THE PLAYBOOK / EDITION 2026



LinkedIn Aura Farming

The 2026 operating manual for being seen, remembered, trusted and chosen.

Profile | Content | Inbound | Outbound | Social selling

Verified against public sources as of 7 November 2026. Platform rules change: re-check before you act.

START HERE

How to use this playbook

One lesson per page. Do the action at the bottom. Skip what you already do well.

Every page = one lesson
Read it in under two minutes, then act on the "Do this now" line before you move on.

Verified vs opinion
Platform facts and growth opinions are labelled differently so you always know what is solid ground.

Scripts are starting points
Replace every bracket. Copy-pasted outreach is the fastest route to a low acceptance rate.

Re-check before you rely on it
LinkedIn changes rules and limits without much notice. Anything labelled eligibility varies depends on your account.

THE LABEL SYSTEM

Label	Meaning	How to treat it
VERIFIED	Stated by LinkedIn (engineering blog, Help Center) or reported directly from it	Safe to build on, but re-check dates
OBSERVED	Seen in third-party studies or creator tests. LinkedIn has not confirmed it	Test it on your own account
SPECULATION	A popular claim with no solid evidence	Do not build a strategy on it
RECOMMENDED	My recommendation, based on how buyers and the platform behave	Use it, then measure
ELIGIBILITY VARIES	Feature depends on your account, region, plan or review	Check in-app before you plan around it

WHAT IS INSIDE

Parts 1-5: how LinkedIn works, profile, visibility, content, algorithm. Parts 6-9: inbound, outbound, social selling, networking. Parts 10-11: professions and what not to do. Parts 12-14: 30-day challenge, advanced tactics, 50+ question bank. Toolkit: cheat sheet, daily operating system, tracker, audit, swipe file, hook bank, sources.

THE BIG IDEA

The Aura Equation

Aura is the feeling people get when they see your name and already know what you are good at.

Aura =	Clarity	x Consistency	x Proof	x Conversation

Clarity

One sentence anyone can repeat: who you help and what changes for them. If a stranger cannot repeat it, nobody can refer you.

Consistency

Same topic, same voice, same face, for months. Recognition is repetition with a point of view.

Proof

Numbers, named outcomes, screenshots with permission, client words. Proof is what turns "interesting" into "trusted".

Conversation

Comments and DMs. Reach without conversation is a vanity metric. Conversation is where deals start.

THE AURA LADDER

01 Seen — They scroll past you once

▶

02 Recognized — They think: I know that name

▶

03 Remember — They recall your topic

▶

04 Trusted — They believe your proof

▶

05 Chosen — They message you first

RECOMMENDED Do not chase attention. Build a presence that attracts it. You are not trying to go viral. You are trying to become the obvious name when your buyer's problem comes up.

Do this now: write your one-sentence positioning ("I help [who] get [result] by [how]") and keep it open while you read.

01

PART 01

Understanding LinkedIn in 2026

What changed, how the feed decides, and what is myth. Facts are separated from opinion.

PART 1 / THE ECOSYSTEM

What actually changed in 2026

LinkedIn rebuilt how it finds and ranks posts. The direction is relevance to a topic, not popularity.

12 Mar LinkedIn Engineering explains its rebuilt

1,000+ past interactions the new ranker reads per

22 Jun LinkedIn Live needs an

~100 invites a week is the commonly observed

What	Detail	Status
Feed rebuilt	LinkedIn Engineering (12 March 2026) describes replacing several separate retrieval systems with one built on LLM-generated embeddings, plus a transformer-based "Generative Recommender" for ranking that reads a member's long interaction history.	VERIFIED
Fewer click-driven posts	LinkedIn's VP of Engineering Tim Jurka has been reported saying the platform is reducing repetitive, click-driven posts so the feed is less of a popularity contest.	VERIFIED reported
The "360Brew" label	Many guides use this name for the new system. LinkedIn published research under that name earlier; whether it is exactly what runs the live feed is debated. Treat it as industry shorthand.	OBSERVED
Reach is down for many	Richard van der Blom's Algorithm InSights data, as reported by trade press, shows large drops in views and follower growth versus the year before.	OBSERVED
Live changed	From 22 June 2026 you must schedule a LinkedIn Live event ahead of time. Eligibility rules were not changed.	VERIFIED ELIGIBILITY VARIES
Generic AI content	Many experts say templated, AI-sounding posts are being down-weighted. LinkedIn has not published a specific AI-content penalty.	SPECULATION

