Perceptric

Free guide

The B2B LinkedIn Thought Leadership Playbook

How founders and executives turn what they already know into posts that buyers trust, with templates, a weekly workflow and a 30-day plan.



perceptric.com

2026 edition

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01

CHAPTER ONE

Why executive posts matter in B2B buying

Buyers choose a favorite vendor long before they call sales. Executive posts reach them in the months before that call.

Most buyers are out of the market right now

The hidden buyers who never meet your sales team

Why people outperform company pages

What you will have after 30 days

Most of your future buyers are not shopping today, and they pick a favorite vendor before they ever talk to sales. Executive posts on LinkedIn put your ideas in front of them during those quiet months.

94%
of buying groups rank their preferred vendors before first contact

13
people take part in the average B2B buying decision

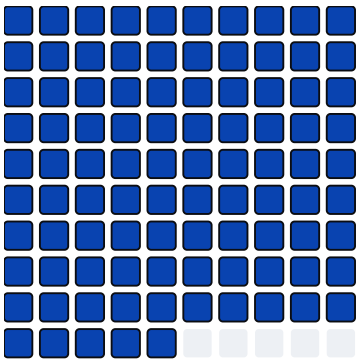
89%
of purchases involve two or more departments

Sources: 6sense, 2025. Forrester, 2024.

Buyers decide before they reach out

Only about 5% of your target customers are looking to buy at any moment. The other 95% will buy later, so the brands they remember when the need arrives get the first call.

Most B2B buyers are out of the market



95%

of B2B buyers are out of the market at any given time. Only about 5 in 100 are ready to buy this quarter.

Source: Ehrenberg-Bass Institute, The 95:5 Rule, 2021

When buyers do reach out, the race is mostly run. In a study of more than 4,000 B2B buyers, the vendor they preferred before talking to sales won 80% of deals.

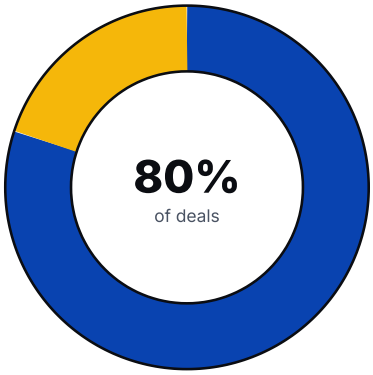
Sources: Ehrenberg-Bass Institute, The 95:5 Rule (John Dawes for the LinkedIn B2B Institute, 2021). 6sense, 2025 B2B Buyer Experience Report (press release, November 2025).

Many of the people who decide never meet your sales team

Buying groups are large and cross many teams. On average, 13 people take part in a B2B purchase, and 89% of purchases involve two or more departments.

The 2025 Edelman and LinkedIn study calls the people outside the core team "hidden buyers." They work in areas such as finance, procurement, IT and compliance, and 71% of them report little or no contact with sales reps.

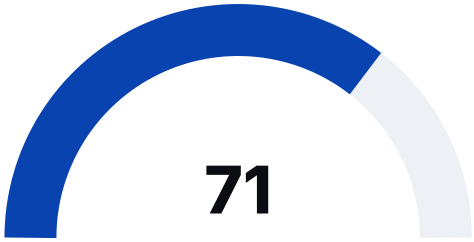
Deals won by the early favorite



Preferred vendor wins	80%
Another vendor wins	20%

Source: 6sense, 2025

Hidden buyers outside sales reach



Source: Edelman and LinkedIn, 2025

Content is how these people get to know you. In the same survey of 1,934 decision makers, 63% of hidden buyers read thought leadership for over an hour a week. That is close to the 64% of target buyers who do so.

What hidden buyers say about thought leadership



Source: Edelman and LinkedIn, 2025 B2B Thought Leadership Impact Report (1,934 decision makers)

Sources: Forrester, The State of Business Buying, 2024. Edelman and LinkedIn, 2025 B2B Thought Leadership Impact Report (figures as reported by Marketing-Interactive, June 2025). Strong thought leadership makes 95% more open to sales and marketing outreach. 64% trust it more than marketing materials and product sheets when they judge a vendor's skills. 65% prefer a human, less formal tone, and 57% prefer quick takeaways over dense reports.

63%

higher engagement rate for personal profiles than for company pages on LinkedIn.

From a 2026 study of 673,658 LinkedIn posts from 63,108 accounts. Source: Metricool, 2026 LinkedIn Study.

People get more engagement than company pages

Buyers follow people they can learn from. Your company page still has a job, since company page posts get shared more often. Give each account a clear role so they support each other.

Executive profiles	Company page
• Share opinions, lessons and stories from the work. • Answer buyer questions in their own words. • Start conversations in comments and messages. • Build trust with people who never meet sales.	• Reshare executive posts with a line of context. • Publish product news, events and hiring updates. • Post polished assets such as reports and case studies. • Give visitors proof that the company is real and active.

