

# LinkedIn Content & Personal Brand — Workbook

This workbook accompanies the LinkedIn Content & Personal Brand course and gives you the exercises, worksheets, checklists, and templates to put every lesson into practice immediately. Work through each section after completing the corresponding module. By the end you will have an optimised profile, a documented niche, a 4-week content calendar, and a metrics dashboard ready to track your growth.

## Profile Foundation & Positioning

Audit your current LinkedIn profile, define your niche, and write an About section that converts profile visitors into followers.

### Exercise: Profile Audit Scoring Exercise

Score each of the seven LinkedIn profile sections on a scale of 0–10 using the criteria below. 0 = section is missing; 5 = present but generic or keyword-free; 10 = specific, keyword-rich, and benefit-led. After scoring, identify your three lowest-scoring sections and list one concrete improvement for each.

- Score each section (Profile photo / Banner / Headline / About / Featured / Experience / Skills) and write the score plus one specific weakness next to each.

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- For your three lowest scores, write the specific change you will make this week and the exact new text or image you will use.

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- Rewrite your headline using the formula: [Who you help] + [Result you deliver] + [What makes you different]. Write 3 versions and pick the strongest.

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- What is your current SSI score (check [linkedin.com/sales/ssi/](https://www.linkedin.com/sales/ssi/))? Which of the four SSI pillars is your lowest and what is one action to improve it?

### Worksheet: Niche & Audience Avatar Worksheet

Fill in every field to define your LinkedIn niche and the audience you are writing for. Be as specific as possible — vague answers produce vague positioning.

My primary expertise (what I know better than 90% of people):

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My audience's #1 urgent problem:

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What I genuinely enjoy talking about:

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My niche statement (where all three overlap):

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Audience job title(s):

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Audience industry and company size:

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What a win looks like for my audience in 90 days:

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Three creators my audience already follows on LinkedIn:

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My audience's biggest objection or fear:

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My one-line positioning statement (I help [audience] achieve [outcome] without [frustration]):

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### Checklist: Profile Optimisation Checklist

- Profile photo is a professional headshot, 400x400px minimum, plain background, face fills 60% of frame
- Banner image is 1584x396px and communicates my niche in one glance
- Headline uses the [Who you help] + [Result] + [Differentiator] formula and is under 220 characters
- About section opens with a hook visible before the 'see more' cut (first 120 characters are compelling)
- About section follows the P-A-S-C structure and ends with one clear CTA
- Featured section is pinned with my best post, a free resource, or a video intro
- Each Experience entry includes at least one result-led achievement with a number
- Top 3 Skills match the search terms my target audience would use
- Creator Mode is turned on so my profile shows a Follow button by default
- Custom URL is set (linkedin.com/in/yourname — no random numbers)

## Content Strategy & the Weekly Posting System

Define your content pillars, practise the Hook-Body-CTA framework, and build your first 4-week content calendar.

### Exercise: Hook Writing Practice — 8 Hooks in 20 Minutes

Using the eight hook structures from the course, write one hook for each structure based on your niche and audience. Then star your top three and explain why they would resonate with your specific audience avatar.

- Write one hook using each of the 8 structures (Contrarian, List promise, Story open, Stat shock, Direct question, Bold claim, Relatable confession, How-to promise) applied to your specific niche.
- Read your 8 hooks aloud. Which three would make you stop scrolling if you saw them in your feed as a member of your target audience? Star those three.
- For your top-rated hook, write the full Hook-Body-CTA post (300–800 characters). Apply the Three-Layer Value Sandwich to the body section.
- Identify one post you recently saw that had a great hook. Copy the hook structure (not the content) and rewrite it for your niche.

### Worksheet: Content Pillars & 4-Week Calendar Worksheet

Define your three content pillars and map out your first 4-week posting calendar using the weekly rhythm from the course. Fill in every post slot with a pillar, post type, and a one-line topic idea.

