

LinkedIn Marketing — Workbook

This workbook is your hands-on companion to the LinkedIn Marketing course. Complete each section as you finish the corresponding module — the exercises, worksheets, and checklists are designed to produce real deliverables (an optimized profile, a 30-day content calendar, a prospect list, and an outreach sequence) that you can use immediately. Reserve about 30–45 minutes per section.

Profile as a Landing Page

Audit your current profile, rewrite your headline and About section, and build your Featured section so your profile converts visitors into followers and inbound leads.

Exercise: Profile Audit and Scoring Exercise

Before rewriting anything, conduct a brutally honest audit of your current LinkedIn profile against each of the seven profile sections from the lesson. Score each section 1 (missing/poor), 2 (adequate), or 3 (strong). Total your score and identify the three lowest-scoring areas to prioritize.

- Review your current headline: does it lead with an outcome or value proposition, or does it default to your job title? Write your current headline here and rate it 1–3.

- Read your About section out loud. Does it open with a hook before the 'see more' cut-off? Does it follow a clear Problem-Solution-Proof-CTA structure? Note what is missing.

- List the keywords your ideal clients would type into LinkedIn search to find someone like you. Are these exact keywords present in your headline, About section, and top skills?

- What is currently pinned in your Featured section, if anything? Is it a lead magnet, a proof piece, or nothing? Write what you will replace it with and why.

Worksheet: Headline and About Section Draft Sheet

Use the formulas from the lesson to draft three headline variations, then write a full About section draft using the PSP-CTA framework. Fill in each field below.

Headline version 1 (Outcome formula): I help [audience] [achieve result] without [pain point]

Headline version 2 (Credibility formula): [Title] | [Proof point] | [Niche]

Headline version 3 (Keyword formula): [Keyword 1] + [Keyword 2] | [Outcome] for [Audience]

Chosen headline (circle one above and write it here)

About section — Hook (lines 1-2, max 300 characters, must earn the 'see more' click)

About section — Problem (the pain your ideal client faces in their own language)

About section — Solution (what you do and how it is different)

About section — Proof (2-3 specific results with numbers)

About section — CTA (one clear next step for the reader)

Full About section combined draft (paste everything together and read aloud)

Checklist: Profile Completion Checklist

- Upload a professional headshot (minimum 400x400 px, plain background, eye contact)
- Design and upload a custom banner image (1584x396 px) that reinforces your niche or offer
- Set headline using your chosen formula — outcome-first, not job-title-first
- Write and publish your PSP-CTA About section with hook in first 2 lines
- Pin at least one item in Featured section (lead magnet, video intro, or top post)
- Rewrite at least 3 Experience bullets using the CAR formula with quantified results
- Add top 5 niche-relevant skills and request endorsements from 3+ trusted connections
- Turn on Creator Mode in Settings to activate Follow button and Newsletter feature
- Add a custom LinkedIn URL (linkedin.com/in/yourname — no random numbers)

Content Strategy and the LinkedIn Algorithm

Build a 30-day content calendar using the 3-2-1 framework, develop a topic bank, and draft your first three posts using the hook-body-CTA structure.

Exercise: Topic Bank Brainstorm Exercise

Your content calendar is only as strong as the idea bank behind it. Spend 20 minutes generating at least 21 content ideas (7 educational, 7 engagement, 7 conversion) before you write a single post. Use the prompts below to break through blank-page paralysis.

- List 7 lessons, frameworks, or insights from your professional experience that your ideal client would genuinely benefit from knowing — these are your educational posts.
- List 5 polarizing opinions you hold about your industry that most people either won't say publicly or actively disagree with — these are your engagement posts.
- List 3 specific client results or case studies (even brief ones) where your work made a measurable difference — these are your conversion posts. Include the before/after numbers.
- For each idea, write a one-line hook using one of the 12 hook formulas from the lesson. The hook is what you will use as your post opening.

Worksheet: 30-Day Content Calendar Planning Sheet

Map your 30-day content calendar by assigning one topic to each publishing day. Aim for 3-4 posts per week. Use the 3-2-1 ratio across each week. Fill in the fields for each post slot.