What you will have after 30 days

This playbook walks one executive from a quiet profile to a steady posting habit. By the end of the starter plan in chapter 8, you should have these in place:

- [ ] One or two chosen voices with time blocked on their calendars each week.
- [ ] Three or four content pillars built from real buyer questions.
- [ ] An idea bank with at least 15 ideas and a voice guide your writer can follow.
- [ ] A finished profile and at least seven published posts across several formats.
- [ ] A weekday engagement routine and a list of 50 target accounts.
- [ ] A scorecard and a CRM field that connect posts to conversations and pipeline.

> **Do this now**
>
> Pull your last 10 closed deals and ask each account owner how the buyer first heard of you. Count how many named a person at your company, a post or a referral. That count is your baseline before you start.

02

CHAPTER TWO

Pick the voices

One or two people who talk to buyers, hold real opinions and can give you two hours a week.

- Four voices and what buyers want from each
- Five checks to score every candidate
- A scorecard with example rows

Start with one or two people who talk to buyers, hold real opinions and can give you two hours a week.

> **A buying group has many members, so a few voices with different angles reach more of them.**
>
> Perceptric

Voice	What buyers want from them	Best topics	Who reads them
Founder	Why the company exists and where the market is going	The problem you saw, bets you made, lessons from building	Executive buyers, investors, future hires
CEO	A clear view on the category and how to run the work well	Market shifts, hard calls, how your team decides	C-level buyers and finance leaders
Product leader	How the problem works in detail and what good looks like	Teardowns, tradeoffs, what you chose not to build and why	Users, technical evaluators, IT
Sales leader	How peers buy, budget and roll out solutions like yours	Buying mistakes, business cases, questions to ask any vendor	Champions who must sell the purchase inside

Score each candidate

Score each person from 1 to 3 on the five checks below. Start with whoever scores 12 or more, and keep the rest as guest voices for later.

01

Customer contact

They speak with customers or prospects at least twice a month.

02

Opinions

They hold views about the market that they will say in public.

03

Time

They can give 30 minutes for an interview and 15 minutes a day for comments.

04

Network fit

Their network already includes people who match your ideal customer profile.

05

Self-approve

They can approve their own posts without a legal or PR review each week.

06

Pass mark

A total of 12 or more out of 15 makes a first voice.

Voice scorecard

Name and role	Customer contact	Opinions	Time	Network fit	Self-approve	Total
Example: CEO	3	3	2	3	3	**14**
Example: Head of product	2	3	2	2	2	**11**

Start a voice guide for your first voice

Words they use _____

Words they avoid _____

Posts they admire _____

_____

Topics they won't post about _____

> **Do this now**
>
> Fill in the scorecard for three to five people this week. Ask your top scorer to commit to 30 days, and book the first interview before the meeting ends.

03

CHAPTER THREE

Pillars and the ideas you already have

Three or four topics your executive owns, filled with ideas that already sit inside your company.

- Five steps from buyer questions to pillars
- A pillar template with example rows
- Five places to find post ideas
- Prompts for a 30-minute idea interview

A pillar is a topic your executive owns because buyers keep asking about it. Three or four pillars give your posts a clear focus, so people learn what to expect when they follow.

Build pillars from buyer questions

1. Collect 30 real questions from sales calls, demos, support tickets and onboarding notes, in the buyer's own words.
2. Group the questions by the problem behind them. Most lists fall into three or four groups.
3. Name each group as a topic your executive can speak on for a year, such as "pricing a new category."
4. Write one sentence for each pillar on the belief your executive holds about it. That belief keeps posts from sounding like anyone else's.
5. Give each pillar a share of your posts, with one slot for personal stories.

Pillar template with example rows

The example rows below are for a made-up company that sells scheduling software to home service businesses. Swap in your own buyer questions, beliefs and post ideas.

Pillar	Buyer question it answers	Belief we hold	Example post	Share
Dispatch that scales	"How do we stop missed jobs when we grow past 20 techs?"	Most missed jobs start with handoffs, so fix those before hiring.	The 4 handoffs that lose jobs, as a carousel	**30%**
Pricing jobs well	"Should we show prices on our site?"	Clear prices bring in better leads, even if fewer.	What changed when we tested posted prices	25%
Hiring and keeping techs	"How do we keep good techs for more than a year?"	Predictable schedules keep techs longer than small raises.	A poll on what techs value most	25%
Founder lessons	"Can we trust this company for the long term?"	We build slowly and tell customers what we got wrong.	A mistake we made in year two and the fix	20%

Example share of posts by pillar



Example rows from the pillar template above, for a made-up company

Find ideas you already have

Your best post ideas already sit inside your company. Sales calls, customer questions, internal data and the opinions your team argues about each week will fill a calendar for months.

