

# LinkedIn for Business & Personal Branding — Workbook

This workbook turns the course into action. Each section maps to a course module and gives you exercises, fill-in worksheets, and checklists to build a converting profile, a real content calendar, a growth routine, and a lead-generation process. Work through it in order, and by the end you will have a finished profile, a 30-day plan, and a respectful outbound system ready to run.

## Positioning and Profile Optimization

Define who you serve and rebuild every part of your profile into a conversion-ready landing page.

### Exercise: Draft Your One-Sentence Brand

Write three versions of your positioning using the formula: I help [specific audience] achieve [specific outcome] through [your method]. Read each aloud and circle the one that feels true but slightly too narrow.

- Who exactly do you help? Name role, industry, and stage so you could list three real people who fit.  
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- What specific, tangible outcome do you help them get? Avoid vague verbs like empower or transform.  
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- What is your method, angle, or proof that makes you credible to deliver that outcome?  
\_\_\_\_\_
- Which of your three versions would make an ideal client feel you are speaking directly to them, and why?  
\_\_\_\_\_

### Worksheet: Profile Rewrite Planner

Fill in each field with your final copy. Keep your headline under 220 characters and front-load value in the first 40 to 60. Write your About in first person with short paragraphs.

New headline (who you help | how or proof | secondary detail)

\_\_\_\_\_

About hook (1 to 2 lines that name the reader's pain or a bold promise)

\_\_\_\_\_

About story (how you got here and why you care)

\_\_\_\_\_

About proof (numbers, named clients, results, credentials)

\_\_\_\_\_

About what-you-post-about line

\_\_\_\_\_

About call to action (next step plus email or booking link)

\_\_\_\_\_

Custom profile URL (linkedin.com/in/yourname)

\_\_\_\_\_

## Checklist: Profile Conversion Checklist

- [ ] Headline replaced default job title with a clear who-you-help statement
- [ ] About section opens with a hook, not I am a passionate professional
- [ ] About written in first person with white space between short paragraphs
- [ ] Quality headshot uploaded with clear face, good lighting, simple background
- [ ] Banner designed at 1584x396 with value proposition, proof, and a call to action
- [ ] Featured section has a lead magnet, a popular post, a result, and a booking link
- [ ] Custom URL set and Open to or Providing services badge turned on

## Thought-Leadership Content That Earns Attention

Build your reusable content toolkit, write scroll-stopping hooks, and set up a sustainable weekly calendar.

### Exercise: Define Your Content Pillars and First Posts

Choose three to five content pillars tied to your positioning, then draft one post idea for each using a format from the six-format toolkit.

- List your three to five content pillars (for example educational, proof, personal, perspective).  
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- For each pillar, write one specific post topic you could publish this week.  
\_\_\_\_\_
- Match each topic to one of the six formats: story-to-lesson, listicle, contrarian take, how-to, case study, or observation.  
\_\_\_\_\_
- Which two formats will you start with so you are not overwhelmed?  
\_\_\_\_\_

### Worksheet: Hook Builder

Pick one of your post topics and write five different hooks for it using the hook types below. Then choose the strongest one.

Topic for this post  
\_\_\_\_\_

Hook option 1 (bold claim)  
\_\_\_\_\_

Hook option 2 (result tease with a number)  
\_\_\_\_\_

Hook option 3 (mistake confession)  
\_\_\_\_\_

Hook option 4 (specific question)  
\_\_\_\_\_

Hook option 5 (pattern interrupt)  
\_\_\_\_\_

Chosen hook and why it wins  
\_\_\_\_\_  
\_\_\_\_\_

### Worksheet: Weekly Content Calendar

Plan three to five posts for the coming week. Fill in the day, pillar, format, topic, and hook for each so you can batch-write them in one sitting.

Post 1: day, pillar, format, topic, hook  
\_\_\_\_\_

Post 2: day, pillar, format, topic, hook  
\_\_\_\_\_

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Post 3: day, pillar, format, topic, hook

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Post 4 (optional): day, pillar, format, topic, hook

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Post 5 (optional): day, pillar, format, topic, hook

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Batch-writing session date and time blocked

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### Checklist: Pre-Publish Post Checklist

- Hook earns the See more click within the first 1 to 3 lines
- Post formatted with short lines and white space for mobile reading
- One clear idea per line or a scannable numbered or bulleted list
- Closing line invites a comment or reflection
- External link placed in the comments rather than the post body
- Read aloud and it sounds like a real person, not a template

## Growing a Targeted Audience

Grow with thoughtful commenting, personalized connection requests, and native creator features.