Content Pillar 1 (Educational — what to call it and 3 topic examples):

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Content Pillar 2 (Personal — what to call it and 3 topic examples):

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Content Pillar 3 (Conversational — what to call it and 3 topic examples):

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Week 1 Post 1 — Day / Pillar / Format / Topic:

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Week 1 Post 2 — Day / Pillar / Format / Topic:

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Week 1 Post 3 — Day / Pillar / Format / Topic:

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Week 2 Post 1 — Day / Pillar / Format / Topic:

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Week 2 Post 2 — Day / Pillar / Format / Topic:

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Week 2 Post 3 — Day / Pillar / Format / Topic:

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Week 3 Post 1 — Day / Pillar / Format / Topic:

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Week 3 Post 2 — Day / Pillar / Format / Topic:

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Week 3 Post 3 — Day / Pillar / Format / Topic:

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Week 4 Post 1 — Day / Pillar / Format / Topic:

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Week 4 Post 2 — Day / Pillar / Format / Topic:

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Week 4 Post 3 — Day / Pillar / Format / Topic:

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My optimal posting days and times (based on my audience's timezone):

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Tool I will use for scheduling (LinkedIn native / Buffer / Taplio):

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### Checklist: Pre-Publish Post Quality Checklist

- First line (hook) is strong enough to earn the 'see more' click — tested by reading it in isolation
- Post body uses short paragraphs (1–3 lines) with white space between each
- At least one specific example, number, or named tool is included in the body
- Post ends with exactly one call to action (not two or three)
- No links in the body of the post — link is in comments if needed
- 3–5 relevant hashtags added (one large, one medium, one niche)
- Post is scheduled for Tuesday–Thursday, 7–9am or 12–1pm in audience's timezone
- Post content fits one of my three defined content pillars
- No grammar or spelling errors (read aloud once before scheduling)

## High-Impact Content Formats — Carousels, Video & Newsletter

Plan your first carousel, script your first LinkedIn video, and design your newsletter concept before you launch.

### Exercise: Carousel Planning Exercise

Plan a 10-slide LinkedIn carousel using the slide blueprint from the course. You do not need to design it yet — just plan the content of each slide and verify it meets the quality criteria.

- Write the cover slide hook text (one bold line, under 8 words) and the problem slide text (2–3 sentences that make your audience feel understood).

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- Write the content for slides 3–9 — one insight per slide, under 40 words each. Each slide should be a standalone valuable point.

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- Write the final slide CTA. Will you use the DM keyword technique? If so, what keyword will you use and what will you offer in return?

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- Review your 10 slides: does each one earn its place? Remove or replace any slide that could be cut without the reader feeling they missed something.

### Worksheet: LinkedIn Video Script Worksheet

Write a complete 60–90 second LinkedIn video script using the 3-part template. Time yourself reading it aloud — it should take 60–90 seconds at a natural speaking pace.

Video topic (one sentence — what is this video about?):

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Target audience (who is this specifically for?):

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Hook (0–5 seconds — one bold claim or sharp question, no intro):

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Point 1 (15–30 seconds — first insight or story beat):

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Point 2 (15–30 seconds — second insight or story beat):

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Point 3 (15–30 seconds — third insight or story beat, or resolution):

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CTA (last 5 seconds — one action: follow / comment [word] / visit [URL]):

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Read-aloud timing (seconds):

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Equipment I will use (phone / ring light / lapel mic / other):

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Subtitling tool I will use (CapCut / Descript / LinkedIn auto-caption):

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## Checklist: Newsletter Launch Checklist

- Newsletter name is specific to my niche (not just my own name)
- Publishing cadence is decided: weekly or biweekly — date and time locked in calendar
- First issue topic is planned and draft has been started
- Issue structure follows the 4-part template: hook / main piece / quick hits / CTA
- Newsletter is created in LinkedIn's newsletter feature (accessible via Write Article)
- Newsletter link is added to my Featured section on my profile
- Newsletter is announced in a dedicated post with a clear value proposition for subscribers
- First issue is written to 400–800 words for the main piece — not shorter, not a wall of text
- At least 2–3 repurposed post ideas have been identified within the first issue

## Exercise: Repurposing Engine Exercise

Take one piece of content you have already written (a post draft, a newsletter issue, or a carousel plan) and extract at least three new post ideas from it using different formats.