Source	Where to look	Question to ask	Example idea
Sales calls	Call recordings, CRM notes, lost-deal reasons	What did a buyer push back on this week?	Why "we'll build it in-house" is a fair objection and how to weigh it
Customer questions	Support tickets, onboarding calls, community threads	Which question did we answer three times this month?	The setup step new customers skip and what it costs them later
Internal data	Product usage, anonymized benchmarks, survey results	What pattern surprised us in our own numbers?	What our usage data shows about Monday versus Friday work
Team opinions	Leadership meetings, Slack debates, hiring notes	Where do we disagree with common advice in our market?	The common best practice we stopped following and why
Your own story	Early decisions, hard years, mistakes	What would you tell yourself five years ago?	The first customer we lost and what it taught us

Idea bank columns: Date | Source | Pillar | Idea | Format | Status

Run a 30-minute idea interview

Interviews work better than asking executives to write. Record a call, ask open questions and let the writer turn the answers into drafts.

- What did a customer or prospect ask you this week that stuck with you?
- What advice in our market do you think is outdated, and what do you do instead?
- Tell me about a decision you made this quarter that a peer might have made differently.
- What number in our business changed recently, and what do you think caused it?
- What mistake do you see buyers make before they choose a tool like ours?
- Which post from someone else this month did you agree or disagree with, and why?

> **Do this now**
>
> Ask two sales reps to send you the 15 questions they hear most. Group them into pillars in one 45-minute session with your executive, and copy the table into a shared doc.
>
> Then book a recorded 30-minute call with your executive and use five of the prompts above. Pull at least six ideas into one shared idea bank with columns for date, source, pillar, idea, format and status.

04

CHAPTER FOUR

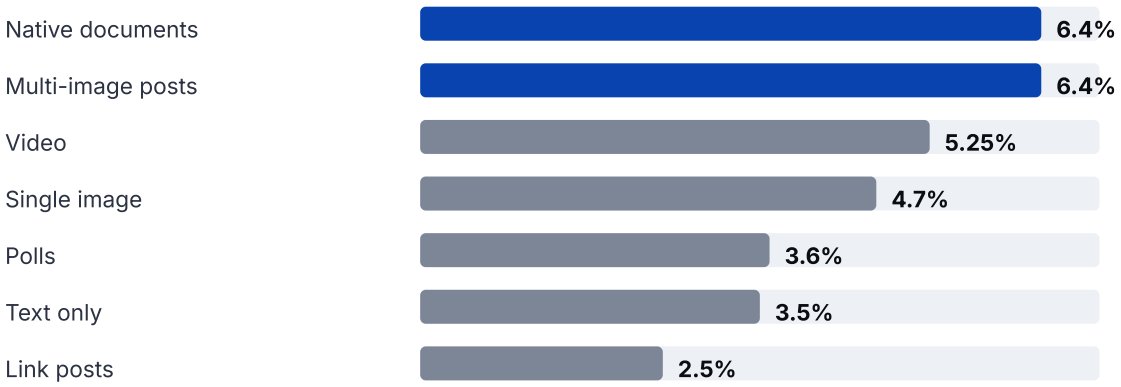
Post formats and fill-in templates

Four formats, what each one earns, and a template for each with an example.

- Engagement rate by format
- Effort versus engagement for every format
- Templates for text posts, carousels, video and polls

Use four formats on LinkedIn: text posts, document carousels, short video and polls. Documents and multi-image posts earn the highest engagement rates on company pages, so plan at least one visual post each week.