RECOMMENDED Read it this way: the feed is getting better at working out what your post is about and who it is for. Posts with a clear niche and real substance get matched to the right people. Vague, broad, copy-paste posts get less help.

PART 1 / THE ECOSYSTEM

How a post travels

Two things happen: LinkedIn decides who might see it, then decides who sees it first.

01 Understand
The system works out what the post is about and who

02 Retrieve
Picks candidate posts for each member from a

03 Rank
Orders those candidates using the member's

04 Learn
Reads reactions, reading time and replies, then

Step	What LinkedIn has said	What the industry adds
Retrieval + ranking	Two stages: retrieval picks candidates, ranking orders them. VERIFIED	A quality filter before retrieval, and an early test audience, are widely described but not confirmed in detail. OBSERVED
Dwell time	LinkedIn Engineering has written about measuring how long a post is on screen and how long people spend reading after a click. VERIFIED	Longer, well-structured posts that people actually read tend to do better. OBSERVED
Interest over network	The system aims to match posts to evolving member interests. VERIFIED	Topic fit now matters more than raw follower count. OBSERVED
First hour	No published window or percentage.	Claims like "70% of reach is decided in 90 minutes" have no solid source. SPECULATION

So you should

Pick one topic cluster and stay in it.
Write posts people read to the end.
Reply to comments fast: replies are more reading time and more conversation.

So you should not

Post about everything.
Optimise for likes alone.
Rely on posting time, tags or hacks.

Do this now: list the three topics you want to be known for. If your last ten posts do not fit them, that is your reach problem.

PART 1 / THE ECOSYSTEM

Myth vs reality

Most LinkedIn advice is a rumour that got a nice graphic.

Myth	Reality	Label
Post every day or die	LinkedIn has published no frequency rule. Consistent, good posts beat daily filler. 3-5 strong posts a week is plenty for most people.	RECOMMENDED
Hashtags drive reach	They are a topic hint at best. Use 0-3 specific ones, never a block of ten.	OBSERVED
Links in the post kill reach	Many creators report lower reach for outbound links. LinkedIn has not confirmed it. Test: link in the first comment, or no link and a DM.	OBSERVED
Engagement pods work	Pods are coordinated, inauthentic engagement. Low-quality interactions from people outside your niche add little and risk your account.	RECOMMENDED
The golden hour decides everything	Early replies help, but "70% in 90 minutes" is not a published number.	SPECULATION
AI posts are banned	No official ban. The real problem: sameness. Readers scroll past it and so does the ranker.	SPECULATION
Company pages beat people	People trust people. Founder and employee profiles usually get more conversation than a brand page.	OBSERVED
More impressions = more money	Impressions are attention. Revenue comes from the right 50 people who know you.	RECOMMENDED
Premium or Sales Navigator raises invite limits	Reported not to. They add search tools and InMail, not more invitations.	OBSERVED

PART 1 / THE ECOSYSTEM

Old LinkedIn vs LinkedIn 2026

The rewards moved from "how many saw it" to "who it meant something to".

	The old playbook	What works now
Who sees a post	Your connections, then their connections	People whose interests match the topic, even outside your network
What gets rewarded	Likes and quick comments	Reading time and real replies from the right people
Content style	Broad, motivational, one-liner posts	Specific, niche, proof-backed posts
AI-written posts	Fast volume, nobody noticed	Same template everywhere, readers and ranker both tune out
Growth hack	Pods, tag lists, engagement bait	Useful comments, a clear niche, and showing your work
Lead generation	Mass connect then pitch	Earn attention, then start a relevant conversation
Profile	A resume online	A landing page for one audience
Measure of success	Impressions and followers	Conversations, qualified leads, meetings

OBSERVED This table mixes what LinkedIn has said with how experts read it. The direction is consistent across both: relevance and substance over reach tricks.