### Worksheet: Target Creator and Engagement List

Build a list of 15 to 20 creators whose audience matches yours. You will spend 20 minutes daily leaving additive comments on their recent posts.

Creator 1: name, why their audience fits you

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Creator 2: name, why their audience fits you

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Creator 3: name, why their audience fits you

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Creator 4: name, why their audience fits you

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Creator 5: name, why their audience fits you

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Daily 20-minute commenting time block

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What an additive comment looks like for your niche (example, nuance, or question)

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### Exercise: Connection Request Note Workshop

Write a reusable connection note template under 300 characters that references shared context and makes zero asks. Then personalize it for three real people.

- Draft a warm, no-ask connection note template under 300 characters.
  - Personalize it for someone you share a mutual connection or event with.
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- Personalize it for someone whose recent post you genuinely valued.
- How will you track your acceptance rate and adjust the note if it drops below half?

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### Checklist: Audience Growth Routine Checklist

- Leaving 5 to 10 thoughtful, additive comments daily on target creators
- Commenting early, ideally within the first hour, while posts are hot
- Sending 20 to 30 personalized, no-ask connection requests per week
- Staying within LinkedIn invitation limits to protect account standing
- Profile set to Follow as the default button to remove the growth ceiling
- LinkedIn newsletter created with a clear theme and steady cadence

## AI Tools and Turning Attention into Leads

Use AI to draft faster, build a lead magnet, and run a respectful outbound and analytics process.

### Exercise: Build Your AI Drafting Prompt

Create a reusable prompt for ChatGPT or Claude that captures your positioning and voice so the AI drafts in your style rather than generic defaults.

- Write a context block stating your audience, positioning, and tone in 3 to 4 lines.
- Paste two or three of your best real posts to use as voice samples.
- Write the instruction asking the AI to suggest 10 hooks, then draft a post in a chosen format.
- What specific real detail (a client result or personal moment) will you always add that AI cannot know?

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### Worksheet: Lead Magnet and Call-to-Action Planner

Design one lead magnet tightly aligned with your paid offer, then plan how you will distribute and capture it. Lead magnet type (checklist, template, mini-guide, audit, or swipe file)

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The one specific problem it solves quickly

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How it connects to what you eventually sell

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Where it will live (Featured section, About CTA, landing page URL)

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Comment-to-DM keyword you will ask people to use

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First follow-up question you will ask after delivering it

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### Worksheet: Respectful Outbound DM Tracker

Map your five-step outbound sequence and track the people you are building relationships with. Lead with relevance, never an instant pitch.

Prospect name and why they are a strong fit

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Step 1 date: personalized connection note sent (no ask)

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Step 2: engaged with their content (dates and which posts)

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Step 3: opened conversation with a relevant question or sincere compliment

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Step 4: notes on their situation and needs

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Step 5: specific reason to suggest a call, or respectful exit

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### Checklist: Weekly Scorecard and Lead Process Checklist

- Recorded profile views and search appearances for the week
- Recorded post impressions and engagement rate
- Recorded follower growth within your target audience
- Recorded conversations started and calls booked by hand
- Reviewed which topics and formats moved you closer to booked calls
- Confirmed all outreach was personalized and within LinkedIn limits

### Your Action Plan

1. Day 1: Lock your one-sentence brand and rewrite your headline and About section.
2. Day 2: Upload a quality headshot, design your 1584x396 banner, set a custom URL, and turn on relevant badges.
3. Day 3: Build your Featured section with a lead magnet, a strong post, a result, and a booking link.
4. Day 4: Choose three to five content pillars and your two starting post formats.
5. Day 5: Batch-write your first week of posts, hooks first, and schedule them.
6. Day 6: Build your list of 15 to 20 target creators and start the daily 20-minute commenting routine.
7. Day 7: Send your first 20 to 30 personalized, no-ask connection requests and set up your LinkedIn newsletter.
8. Week 2: Create your lead magnet and add it to your Featured section and post calls to action.
9. Week 3: Start the respectful outbound DM sequence with 10 well-chosen prospects.
10. Week 4: Fill in your weekly scorecard, review what worked, and plan the next month around your top topics and formats.