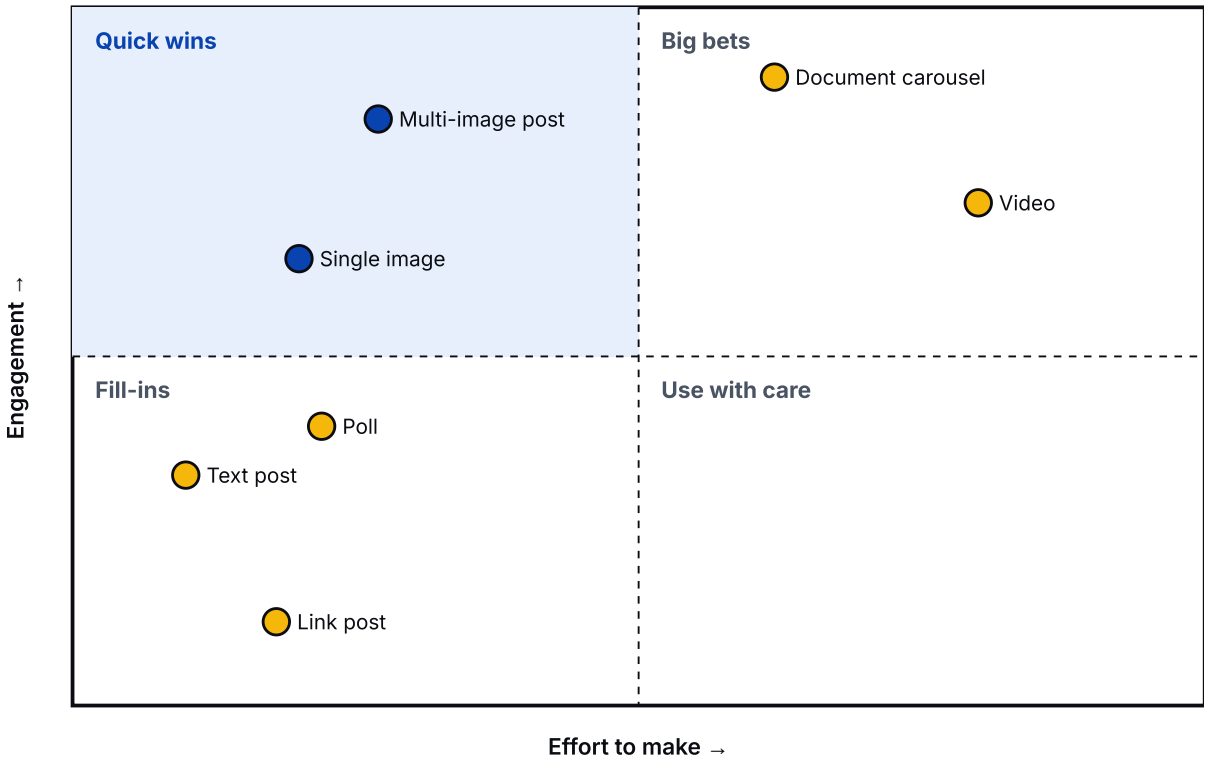
Average engagement rate by format, LinkedIn company pages



Engagement rate by impressions, Q3 2026, 2.45 million posts from 26,000 pages. Source: Socialinsider, LinkedIn Benchmarks

Source: Socialinsider, LinkedIn Benchmarks.

Where each format sits



Engagement order from Socialinsider company page data, Q3 2026. Effort is our own estimate.

Personal profiles show a similar pattern in the 2026 data. Video became the format personal profiles used most, yet it earned less engagement than carousels, image posts and multi-image posts.

Text posts still matter for your executive, since they are fast to make and good for opinions. Mix formats each week and keep the ones your own analytics favor.

Source: Metricool, 2026 LinkedIn Study.

Template 1: Text post

Hook (first 2 lines)	A clear claim or a specific moment that makes your buyer want to click "see more."
Context	Where this came from: a call, a number or a decision.
Main point	What you believe and why, in 2 to 4 short lines.
Proof	One example, number or story from your own work.
Takeaway	What the reader can do differently this week.
Close	A real question you want answered in the comments.

Example hook: "Three prospects this month asked us the same thing before signing: what happens to our data if we leave? Here is how we answer it now."

Posts can hold up to 3,000 characters. Put links in your own first comment or in your Featured section.

Template 2: Document carousel (PDF, 6 to 10 slides)

Slide 1	The promise: "5 checks before you sign a [category] contract."
Slide 2	The problem in one line and why it costs the reader time or money.
Slides 3 to 8	One step, check or idea per slide, each with a short line of detail.
Slide 9	A one-page summary that people can screenshot and share inside their team.
Last slide	Your name, face and one line on who you help, with an invitation to follow.

Example: "The 4 handoffs that lose service jobs" with one slide per handoff, what goes wrong and the fix.

Upload as PDF, PPT, PPTX, DOC or DOCX, up to 100 MB and 300 pages. Use large text, since most people read on phones.

Template 3: Short video (45 to 90 seconds)

0 to 5 s
Say the claim or question out loud, and put it on screen as a caption.

→

5 to 30 s
Explain why it matters, using one story from a customer conversation.

→

30 to 60 s
Give the steps or the answer in plain words.

→

Close
One line on what to try, then stop. Add captions, since many people watch muted.

Example: A product leader at a whiteboard: "Why we removed a feature our biggest customers asked for."

Videos can run from 3 seconds to 15 minutes and up to 5 GB.

Template 4: Poll plus follow-up post

Question	A real choice your buyers face, phrased in their words.
Options	Two to four clear answers that don't overlap.
Post text	Two lines on why you're asking and what you'll share once it closes.
Follow-up	A post a week later with the results and your own take.

Example: "When a new tool rolls out, who owns training? Vendor / IT / Team lead / Nobody yet." Then a follow-up post on what each answer means.

Polls run for 1 day, 3 days, 1 week or 2 weeks. You can see who voted and how, which shows you who cares about the topic.