PART 1 / THE ECOSYSTEM

Who uses LinkedIn for what

Same platform, eight different games. Know yours.

Role	Uses it for	Currency	Classic mistake
Professionals	Career capital, being found	Visible expertise	Never posting, then wondering why recruiters ignore them
Founders	Trust, hiring, investors, deals	Story and proof	Posting only product news
Freelancers	Clients, referrals, rate power	Specific results	Describing skills instead of outcomes
Recruiters	Sourcing and employer brand	Reputation with talent	Copy-paste InMails
Salespeople	Pipeline and warm intros	Relevance and timing	Pitching in the first message
Marketers	Reputation, jobs, speaking	Frameworks and results	Posting theory with no numbers
Agency owners	Inbound leads, authority	Case studies	Selling services, not outcomes
Job seekers	Recruiter discovery, referrals	Keywords and referrals	Applying cold and never talking to people

PART 1 / THE ECOSYSTEM

Ten mistakes that kill visibility

Fix these before you touch anything advanced.

1. No niche
A feed full of random topics tells the system and the reader nothing. Fix: one topic cluster for 90 days.

2. Slow hooks
If line one does not earn "see more", the rest is invisible. Fix: lead with the point or the tension.

3. Walls of text
Dense blocks get skipped. Fix: short paragraphs, white space, one idea.

4. Drive-by posting
Post then vanish. Fix: stay for 30 minutes and answer every comment.

5. Generic AI voice
Same rhythm and phrases as everyone. Fix: add a real story, number or opinion only you have.

6. Comment spam
"Great post!" teaches nothing. Fix: add a point, a question or a small story.

7. Weak profile
Visitors do not understand you in five seconds. Fix: headline and banner with a promise.

8. Selling in public
Constant pitching trains people to ignore you. Fix: 80% useful, 20% offer.

9. Chasing every trend
Format hopping without a message. Fix: test formats inside your topic.

10. No follow-up
Interest dies in the inbox. Fix: a DM routine for everyone who engages.

02

PART 02

Profile Aura Farming

Turn your profile from a resume into a conversion machine for one specific audience.

PART 2 / PROFILE

The profile anatomy

Every element has one job. If it does not do its job, rewrite it.

Element	Spec to know	Its one job
Photo	Square crop, face large in frame, natural light	Make you feel safe and real
Banner	Commonly 1584 x 396 px. Keep key text away from edges and the photo overlap	State who you help and the result
Headline	Up to 220 characters. Appears next to every comment and post	Say what you do for whom, with proof
About	Up to 2,600 characters. First lines show before "see more"	Earn trust and give a next step
Featured	Pin posts, links and media	Show proof and how to buy or book
Experience	Role, company, dated entries	Back up your claims with outcomes
Skills	Pin your top three	Help search and signal focus
Recommendations	Written by clients or colleagues	Third-party proof
Custom URL	Edit under public profile and URL settings	Be memorable on every message and email
Contact info	Email, site, booking link	Remove friction

ELIGIBILITY VARIES Character limits and layout details change with product updates. Check the edit screen in the app for current limits.

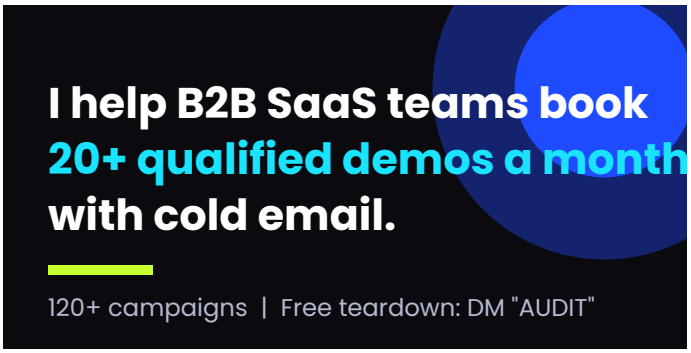
PART 2 / PROFILE

Photo and banner

The banner is the only billboard you own on LinkedIn. Most people waste it.