Week 1 — Post 1: Date | Format (text/carousel/image/video/poll) | Content bucket (edu/eng/conv) | Hook line | Key takeaway | CTA

Week 1 — Post 2: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 1 — Post 3: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 2 — Post 4: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 2 — Post 5: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 2 — Post 6: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 3 — Post 7: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 3 — Post 8: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 3 — Post 9: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 4 — Post 10: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 4 — Post 11: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Week 4 — Post 12: Date | Format | Content bucket | Hook line | Key takeaway | CTA

Checklist: Pre-Publish Post Quality Checklist

- [] Hook opens within the first 2 lines before 'see more' truncation — is it curiosity-inducing enough to earn the click?
- [] Post develops exactly ONE idea — not a topic cluster or a list of unrelated points
- [] White space used aggressively — no paragraph longer than 3 lines, blank line every 2-3 sentences
- [] No external links in the post body — move any URL to the first comment
- [] Call-to-engagement at the end asks for a specific response (opinion, experience, tag, save)
- [] Post scheduled or published Tuesday–Thursday between 8–10 AM or 5–6 PM in your timezone
- [] 3–5 hashtags added (1 broad, 3 niche, 1 branded) at the end of the post
- [] First comment pre-written with any external link and a brief expansion on the post topic

Growing a Targeted Audience

Define your Ideal Connection Profile, build a target prospect list, and set up a daily engagement routine that grows your audience by 150-200 targeted connections per month.

Exercise: ICP Definition and Search Filter Exercise

Before sending a single connection request, build a precise written ICP so every outreach decision is intentional. Then test your ICP in LinkedIn search and evaluate the results.

- Define your Ideal Connection Profile in writing: Industry vertical (be specific), company size (employee range), exact job titles (list 3-5), geography (country/city/region), and one behavioral signal that indicates they are active on LinkedIn.

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- Open LinkedIn search, type your primary target job title, filter to 2nd-degree connections, and apply your industry and geography filters. How many results appear? If under 100, loosen one filter. If over 5,000, tighten one. Write your final search string.

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- Review the top 10 profiles in your search results. What do their headlines have in common? What pain

points or goals appear repeatedly in their About sections or recent posts? Write your findings — these inform your LARA outreach language.

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- Write your personalized connection request note template using the PAVE formula. Keep it under 300 characters. Test it by reading it aloud — does it sound like a real human wrote it?

Worksheet: Audience Growth Tracking Sheet

Track your weekly audience-building activity to ensure you are hitting the 10-5-1 daily routine and measure growth trends. Fill in the fields at the end of each week.

Week start date

Connection requests sent this week (target: 70)

Connection requests accepted this week

Acceptance rate this week (accepted / sent) — calculate manually

Substantive comments left on ICP posts this week (target: 35)

New followers gained this week

Profile views this week

Total first-degree connections (cumulative)

Notes: any patterns noticed in which connection request notes performed best

Checklist: Daily LinkedIn Growth Routine Checklist

- Spend 4 minutes engaging with 5-10 posts in your niche immediately before publishing your own post (the 4-minute rule)
- Send 10 personalized connection requests per day to ICP-matched prospects using the PAVE formula
- Leave 5 substantive comments (20+ words each) on posts from people in your target audience
- Engage meaningfully with 1 piece of content from a potential referral partner or strategic contact
- Reply to every comment on your own posts within 24 hours to extend algorithmic reach
- After replying to a commenter, visit their profile and send a personalized follow-up connection request
- Check LinkedIn notifications for any accepted connections and send a brief welcome DM same day

Exercise: Hashtag Strategy Builder

Build your personal hashtag stack using the 1-3-1 rule. Research each tier before finalizing your selections.

- Find 1 broad hashtag with 500,000+ followers that fits your niche (search the hashtag on LinkedIn and check follower count). Write it here.

- Find 3 niche hashtags with 10,000–100,000 followers that precisely describe your content topic. Write all three with their follower counts.