A sample month of formats

This mix gives you 12 posts in a month, 4 of them visual, which matches the month 1 goal in chapter 7. The shaded cells in the table are the visual posts.

Week	Post 1	Post 2	Post 3
Week 1	Text post	Document carousel	Text post
Week 2	Text post	Single image	Text post
Week 3	Poll	Short video	Text post
Week 4	Poll follow-up post	Multi-image post	Text post

Format specs: LinkedIn Help, media file types, video requirements, polls and posts, 2026.

Do this now

Pick one idea from your bank and write it twice: once as a text post and once as a six-slide carousel. Post both over two weeks and compare members reached and comments.

05

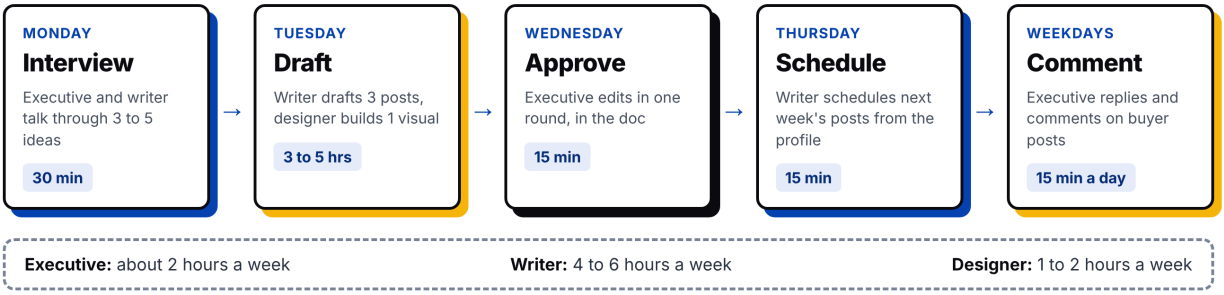
CHAPTER FIVE

The weekly workflow and profile setup

A fixed rhythm that costs your executive about two hours a week, and a profile that turns readers into followers.

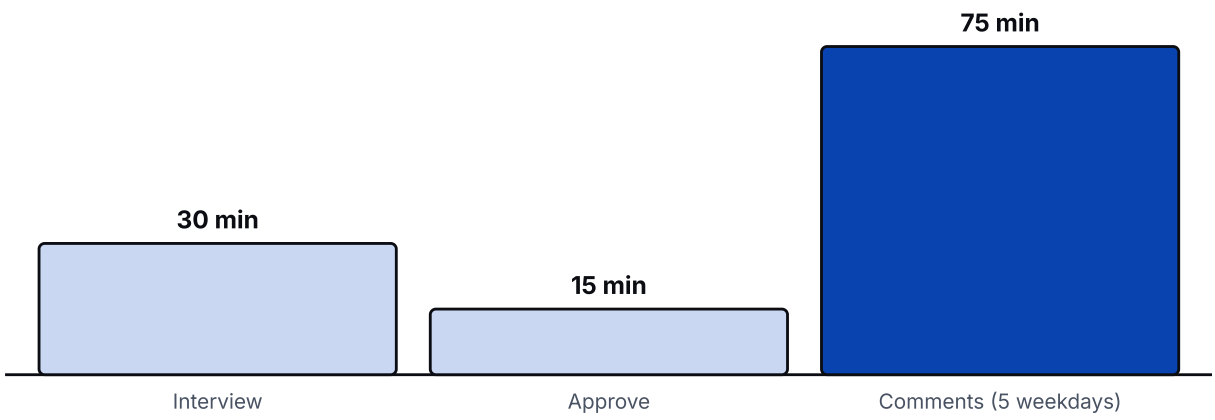
- Who does what, and when, each week
- Where the executive's two hours go
- A 13-point profile setup checklist
- A headline formula

A fixed weekly rhythm keeps posts going out when the business gets busy. Your executive gives about two hours a week, and a writer does the rest.



Step	Owner	What happens	Time per week
Interview	Executive and writer	Recorded call on 3 to 5 ideas from the idea bank, with stories and opinions.	30 min each
Draft	Writer, designer	Three posts in the executive's voice, plus one carousel or graphic.	3 to 5 hrs writer, 1 to 2 hrs designer
Approve	Executive	One round of edits in a shared doc within 24 hours, so the writer learns the voice.	15 min
Schedule	Writer	Next week's posts go into LinkedIn's scheduler, timed for when buyers are at work.	15 min
Comment	Executive	Replies on new posts in the first hours, then comments on buyer and peer posts.	15 min a weekday
Review	Writer	Logs numbers and inbound messages in the chapter 7 scorecard.	30 min

The executive's 120 minutes a week



From the workflow table above: interview, approval and 15 minutes of comments each weekday

Rules that keep the workflow moving

01

Keep a buffer

Keep a buffer of three approved posts, and name a backup approver for weeks your executive is away.