WEAK: generic image, vague claim, buzzwords



STRATEGIC: audience, outcome, proof, next step

Photo: do

Face fills most of the circle
Soft daylight, simple background
Real smile or calm confidence
Dress like your best client expects

Photo: do not

Group shots, sunglasses, logos
Heavy filters or old photos
Cropped from a wedding
AI-generated faces

Banner formula

Line 1: who you help
Line 2: the result with a number
Line 3: proof or credibility
Small: one next step (DM keyword, link)

Banner checks

Readable on a phone
Not hidden behind your photo
Same colours as your posts
Updated each quarter

PART 2 / PROFILE

Headlines that work

Your headline follows you everywhere. Make every appearance a mini pitch.

THE FORMULA

I help [WHO] get [RESULT] with [HOW or PROOF]

Before (weak)	After (powerful)
Marketing Manager at XYZ	I help B2B SaaS founders turn LinkedIn into a pipeline source | Content + outbound | 40+ SaaS clients
Freelance Web Developer	Shopify developer for DTC brands: faster stores, higher checkout rates | 60+ builds
Sales Professional | Passionate | Driven	Enterprise AE helping logistics teams cut quoting time | Closed $4M in 2025
Recruiter	I place senior backend engineers in fintech startups | 90+ hires, 94% still there after 12 months
Student | Aspiring Data Analyst	Data analytics student | Built 6 public dashboards on retail and health data | Seeking internship
CEO at Acme	CEO at Acme: building payroll for remote teams in emerging markets | Hiring

Use real search words

Put the terms buyers type ("cold email", "Shopify", "SOC 2") in the headline. LinkedIn search reads it.

Proof beats adjectives

"120 campaigns" beats "experienced". "Closed $4M" beats "results-driven".

One audience

If you write for everyone you will resonate with nobody.

Test it

Show it to someone in your ICP for 5 seconds. Ask what you do and for whom.

PART 2 / PROFILE

The About section

About is not your life story. It is a sales page that does not feel like one.

NOT THIS

Generic About

I am a passionate, results-driven marketing professional with 8+ years of experience in the industry. I love helping businesses grow and am always looking for new opportunities to learn and collaborate. Let's connect!

THIS

Authority About

Most B2B founders think LinkedIn is for likes. It is a pipeline channel, if you treat it like one.

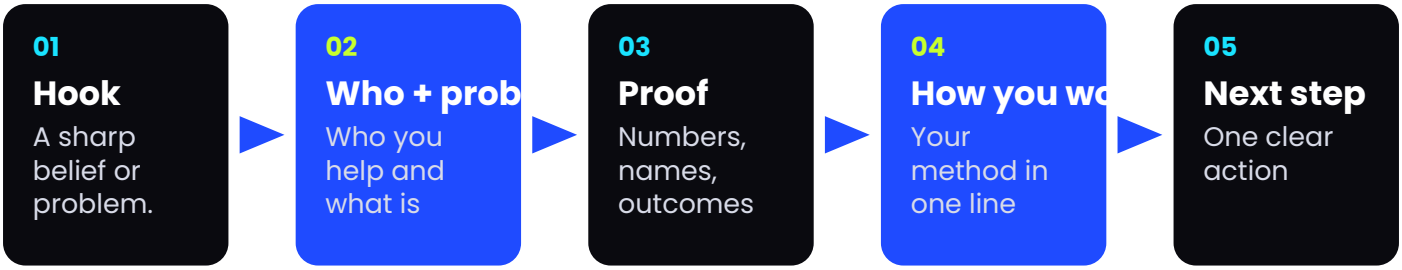
I help SaaS teams book qualified demos from LinkedIn and cold email. 120+ campaigns. Last quarter one client went from 3 to 27 demos a month.

How I work: audit, positioning, content, outbound, weekly reporting.