- Create 1 branded hashtag unique to your name or content series (e.g., #YourNameTips or #YourFrameworkName). Write it here and begin using it on every post.

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- Paste your complete 5-hashtag stack here in the order you will add them to future posts.
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Lead Generation and Social Selling

Build your LARA outreach sequence, design a lead magnet, and set up a 90-day lead generation launch plan with clear KPI targets for each phase.

Exercise: LARA Outreach Sequence Builder

Write a complete 5-message LARA outreach sequence for your top prospect persona. These messages should feel personal and specific — avoid generic templates. Use a real target prospect profile as inspiration while writing.

- Day 0 — Welcome message (after connection accepted): Write a 2-3 line message that is warm, genuine, and makes zero mention of your product or service. Reference why you sent the connection request.
 - Day 7 — LARA message: Write your full Listen-Acknowledge-Relate-Ask message. Reference a specific post, challenge, or detail from their profile. End with one open question — not a call pitch.
 - Day 14 — Resource follow-up (if no reply): Write a brief message that shares one genuinely useful resource related to their stated challenge. No ask, no pitch — pure value.
 - Day 21 — Final follow-up (if still no reply): Write a closing message that is low-pressure, respectful, and leaves the door open for future connection. This message should have zero tension.
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Worksheet: Lead Magnet Design Sheet

Plan and spec your lead magnet before creating it. A well-designed lead magnet does the heavy lifting of converting content viewers into qualified leads. Fill in every field.

Lead magnet title (use a specific, outcome-driven title — e.g., 'The 7-Part LinkedIn Profile Audit Checklist')

Format (checklist / template / script / framework / mini-guide)

Target audience (who specifically is this for?)

The single problem it solves in one sentence

Delivery method (link in Featured section / DM trigger keyword via ManyChat / website landing page)

3 bullet points describing what the reader gets — write these as your promotional copy

CTA text you will use in posts to promote this lead magnet

Follow-up sequence: what 2-3 messages will you send after someone downloads it?

Checklist: 90-Day LinkedIn Lead Generation Launch Checklist

- Days 1-7: Profile fully optimized using all items from Module 1 checklist
- Days 1-7: Lead magnet created, hosted, and linked in Featured section
- Days 1-7: Creator Mode activated and LinkedIn Newsletter created with first edition published
- Days 8-30: Publishing minimum 3 posts per week on a documented content calendar

- [] Days 8-30: Sending 10 targeted connection requests per day with personalized PAVE notes
- [] Days 8-30: Leaving 5 substantive comments per day on ICP content
- [] Days 31-60: LARA outreach sequences started for all connections accepted in weeks 2-4
- [] Days 31-60: LinkedIn Newsletter publishing on bi-weekly cadence
- [] Days 31-60: Reviewing post analytics weekly and updating content calendar based on findings
- [] Days 61-90: Top 3 content formats identified from analytics — doubling down on those formats
- [] Days 61-90: Converting active DM conversations to discovery calls using 20-minute meeting ask
- [] Days 61-90: Reviewing and adjusting ICP based on which actual engagers and callers fit best

Your Action Plan

1. Complete the full Profile Audit Score (Module 1) and identify your three lowest-scoring profile sections today — fix those three first before touching anything else
2. Rewrite your headline using one of the three formulas and publish it within 48 hours — do not wait for a perfect draft
3. Write your About section using the PSP-CTA framework, ensuring the hook lands before the 'see more' truncation at 300 characters
4. Create or update your Featured section with at least one lead magnet or proof piece linked to an external resource
5. Build a 21-idea topic bank (7 educational, 7 engagement, 7 conversion) before writing your content calendar
6. Map a 30-day content calendar with one post assigned to each publishing day and the hook pre-written for every slot
7. Define your Ideal Connection Profile in writing and run a test LinkedIn search to validate that your target audience exists and is active
8. Write your LARA 5-message sequence and begin sending it to newly accepted connections starting in week 2
9. Create a simple tracking spreadsheet for weekly audience growth, post engagement rates, and outreach pipeline stages
10. Review analytics at day 30 and day 60 to identify top-performing content formats and double down on those in the next month