02

Keep a voice guide

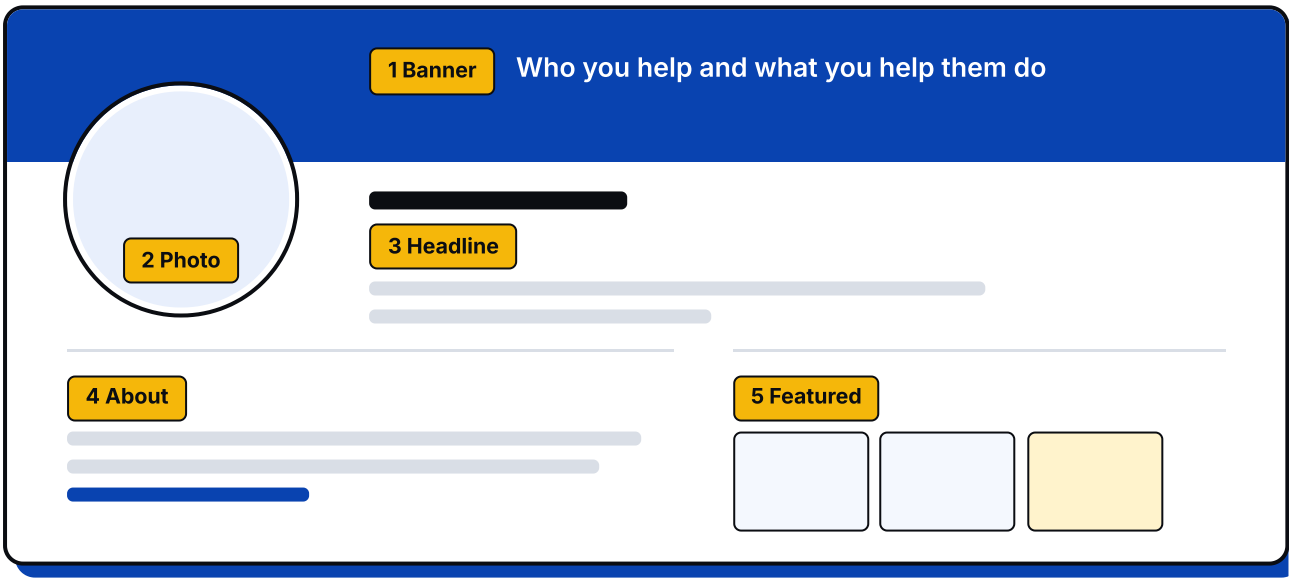
List the words your executive uses and avoids, plus a few posts they admire.

Do this now

Put the interview and the approval slot on your executive's calendar as weekly repeating meetings for the next 12 weeks. Name the writer, the designer and the backup approver in the invite.

Profile setup checklist

Every good post sends people to your executive's profile. Set it up before the first post, so visitors see in seconds who this person helps and why they should follow.



- [ ] The profile photo is a recent, well-lit head shot where the face fills most of the frame.
- [ ] The banner names who you help and what you help them do, in one line people can read on a phone.
- [ ] The headline says who you help and how, with your role after that.
- [ ] The About section opens with the buyer problem you work on, written in the first person.
- [ ] The About section ends with one clear next step, such as a link to book a call or download a guide.
- [ ] The Featured section shows your two or three best posts and one useful resource.

- [ ] The current role links to your company page, so readers can find the company in one click.
- [ ] The custom profile URL uses your name, with no random numbers.
- [ ] Contact info lists your work email or a booking link.
- [ ] Public profile settings let people outside your network see your posts and activity.
- [ ] Identity or workplace verification is complete.
- [ ] Experience entries for the last 10 years each have two lines on results or focus.
- [ ] Your company page has an up-to-date logo, tagline and website link.

Headline formula

Formula	I help [buyer role] at [company type] [result] | [Role] at [Company]
Example	I help operations leaders at home service companies run more jobs with the same crew | CEO at [Company]
Yours	_____
	_____

Do this now

Open your executive's profile on a phone and time how long it takes to understand who they help. If it takes more than five seconds, rewrite the headline and banner first.

06

CHAPTER SIX

The engagement routine

Fifteen minutes each weekday that turn readers into relationships and warm names for sales.

How LinkedIn decides who sees a post

The 15-minute weekday routine

A comment template

From comments to conversations

> **We treat comments as half the work, because they turn readers into relationships.**
>
> Perceptric

LinkedIn first shows a post to some of your connections and followers, and your connection strength affects who sees it. Engaging with other members' posts and articles helps you build your reputation and followers.

LinkedIn may also limit the reach of posts made with automation tools, so your executive should post and comment in person.

Source: LinkedIn Help, Distribution of your content on LinkedIn and Post and share updates, 2026.