Not a fit if you want 10,000 followers and no sales.

Want a free teardown? DM me "AUDIT" or book: [link]

THE FIVE-PART STRUCTURE



Do this now: rewrite the first two lines of your About. They are the only lines most people ever read.

PART 2 / PROFILE

Everything else on the profile

The supporting cast decides whether visitors believe the headline.

Featured

Slot 1: your best proof (case study, result)
Slot 2: your best post or guide
Slot 3: how to work with you (link or booking page)
Review every month

Experience

Lead each role with the outcome, not the duty
Add numbers: revenue, time saved, volume
Link media or work samples
Keep the role relevant to your audience

Skills

Pin the three skills you want to be found for
Remove skills that dilute positioning
Endorsements matter less than clarity

Recommendations

Ask clients, not friends
Give them a prompt: "What was the situation and the result?"
Aim for 3-5 specific ones
Give recommendations too

Custom URL and contact

linkedin.com/in/firstname-lastname-niche if taken
Add email, website, booking link
Use the same URL on cards, email and bio

Creator tools

Profile topics, newsletter and Live depend on your account and region
Check in-app before planning around them

ELIGIBILITY VARIES Creator-mode style features have changed several times. Treat availability as account-specific.

PART 2 / PROFILE

Copy-paste headline formulas by profession

Pick yours, swap the brackets, publish.

Profession	Formula	Example
Freelancer	I help [client type] [result] via [service] | [proof]	I help DTC brands cut ad costs with landing pages | 60+ shipped
Agency owner	[Outcome] for [niche] | Founder, [agency] | [client count/result]	Booked meetings for B2B SaaS | Founder, Cortex Labs | 40+ clients
SaaS founder	Building [product] so [who] can [outcome] | [traction]	Building invoicing so freelancers get paid in days | 4,000 users
Sales pro	[Role] helping [industry] [outcome] | [quota/result]	AE helping logistics teams quote faster | 128% of quota
Marketer	[Specialty] for [stage/industry] | [result]	Demand gen for Series A SaaS | $2M pipeline in 12 months
Recruiter	I place [role] in [industry] | [metric]	I place SDRs in B2B tech | 70+ placements
Job seeker	[Target role] | [proof project/skill] | open to [location]	Junior product analyst | 5 dashboards on Kaggle | Open to remote
Student	[Field] student | [project or result] | seeking [what]	CS student | Built a bus-route app used by 800 riders | Seeking internship
Consultant	I help [who] fix [problem] | [framework or proof]	I help ops leaders fix onboarding | 25 firms, 30% faster ramp
Creator	[Topic] creator | [audience size or output] | [offer]	AI tools for freelancers | 60k readers | Weekly newsletter
CEO / exec	[Title], [company] | [mission in plain words] | [proof]	CEO at Acme: payroll for remote teams | 300 customers in 9 countries

PART 2 / PROFILE

The 5-second test and audit

If a stranger cannot say what you do in five seconds, rewrite until they can.

The 5-second test

Open your profile on your phone, signed out.
Show it to someone for five seconds.
Take it away.
Ask: What does this person do? Who for? Would you message them?
If any answer is "not sure", fix headline and banner first.

Score yourself

0-5 ticks: your profile is a resume.
6-10 ticks: decent, still generic.
11-15 ticks: it converts.

PROFILE AUDIT CHECKLIST

- [ ] Photo: clear face, good light, plain background, looks like a person you would hire or call
- [ ] Banner says who you help and the result, not a stock photo
- [ ] Headline: who you help + outcome + proof (not just a job title)
- [ ] First 2 lines of About hook a stranger before "see more"
- [ ] About has proof: a number, a client type, a named result
- [ ] Featured has 3 items: best proof, best post, how to work with you
- [ ] Experience entries show outcomes, not duties
- [ ] Top 3 skills match what you want to be found for
- [ ] 3+ recommendations that mention a specific result
- [ ] Custom URL is clean (linkedin.com/in/yourname)
- [ ] Location, industry and contact info are filled in correctly
- [ ] A clear next step exists: link, booking page or "DM me [keyword]"
- [ ] Your last 5 posts all point at the same topic
- [ ] Profile language matches how your buyers describe their problem
- [ ] Open the profile signed out, on your phone: does it still land in 5 seconds?

