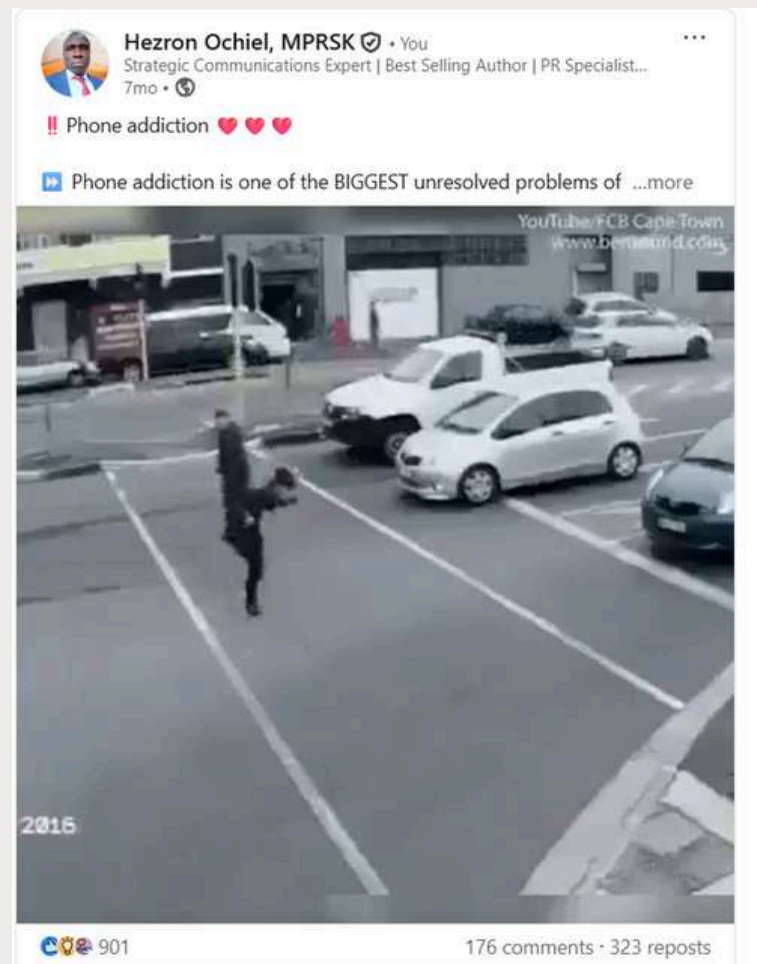
Key Lesson

The post resonated because it turned a simple video into a clear set of takeaways that people could immediately apply. By breaking down the lessons in a structured way, you made the message easy to understand, easy to remember, and easy to share.

Why it connected:

- The video provided a relatable hook that drew people in.
- The structured lessons made the content practical and actionable.
- The simplicity of the breakdown encouraged readers to reflect and repost.

17. Phone addiction: https://www.linkedin.com/posts/hezronochiel_phone-addiction-phone-addiction-activity-7277201354387783680-mPOu/



Key Lesson

The post resonated because it touched on a struggle almost everyone faces but rarely admits – our dependence on phones. By holding up a mirror in a simple, relatable way, you sparked reflection without judgment, making readers pause and think about their own habits.