The 15-minute weekday routine

1. Reply to every comment on your newest post, and ask a follow-up question when you can (5 minutes).
2. Leave thoughtful comments on three posts from people at target accounts or from peers your buyers follow (7 minutes).
3. Accept new connection requests from people who fit your ideal customer profile, and thank anyone who shared your post (3 minutes).

A comment template

Add a point	One thing the post didn't cover, from your own work.
Give an example	A short case or number that backs it up.
Ask a question	Something the author can answer in one reply.

Example: "We saw the same thing with field teams, and the fix for us was a shorter first week of training. Did you find it changed by team size?"

Turn engagement into conversations

Follow
Keep a list of 50 target accounts and the people in each buying group, and follow them.

→

Thank
When someone from that list comments twice, send a short thank-you message with no pitch.

→

Pass on
Pass warm names to sales each week with the posts they engaged with, so outreach can mention them.

Do this now

Build your list of 50 target accounts and save it as a search in LinkedIn or Sales Navigator. Block 15 minutes on your executive's calendar each weekday at the same time.

07

CHAPTER SEVEN

Measure what matters

From reach to pipeline: six metrics, three tracking steps and a monthly scorecard.

The measurement ladder

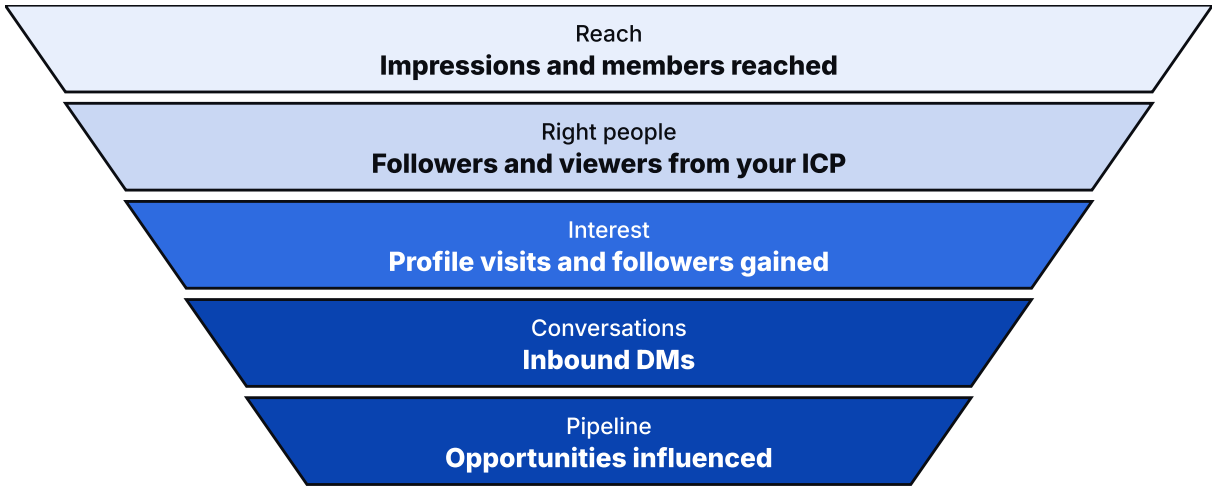
Six metrics and where to find them

Pipeline tracking in three steps

A monthly scorecard and review questions

Track reach first, then whether the right people notice, then whether it turns into conversations and pipeline. LinkedIn's post analytics cover the first two, and your CRM covers the rest.

The measurement ladder



Perceptric framework. The top rungs come from LinkedIn post analytics, the bottom rungs from your CRM.

Metric	Where to find it	What it tells you	Check
Impressions and members reached	Post analytics, Discovery	How far each post travels. Members reached counts distinct people.	● Weekly
Followers from your ICP	Post viewer demographics: job title, company, seniority, industry	Whether your posts reach the buyers you sell to.	● Monthly
Profile visits	Post analytics, Profile activity: profile viewers from this post	Which topics make people want to know more about you.	● Weekly
Followers gained	Post analytics, Profile activity	Which posts grow your audience.	● Weekly
Inbound DMs	A shared log: name, company, ICP fit, topic	Whether posts start real conversations.	● Weekly
Pipeline influenced	CRM field plus discovery call question	Open opportunities where a contact engaged with or mentioned the posts.	● Monthly

Treat every number in LinkedIn analytics as an estimate. LinkedIn adds a small amount of noise to viewer demographics to protect privacy, so read them as trends over a month.

Weekly or monthly

Green dots are weekly checks. Gold dots are monthly checks.

Source: LinkedIn Help, Post analytics for your content and changes to viewer demographics, 2026.