- List the 3–5 standalone insights or arguments in your chosen piece of content.
- For each insight, assign a different post format (text post / video hook / carousel slide / poll question) and write a one-line topic for that post.
- Write the full hook for each of the three repurposed posts — do they each stand on their own without the original context?

## Audience Growth, Engagement & Analytics

Set your 90-day growth targets, build your engagement ritual, and create a weekly analytics review habit.

### Exercise: Engagement Comment Writing Exercise

The goal is to write substantive comments that add value and attract profile clicks. Generic comments hurt your reputation — every comment you leave is a micro-post visible to the original creator's entire audience.

- Find 3 posts in your niche right now with 100+ reactions. For each, write a substantive comment of 3+ sentences that adds a new perspective, a data point, or a personal example — not agreement or praise.
- Read your 3 comments aloud. Would a reader who sees this comment want to click through to learn more about you? Revise any that would not.
- Set a timer for 15 minutes and use this as your daily engagement practice template: 5 comments, 3+ sentences each, all in your niche. Note how long it actually takes.

## Worksheet: 90-Day Growth Targets Worksheet

Set specific, measurable 90-day LinkedIn growth targets using the benchmarks from the course as a guide. Track your starting baseline and record your targets before you begin.

Today's follower count (baseline):

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Today's SSI score (baseline):

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Today's average post engagement rate (last 5 posts, calculated manually):

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Target follower count at 90 days:

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Target average engagement rate at 90 days:

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Target weekly inbound DMs from relevant prospects at 90 days:

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Target for single best-performing post reach at 90 days (impressions):

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Target newsletter subscribers at 90 days (if launching one):

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Posting frequency per week I am committing to:

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Daily engagement time I am committing to (minutes):

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Analytics review day and time each week (e.g. Friday 9am):

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### Checklist: Weekly Operating Rhythm Checklist

- Sunday: 30-minute content planning session completed (pillars chosen, hooks written, posts batch-drafted)
- Posts scheduled for the week using LinkedIn native scheduler or a third-party tool
- Daily 15-minute engagement ritual completed each weekday (5 comments + replies + 3 connection requests)
- Every comment on my own posts replied to within 2 hours of publishing
- No posts edited within 24 hours of publishing (algorithm reset avoidance)
- Friday: weekly analytics review completed (top post by impressions, top post by engagement rate, follower change noted)
- One content insight documented from the weekly analytics review
- Connection request personalisation used for every request sent this week
- At least one newsletter issue drafted or published if newsletter is live
- Monthly: SSI score checked and recorded against last month's baseline

### Your Action Plan

1. Complete the full 7-section profile audit today and assign a score to every section — fix any section scoring below 6 before posting your first piece of content
2. Turn on Creator Mode in LinkedIn Settings to display a Follow button and unlock Creator Analytics
3. Write your one-line positioning statement using the formula from Module 1 and update your headline within 48 hours
4. Define your three content pillars and fill in your 4-week content calendar template before publishing anything
5. Write and schedule your first 3 posts (one per pillar) using the Hook-Body-CTA framework — aim to publish within 7 days of completing the course
6. Commit to the daily 15-minute engagement ritual: 5 substantive comments per day in your niche, every weekday
7. Plan and design your first 10-slide carousel on your highest-value educational topic and publish it in week 2
8. Record and publish your first native LinkedIn video — aim for 60–90 seconds, subtitled, uploaded natively
9. Launch your LinkedIn newsletter with a specific name, a committed publishing cadence, and your first issue ready to send
10. Set up your weekly Friday analytics review using LinkedIn's Creator Analytics dashboard and record your baseline metrics before week 1 begins