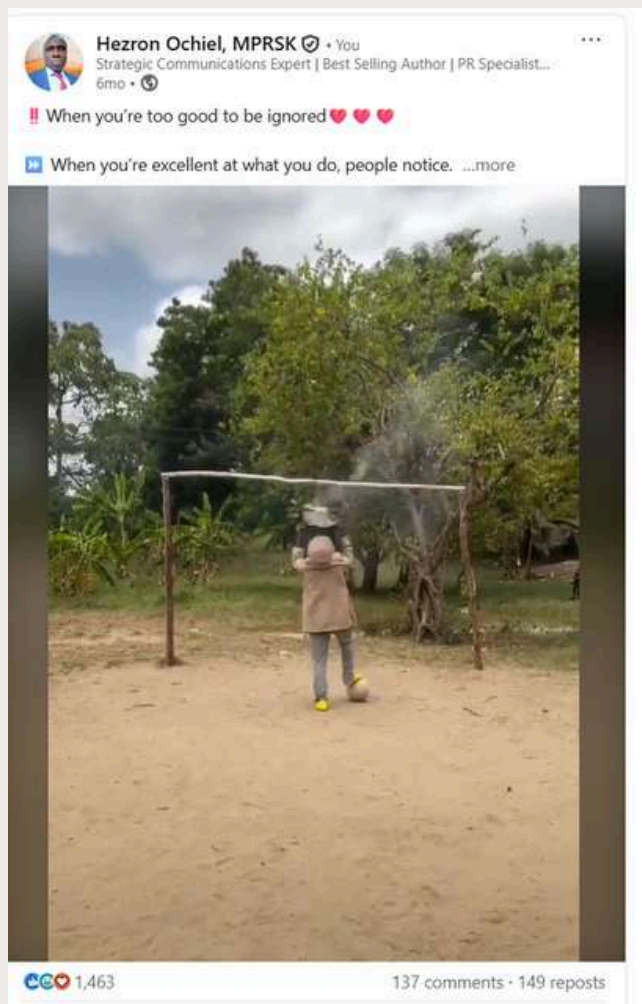
Why it connected:

- It addressed a universal behavior that people instantly recognized in themselves.
- The message was short, direct, and easy to share.
- It encouraged self-awareness rather than blame.

Takeaway: Posts that call out everyday habits resonate because they blend honesty with relatability, prompting people to reflect and engage.

18. When you're too good to be ignored:

https://www.linkedin.com/posts/hezronochiel_careergrowth-excellence-standout-activity-7291704114583867392-uBEA/



Key Lesson

The post resonated because it tapped into a deep desire for recognition and validation in work and life. By showing that mastery and consistency eventually silence doubt, you encouraged people to focus on excellence rather than approval.

Why it connected:

- It spoke to professionals who feel overlooked despite their efforts.
- It reframed success as becoming valuable enough that recognition follows naturally.
- The message was motivational yet practical, urging people to keep building their craft.

Takeaway: Posts that remind people recognition comes through consistent excellence resonate because they replace frustration with hope and direction.

19. This is what success looks like: https://www.linkedin.com/posts/hezronochiel_this-is-what-success-looks-like-ps-activity-7290730966971486208-dc1B/



Key Lesson

The post resonated because it redefined success in simple, relatable terms rather than distant achievements. By grounding success in everyday progress, resilience, and impact, you permitted readers to see success in their own journey instead of comparing themselves to others.

Why it connected:

- It validated small wins and personal growth as true success.
- It challenged conventional measures of success like wealth or titles.
- It encouraged reflection and self-acceptance in a way people found uplifting.

Takeaway: Posts that humanize success resonate because they help people celebrate their own path rather than chase someone else's definition.

20. Five best lessons you'll learn from this video:

https://www.linkedin.com/posts/hezronochiel_teamwork-leadership-activity-7283361998455664640-q79Q/



Key Lesson

The post resonated because it broke down a complex idea into five simple, memorable lessons. By using a video as the anchor, you gave readers something visual and relatable, then turned it into actionable insights they could immediately apply.

Why it connected:

- The structure made the content easy to follow and share.
- The video provided an emotional hook that kept readers engaged.
- People value bite-sized lessons they can quickly apply in their own lives.

Takeaway: Posts that combine a strong visual with structured, practical lessons resonate because they make learning memorable and straightforward.

Other Viral Posts

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3w • 🌐

!! Imagine walking into a foreign country with only \$50... and building an empire. ❤️❤️❤️ ...more

The media playback was aborted due to a corruption problem or because the media used features your browser did not support.

