STRETCHLEARN · WORKBOOK

LinkedIn for Freelancers — Workbook

This workbook turns the course into action. Work through one section per module: rebuild your profile, plan your content, grow your audience, and convert followers into paid clients. Use the editable templates to track your pipeline and never lose a warm lead again.

Position your profile as a sales page

Lock down one positioning angle and one ideal client, then rewrite the profile sections a prospect actually reads.

Exercise: Write your one-line positioning statement

Complete the fill-in-the-blank formula until a stranger could repeat your offer back to you correctly. Write three versions, read each aloud, and circle the strongest.

- I help [specific type of client] [achieve a specific, measurable outcome] through [your service]. Write this three different ways.

- Name the one client group you have served before, enjoyed, and can actually reach on LinkedIn.

- What outcome does that client pay for, in their words rather than yours (more booked calls, faster launch, fewer support tickets)?

- Could this statement be pasted onto a competitor's profile unnoticed? If yes, what makes you specifically different?

Worksheet: Headline and About section rebuild

Draft each profile element using the course formulas, then preview on your phone before saving the real thing.

New headline (up to 220 chars, using What you do | for who | proof or outcome)

Banner text line 1 (your offer)

Banner outcomes (two or three results you deliver)

Banner call to action (what they should do next)

About hook (lines 1 to 2, aimed at your ideal client)

About problem (one short paragraph)

About proof (two to three lines, a result or number)

About offer (what you do and what changes for them)

About call to action (exact next step plus contact method)

Three Featured items to pin (case study, link, social proof)

Checklist: Profile-as-sales-page audit

[ ] Headline states who I help and how, not just my job title
[ ] Banner is sized 1584 by 396 and readable on mobile
[ ] Profile photo is clear, well-lit, face filling about 60 percent of the frame
[ ] About section is first person and opens with the client's problem
[ ] About section ends with a clear call to action and contact method
[ ] Featured area has three to five curated proof items
[ ] A stranger could read my profile and name what I sell, for whom, and the next step
[ ] Custom profile URL is clean (linkedin.com/in/yourname)

Create content that builds trust and reach

Set up your five-format rotation, batch a week of posts, and use commenting to multiply reach.

Exercise: Fill the five-format rotation

Draft one post idea for each of the five formats so your first week is ready before you sit down to write.

- Proof post: a real client result or outcome you produced, with a number if possible.
- How-to post: one specific, usable tip from your craft your ideal client could apply today.
- Opinion post: a clear stance on a debate in your field that signals expertise.
- Story post: a behind-the-scenes or personal moment that makes you relatable.
- Offer post: a direct, occasional invitation to work with you, with availability and a next step.

Worksheet: Write three scroll-stopping hooks

Write the first two lines for three upcoming posts. The opening is a hook, not a warm-up, because LinkedIn truncates after a couple of lines.

Hook 1 (promise style): Here is the [thing] that got me [result]

Hook 2 (contrarian style): a clear, debatable stance in your field

Hook 3 (number style): a concrete metric or result that demands the rest of the post

Which post format does each hook belong to?

Cut any throat-clearing phrases (I have been thinking about, I just wanted to say)

Checklist: Weekly batch and engage routine

[ ] Booked a recurring 60 to 90 minute weekly batch-writing session
[ ] Keep a running ideas list (Notion or a plain doc) during the week
[ ] Drafted three posts using three different formats
[ ] Queued posts with the native LinkedIn scheduler or a tool like Buffer or Taplio
[ ] Listed 10 to 15 accounts whose followers match my ideal client
[ ] Leave two to three substantive comments daily on those accounts
[ ] Online for 20 to 30 minutes after each post to reply to early comments
[ ] Reply to every comment on my own posts, especially in the first hour

Grow a relevant audience on purpose

Make your profile findable in search, send connection requests that get accepted, and keep a sustainable weekly rhythm.

Exercise: Keyword and discoverability sweep

Identify the exact phrases a buyer would type and place them across the fields LinkedIn uses for search ranking.

• List the 5 to 8 phrases a client would actually type to find someone like you.

• Where will your top phrase appear: headline, first About paragraph, current role title, skills?

• Rewrite your current position title to be keyword-rich (for example Freelance Email Copywriter, not Owner).

• Run the incognito test: search your main service phrase plus your city. Do you appear? If not, which field is missing the keyword?

Worksheet: Connection request planner

Plan targeted, personalised connection requests across the three audience groups, staying within weekly invite limits.

Five prospective clients to connect with this week

Three complementary providers who could refer you

Three visible peers whose engagement extends your reach

Your 2 to 3 sentence connection note template (reason to connect, light tone, no pitch)

Weekly invite count (keep it modest and personalised, well under the limit)

Checklist: Sustainable weekly rhythm

[ ] Monday: 60 to 90 minute batch session for the week's three posts
[ ] Daily: 15 minutes leaving two to three useful comments on target accounts
[ ] Daily: 10 minutes replying to comments and DMs
[ ] Twice a week: 15 minutes sending 10 to 20 personalised connection requests
[ ] Friday: 15 minute review of what performed and ideas for next week
[ ] Defined a busy-week minimum: one post plus a few comments, non-negotiable
[ ] Committed to running the rhythm for at least 90 days before judging results

Convert attention into paid clients

Move warm followers into conversations, run discovery calls that close, and measure the metrics that predict revenue.

Exercise: Draft your connect-converse-qualify-invite flow

Write a real message for each stage of the DM flow so you never jump straight to a cold pitch.

• Opener that references something they engaged with, with no pitch.

• A follow-up question about their situation before you mention yourself.

• A bridge line: That is exactly the kind of thing I help [client type] with.

• A low-pressure invite to a 20-minute call that makes it easy to say yes or no.

Worksheet: Discovery call structure and follow-up

Prepare your call agenda and your follow-up cadence so warm leads do not go cold in the silence after the call.

Three diagnostic questions about the problem and desired outcome

Two questions about prior attempts, timeline, and budget range

How you will reflect the problem back in their words

The agreed next step (proposal by a specific date, or book the work)

Follow-up dates: proposal within 24 to 48 hours, then day 3, day 7, day 14

The value you will add in each follow-up (example, idea, clarification)

Checklist: Metrics and improvement loop

[ ] Tracking profile views weekly (LinkedIn analytics)
[ ] Tracking conversations started (DMs and meaningful threads)
[ ] Tracking discovery calls booked
[ ] Tracking clients signed and revenue
[ ] Reviewing the funnel weekly to find the leak (views to conversations to calls to clients)
[ ] Running one experiment at a time and giving it at least two weeks
[ ] Keeping a log of what I changed and what happened
[ ] Logging every lead with name, source, last contact, next action, and status

Your Action Plan

1. Day 1: Write your one-line positioning statement and choose one ideal client.
2. Day 2: Rewrite your headline, banner, profile photo, About section, and Featured area, then run the stranger test.
3. Day 3: Do the keyword sweep and the incognito discoverability test so buyers can find you.
4. Day 4: Set up your five-format rotation and draft your first three posts with strong hooks.
5. Day 5: Schedule the week's posts and book a recurring weekly batch-writing session.
6. Week 2: Start the daily commenting habit on 10 to 15 target accounts and send your first batch of personalised connection requests.

7. Week 3: Begin moving warm followers into DM conversations using the connect-converse-qualify-invite flow.
8. Week 4: Run your first discovery calls with the structured agenda and start logging leads in the pipeline tracker.
9. Week 6: Follow up on every open proposal at day 3, day 7, and day 14, and review your funnel metrics.
10. Week 12: Review profile views, conversations, calls, and clients; double down on what drives conversations, not just likes.