Set up pipeline tracking in three steps

1. Add a "How did you first hear about us?" field to your demo form and CRM, with "LinkedIn post by [name]" as an option and a free text box.
2. Ask the same question on every discovery call, and log the answer even when the form says something else.
3. Each month, match the names in your engagement log to open opportunities. Count deals where a contact engaged in the 90 days before the deal opened.

Monthly scorecard

Measure	Example month 1 goal	This month	Notes
Posts published	12 posts, 4 of them visual		
Members reached from ICP	Rising share of viewers with target job titles		
Profile viewers from posts	Track the top 3 topics		
Inbound DMs from ICP	Log every one		
Opportunities influenced	Field live in CRM		

Questions for your monthly review

- [ ] Which two posts brought the most profile viewers from our target job titles, and what do they share?
- [ ] Which pillar earned the fewest comments from buyers, and should we change the angle or drop it?
- [ ] Who sent a message or commented twice, and has sales followed up with them?
- [ ] Which open deals include a contact who engaged with the posts in the last 90 days?
- [ ] What did buyers say on discovery calls about the posts, in their own words?
- [ ] What will we try next month, and which number will tell us if it worked?

Do this now

Add the "How did you first hear about us?" field to your demo form today. It takes 10 minutes, and every week you wait is data you can't get back.

08

CHAPTER EIGHT

Your 30-day plan and posting checklist

One executive, from a quiet profile to three posts a week, and the checks every post passes first.

The 30-day starter plan, day by day

The 20-item posting checklist

This plan takes one executive from a quiet profile to three posts a week in 30 days. Each step lists the owner and what should exist when the days are done.

DAYS 1 TO 3

Score candidates and pick the voice. Pull 10 recent deals and record how buyers first heard of you.

Owner: marketing lead. Output: chosen executive and a baseline.

DAYS 4 TO 6

Collect 30 buyer questions from sales and support. Group them into 3 or 4 pillars with the executive.

Owner: writer, executive. Output: pillar table.

DAYS 7 TO 9

Update the profile with the checklist in chapter 5. Write the voice guide.

Owner: writer, executive. Output: finished profile and voice guide.

DAY 10

Run the first 30-minute interview. Build an idea bank of at least 15 ideas.

Owner: writer. Output: idea bank.

DAYS 11 TO 13

Draft six posts, including one carousel. Executive approves in one round.

Owner: writer, designer. Output: two weeks of approved posts.

DAY 14

Publish post 1. Add the "How did you hear about us?" field to the demo form and CRM.

Owner: writer, marketing ops. Output: first post live, tracking set up.

DAYS 15 TO 21

Post three times. Executive runs the 15-minute routine each weekday. Second interview.

Owner: executive, writer. Output: 3 posts live, 3 more drafted.

DAYS 22 TO 28

Post three times, including a poll. Build the list of 50 target accounts.

Owner: executive, writer. Output: 7 posts live in total, account list.

DAYS 29 TO 30

Fill in the monthly scorecard. Keep the two best topics, drop the weakest one, and plan month two.

Owner: writer, executive. Output: scorecard and month 2 plan.

> **Do this now**
>
> Copy this plan into your project tool, put real dates next to each step and assign every owner by name. Judge topics and formats after 30 days, and judge pipeline after 90 days, since B2B buying takes months.

The 20-item posting checklist

Run each post through this list before it goes live. Print it, or paste it into your drafting doc as a template.

Before you write

- [ ] The post fits one of your 3 or 4 pillars.
- [ ] The idea came from a real call, question, number or opinion.
- [ ] You can name the buyer role this post is for.
- [ ] The post makes one point, and you can say it in one sentence.

Before you post

- [ ] The executive has read and approved the final version.
- [ ] Carousel text is large enough to read on a phone.
- [ ] Videos have captions, and images have alt text.
- [ ] Any external link sits in the first comment or the Featured section.
- [ ] The post is scheduled for a time your buyers are at work.

The draft

- [ ] The first two lines make sense on their own and give a reason to keep reading.
- [ ] It includes one example, story or number from your own work.
- [ ] Every number has a source you checked, and the post names it.
- [ ] Paragraphs are one to three lines long, with white space between them.
- [ ] It sounds like the executive talking, with no buzzwords.
- [ ] It mentions your product once at most, and only where it helps the point.
- [ ] It ends with a takeaway or a real question.
- [ ] Customer names, data and screenshots have written permission or are anonymized.

After you post

- [ ] The executive replies to every comment in the first few hours.
- [ ] The executive comments on three buyer or peer posts that day.
- [ ] Numbers and any inbound messages go into the scorecard within a week.

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Want this run for you?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. Our LinkedIn team runs thought leadership for founders and executives: strategy, interviews, ghostwriting, design and publishing, in about 30 minutes of your time a week.

We also built Arrowsterr, our platform that tracks how AI search engines talk about your brand, so your LinkedIn, SEO and GEO work point the same way.

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