BOWIE,

👍❤️👍 1,319 182 comments · 92 reposts

Hezron Ochiel, MPRSK • You
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11mo • 🌐

!! Consultants ❤️❤️

I've never understood why most consultants excel at ...more

WHEN CONSULTANTS BRAG ABOUT HOW THEY'VE HELPED COMPANIES SUCCEED.

👍❤️👍 1,142 111 comments · 94 reposts

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11mo • Edited • 🌐

!! The Mind of an Employee ❤️❤️❤️

I've never fully understood the mindset of an employee. ...more

When you switch jobs without verifying work culture 🤡🤡🤡


👍❤️👍 1,012 166 comments · 119 reposts

Other Viral Posts

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Effective leadership ❤️

A couple of years ago, I had the privilege of working with a CEO ...more



1,477 92 comments · 72 reposts

Like Comment Repost Send

270,756 impressions View analytics

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11mo

Let's practice writing ❤️ ❤️ ❤️

Did you know that readers only spend 10-20 seconds deciding ...more



628 80 comments · 41 reposts

Like Comment Repost Send

298,575 impressions View analytics

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Job industry change ❤️ ❤️

I want to talk to individuals who change job industries. ...more



634 222 comments · 60 reposts

Other Viral Posts

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!! Consistency ❤️❤️❤️

✅ We all want to succeed in whatever we do. ...more



👍👍👍 1,720 122 comments · 94 reposts

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8mo • 🌐

!! Break free from your comfort zone. ❤️❤️❤️

👉 We all like staying in our comfort zones. ...more



👍👍👍 989 97 comments · 214 reposts

Hezron Ochiel, MPRSK • You
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10mo • 🌐

!! No one succeeds from nowhere. ❤️❤️❤️

👉 You have to plant a seed to expect crops, go to school to gain ...more




👍👍👍 941 87 comments · 92 reposts

Other Viral Posts

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7mo • 🌐

!! Being an expert at something isn't a mystery—it's a skill you can learn. ❤️ ❤️
...more



👍❤️🌱 1,611 115 comments · 73 reposts

Hezron Ochiel, MPRSK • You
Strategic Communications Expert | Best Selling Author | PR Specialist...
7mo • 🌐

!! It's NOT my job? Think again. ❤️ ❤️ ❤️

👉 Too often, we assume someone else will fix the problem. ...more



👍❤️🌱 1,598 73 comments · 43 reposts

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7mo • 🌐

!! Nearly all of us make this BIG mistake ❤️ ❤️ ❤️

📍 We assume that people know: ...more



👍❤️🌱 439 129 comments · 74 reposts

👤 Like 💬 Comment 🔄 Repost 📧 Send

📊 266,524 impressions [View analytics](#)

Other Viral Posts

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3w • 🌐

!! You can't defeat someone who never gives up. ❤️❤️❤️

This woman in the video tries, fails, tries again until she finally wins. ...more



👍❤️🔥 1,594 50 comments · 14 reposts

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6mo • 🌐

!! This video made me smile. ❤️

I've watched it over and over again. ...more




👍❤️🔥 1,179 129 comments · 78 reposts

Hezron Ochiel, MPRSK • You
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6mo • 🌐


!! From saving life to becoming friends ❤️❤️❤️

📺 Sometimes, help comes from people you least expect. ...more




👍❤️🔥 1,066 57 comments · 35 reposts


Other Viral Posts

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3mo • 🌐

!! When life trips you, do you quit or keep running? ❤️ ❤️ ❤️

📍 The unexpected fall ...more



 1,048 114 comments · 10

 **Hezron Ochiel, MPRSK** • You
Strategic Communications Expert | Best Selling Author | PR Specialist...
6mo • 🌐

!! Never take your eyes off your goals. ❤️ ❤️ ❤️

📺 Almost everyone starts the year with resolutions or goals. ...more



 605 133 comments · 94 reposts

 **Hezron Ochiel, MPRSK** • You
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6mo • 🌐

!! The bitter truth is that NOT all support we get is genuine. ❤️ ❤️ ❤️

📺 This video shows us: ...more



 541 83 comments · 148 reposts

Other Viral Posts

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Strategic Communications Expert | Best Selling Author | PR Specialist...
6mo • 🌐

