

LinkedIn Organic Growth & Thought Leadership — Workbook

This workbook turns the course into a working LinkedIn system you can run every week. You will define a point of view and audience, rebuild your profile for search and conversion, draft hooks across the high-reach formats, set a sustainable calendar, run a daily engagement and warm-DM routine, and track the few metrics that actually predict growth. Work one section per module, fill in the worksheets with your real account, and use the templates as your ongoing calendar, hook bank, DM tracker, and analytics log.

How the LinkedIn Feed Actually Decides Reach

Internalize the ranking signals and define the point of view and audience that every later tactic will serve.

Exercise: Write your point-of-view sentence

Define who you help and the stance you will become known for. Draft the so-that sentence, then list the beliefs you are willing to defend publicly. Keep refining until the audience is narrow and the outcome is concrete.

- Complete this: I help [specific audience] do [specific outcome] so that [deeper benefit].

- Write two or three opinions or beliefs in your field you are willing to defend in a post.

- Who is NOT your audience? Naming who you exclude sharpens who you attract.

- What topic do you want people to associate with your name in twelve months?

Worksheet: Decode a post's golden hour

Pick one of your existing posts (or a peer's) and reconstruct how it moved through the pipeline. Fill in each field from the post analytics to connect theory to a real example.

Post topic and format

Time published (and audience time zone)

Impressions in roughly the first hour (estimate)

Comments in the first hour

Reactions in the first hour

Did reach expand or stall after the first hour? (expanded / stalled)

One thing you would change to win the golden hour next time

Checklist: Signal-quality checklist before you hit publish

- No external link in the body of the post (move it to the first comment if needed)
- No engagement-bait phrases (comment YES, like if you agree)
- Three or fewer relevant hashtags, placed at the end
- The post takes a clear stance or asks a genuine question that invites comments
- I can be online for the first 60 to 90 minutes to reply to comments
- Posting in a window when my audience is active

A Profile That Converts Visitors Into Followers and Leads

Rebuild every above-the-fold and proof element so earned reach lands on a profile engineered to convert.

Worksheet: Headline and About rewrite

Rewrite your headline and the first three lines of your About using the course formulas. Draft, then read each aloud and cut anything generic. Check the headline on a phone so the first 70 characters carry the message. Current headline (paste as-is)

New headline using: I help [audience] achieve [outcome] | [credibility] | [keyword, keyword]

Two keywords your audience actually searches for

New About hook (line 1, under ~70 characters)

About lines 2 to 3 (the problem your audience faces)

Your single primary call to action (follow / DM a keyword / book a call)

Exercise: The three-second mobile test

Open your profile on a phone and screenshot only what is visible before scrolling. Judge it the way a stranger in your target audience would, then fix the weakest element first.

- From the screenshot alone, can a stranger tell who you help and how? (yes / no)

- Is your banner doing a job (stating the outcome or showing proof), or is it the default?

- Which single above-the-fold element is weakest: photo, banner, name, or headline?

- What is the one change that would most improve the three-second impression?

Checklist: Profile-conversion checklist

- Clear, friendly headshot with face filling roughly 60% of the frame
- Custom banner stating who I help, the outcome, or social proof
- Headline answers who / what / why and includes searchable keywords
- About leads with a hook and ends with one clear call to action
- Skills section filled out, with the three most relevant pinned
- Featured section pins my best post, lead magnet, or booking link
- At least three specific, results-oriented recommendations requested or live

Content Formats and a Calendar That Earns Reach

Build a hook bank, choose your formats and pillars, and commit to a weekly calendar you can actually sustain.

Exercise: Draft ten hooks across the patterns

Using the five hook patterns from the course (contrarian, specific result, mistake confession, list promise, bold question), draft ten first lines for your niche. Make each specific and under roughly 200 characters, and resist closing the loop in the hook itself.

- Write two contrarian-take hooks for your audience.

- Write two specific-result hooks that include a real number.

- Write two mistake-confession hooks from your own experience.

- Write two list-promise hooks and two bold-question hooks, then star the three strongest.

Worksheet: Define your content pillars

Choose three to five recurring themes at the intersection of what you know, what your audience needs, and what supports your offer. For each pillar, note example topics and the primary goal it serves.

Pillar 1 name + goal (e.g. educational / authority)

Pillar 2 name + goal (e.g. personal story / trust)

Pillar 3 name + goal (e.g. opinion / point of view)

Pillar 4 name + goal (optional: proof / results)

Three example post topics for each pillar

Which pillar best supports your offer or call to action?

Worksheet: Lock your weekly posting windows

Commit to a realistic cadence (three to four posts a week to start) and assign each slot a pillar, format, and day-time. Confirm the times against your own analytics after two weeks and adjust.

Posts per week you will commit to

Slot 1: day, time, pillar, format

Slot 2: day, time, pillar, format

Slot 3: day, time, pillar, format

Slot 4 (optional): day, time, pillar, format

Weekly batch-and-schedule session: day and time

Checklist: Pre-publish post checklist

- First two lines work as a standalone hook with an open loop
- One idea per line with generous white space for mobile
- Format chosen deliberately (text / carousel / poll / long-form)
- Carousel slide 1 reads like a hook; final slide has a call to action
- Any link is in the first comment, not the post body
- Post is mapped to a pillar and a scheduled slot

Engagement Loops and DM Outreach That Books Calls

Run a daily engagement routine, convert warm engagers with value-first DMs, and review the metrics that compound growth.

Worksheet: Build your engagement target list

List 15 to 30 people whose audiences you want to reach and whose work you respect. These are the accounts you will engage with consistently to build reciprocal reach. Fill in why each matters so your comments stay genuine.

Person or company name

Why their audience overlaps with yours

Their typical posting days/times (if known)

Relationship status (cold / warm / known)

Last meaningful comment you left (date)

Exercise: Write your warm-DM sequence

Draft a personalized, value-first message sequence for someone who just engaged with your content. Never pitch in message one. Keep it specific to a real post so it never reads as a template.

- Opening line that references the specific post or comment that connected you.

- The give: a resource, quick answer, or genuine compliment with no ask attached.

- An open question about their situation that invites a reply.

- The soft next step you would offer only if a real fit emerges in conversation.

Checklist: Daily 20-minute routine checklist

- Pre-engaged with a few niche posts before publishing (about 5 minutes)
- Posted in my chosen window and stayed online for the golden hour
- Replied to every comment on my post within 60 to 90 minutes
- Left 5 to 10 thoughtful comments on target-audience and peer posts
- Sent only personalized, value-first DMs (no copy-paste blasts)
- Logged today's post and any conversations started in the tracker

Your Action Plan

1. Write your point-of-view sentence and choose a narrow target audience.
2. Rebuild your profile: new headline, About hook, banner, Featured, and pinned skills.
3. Request at least three specific, results-oriented recommendations.
4. Choose three to five content pillars and the two to three formats you will use.
5. Draft a hook bank of at least ten openers across the five hook patterns.
6. Set a sustainable cadence (three to four posts a week) and assign each slot a pillar, format, and day-time.
7. Block a weekly 60 to 90 minute batch-and-schedule session and fill next week's calendar.
8. Run the daily 20-minute engagement routine, including replying to every comment in the golden hour.
9. Send a small number of personalized warm DMs each week to recent engagers, value first.
10. Hold a monthly review: log every post, find your two best pillars and formats, and set one experiment for next month.