!! I've NEVER seen anything like this! ❤️❤️❤️

This is incredible! ...more



👍👍👍 1,112 59 comments · 29 reposts

👤 Like 💬 Comment 🔄 Repost 📧 Send

📊 321,333 impressions [View analytics](#)

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3mo • 🌐

!! What if the life you dream of is just one bold move away? ❤️❤️❤️

But you'll never know... until you leap. ...more



👍👍👍 839 181 comments · 98 reposts

👤 Like 💬 Comment 🔄 Repost 📧 Send

📊 384,823 impressions [View analytics](#)

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!! If you don't act fast, someone may not survive the fire ❤️❤️❤️

This video shows a man trapped in a burning storey building. ...more



👍👍👍 MUTAI SHADRACK and 596 others 82 comments · 25 reposts

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!! This kid in the video is a master psychologist ❤️❤️❤️

He didn't say a word, but his actions told it all. ...more

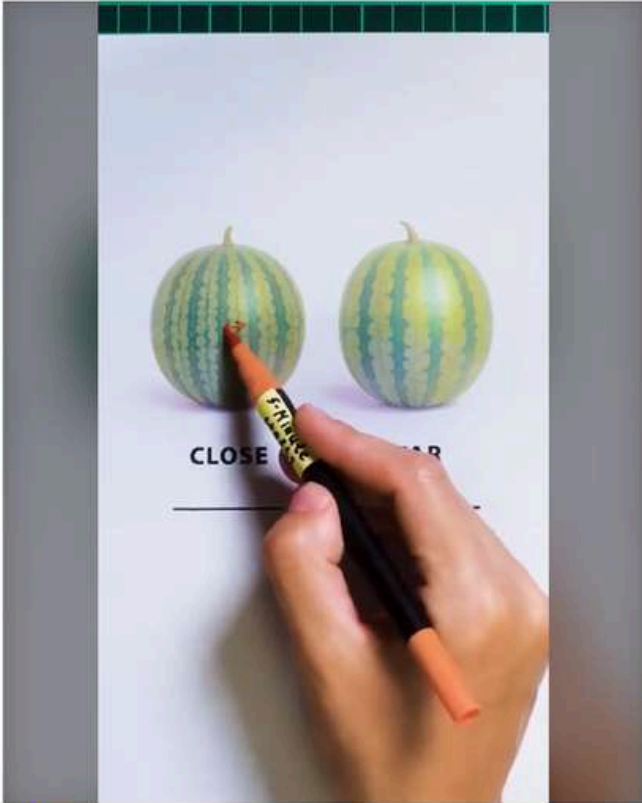



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!! Have you ever tapped a watermelon? 🍉

We've all seen it. ...more




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Testimonials/Comments

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1yr • 🌐

It looks like it's gonna be noisy and messy when these folks takes over kitchens. 🤖🤖🤖 ...more



👍👍👍 423

134 comments • 71 reposts

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Noor Ahmed • 3rd+
Bio teacher at IQRA' PUBLIC SCHOOL
1d ...

Amazing example—leadership isn't about age, it's about awareness, responsibility, and courage in the moment. 🌟👏

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Hezron Ochiel, MPRSK **Author**
Strategic Communications Expert | Best Selling Author | PR Specialist | ...
1d ...

Noor Ahmed Absolutely!

Joseph Mbilu Mwenze ✓ • 1st
The winning mindset
1w ...


Sometimes it is better to silence the external energies that discourage you feom forging ahead and trust your intuition.

Like · 🗳️ 7 | Reply · 1 reply

Hezron Ochiel, MPRSK **Author**
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Joseph Mbilu Mwenze Couldn't agree more.

Like · 🗳️ 1 | Reply | 497 impressions

 **Lukas Stracke**  • 1st 1w ...
Coaching for Tech Minds | Helping always-on minds reconnect with ...

It's so true, too often we give weight to voices that haven't walked our path. Love the reminder that experience always beats opinion, and that regret is heavier than failure. Powerful message, Hezron! Thank you for sharing this.

Like ·  1 | Reply · 1 reply

 **Hezron Ochiel, MPRSK**  **Author** 1w ...
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[Lukas Stracke](#) I appreciate your feedback.

Like | Reply | 5 impressions

 **Madelene Ong** • 3rd+ 1w ...
I Coach Ambitious Corporate Executive and individual to Enhance t...

Thanks for sharing this beautiful story. Simple yet Great awakening

Like ·  1 | Reply · 1 reply

 **Hezron Ochiel, MPRSK**  **Author** 1w ...
Strategic Communications Expert | Best Selling Author | PR Sp...

[Madelene Ong](#) Most welcome 🙏

Like | Reply | 14 impressions



Monica Kerubo • 3rd+

SEO Content Writer | Wellness, Lifestyle & Nutrition | Helping Bran...

22h ...

Such an important point. As writers, it's not just about whether we accept or decline a niche — it's about trust. When details aren't clear from the start, it creates unnecessary tension. Honesty upfront helps build better long-term working relationships.

Like | Reply · 1 reply



Hezron Ochiel, MPRSK **Author**

Strategic Communications Expert | Best Selling Author | PR Sp...

1s ...

[Monica Kerubo](#) Thank you.



TEMITOPE ADENOMOH PHRI™ • 2nd

Your Tech-Savvy HR & L&D Partner | Startup&SME Consultant | Co-...

1w ...

[Hezron Ochiel, MPRSK](#) It very important to be able to filter who to listen to and not to. This resonates so well, I almost stop my BSc Journey because I was told Open University will get me no where, I thank God I didn't, it took me 6 years after NCE to even start. I'm pursuing my MBA now 🥳🥳🥳

Like · 1 | Reply · 1 reply



Hezron Ochiel, MPRSK **Author**

Strategic Communications Expert | Best Selling Author | PR Sp...

1w ...

[TEMITOPE ADENOMOH PHRI™](#) Looks like a lovely story to tell.

Like | Reply | 18 impressions

My Viral Framework

My approach to writing content that resonates and consistently goes viral is built on five core pillars:

- Simple hooks that create suspense – starting with a sharp, curiosity-driven opening that makes people stop scrolling.
- Emotional storytelling – weaving in human moments that connect deeply with readers.
- Relatable analogies – using everyday examples to simplify complex lessons and make them memorable.
- Consistency – showing up regularly to build trust and stay top of mind with the audience.
- Practical takeaways – giving readers clear lessons they can apply immediately in their work or life.

Call To Action

I help brands and professionals craft messages that connect, inspire, and convert.

Services I offer:

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Let's connect:

Email: info@hezroninsights.com

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Website: www.hezroninsights.com

About the Author

Hi there! I'm Hezron Ochiel, an avid storyteller and a global peak coach with a talent for blending strategic communications, best practices, and life skills into actionable strategies that drive extraordinary success. With over 15 years of experience in strategic communication, personal branding, and public relations, I help individuals, brands, and institutions communicate clearly, especially when the stakes are high.

I specialize in crisis communication, thought leadership, and digital strategy, turning complex messages into narratives that inform, influence, and inspire.

My work has appeared in global outlets like Thomson Reuters, The Guardian, The Standard Media, and The New Humanitarian. I hold a Master's in Communication Studies and advanced digital PR and leadership communication training.

As the author of Hezron Insights, I offer grounded advice on storytelling, brand trust, and resilient leadership. My approach is honest and human-centered because real stories win over slogans, clarity beats silence, and emotional intelligence is today's real edge.

Whether you lead a startup, NGO, or government agency, I'll help you craft strategic plans, manage crises, and build credible influence that lasts.



Hezron Ochiel



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56 viral posts in 12 months Stories that Connect, Inspire, and Convert