03

PART 03

Visibility and Aura Farming

How to become visible without looking desperate: comments, relationships, rhythm.

PART 3 / VISIBILITY

The aura loop

Visibility is not a post. It is a loop you run every week until people start saying your name for you.

01
Show up
Be where your buyers read

02
Be useful
Add something real to the conversation

03
Be consistent
Same topic, every week

04
Be recognised
Name and face become familiar

05
Be remembered
They recall your topic first

06
Be approached
They come to you

NOT THIS

Begging for attention

- Posts "please like and share"
- Comments "Great post!" on 40 posts
- DMs a pitch to everyone who connects
- Tags famous people in unrelated posts
- Disappears for three weeks, then returns with a sale

THIS

Building aura

- Posts something worth saving
- Leaves five comments a day that add a point
- Starts conversations by referencing something specific
- Tags people only when they truly belong in the story
- Shows up every week for a year

Do this now: write down the 20 people whose attention matters to you (buyers, peers, referrers). Follow all 20 and turn on notifications for the top 5.

PART 3 / VISIBILITY

Strategic commenting

A good comment is a free post written on someone else's audience.

Add
One extra example or data point the author did not cover.

Extend
Take the idea one step further. What happens next?

Challenge
Respectfully disagree with one part and say why.

Story
A two-line real experience that proves or breaks the point.

Weak comment	Strong comment
Great post! Thanks for sharing.	The part about follow-ups is the real unlock. We saw replies jump when we cut message two to one line and a question. Curious if you tested timing too?
Totally agree	Agree, with one caveat: this works for founder-led sales. In enterprise deals the buyer committee changes the game. Did you see that in your accounts?
Love this	This matches what happened when we dropped our case-study deck for a one-page result summary. Reply rate doubled. Specifics beat polish.

Rules

20-60 words, own words, no templates
Comment early on posts from your ICP and peers
Say something only you would say
Never pitch in a comment

Where to comment

Posts by your buyers (ICP)
Posts by people your buyers follow
Posts in your topic with real discussion
Not posts with 3,000 generic comments

PART 3 / VISIBILITY

Relationships with leaders and others' audiences

You do not need their audience. You need their attention, earned slowly.

THE RELATIONSHIP LADDER

01
Follow
Pick 10-20 people

02
Notice
Read and save their posts

03
Comment x3
Over two to three weeks

04
Connect
With a specific note

05
Value DM
Share something useful

06
Collaborate
Ask once trust exists

Using other audiences well

Substantive comments on relevant posts
Guest on a podcast, newsletter or live
Co-created post or carousel
Quote-post only when you add a real take (plain reshares tend to perform worst in third-party data)

Getting noticed by decision-makers

Comment where they comment
Share a short insight about their industry
Visit their profile before they see your name in a DM
Never open with "pick your brain"

Social proof stack

Client results (with permission)
Recommendations
Speaking or podcast links in Featured
Screenshots of real replies (blur names)

Digital footprint

Same photo and name everywhere
Same topic on LinkedIn, newsletter, site
Link your site and profile to each other
Search yourself monthly

PART 3 / VISIBILITY

Daily, weekly, monthly

A small rhythm beats a big burst. Protect the rhythm.

Daily (20-30 min)

5 quality comments on target posts
Reply to every comment on your posts
3 connection requests with notes
Log one number in your tracker

Weekly (about 2 hours)

2-4 posts across 2 formats
1 value DM to a warm contact
1 piece of proof (result, screenshot, quote)
Review analytics: what earned conversations?

Monthly (about 2 hours)

Refresh Featured and banner
Collect 1-2 recommendations
Review top and bottom posts
Review ICP: still right?
Reach out to 3 collaborators

Quarterly

Rewrite headline and About with new proof
Retire topics that did not work
Set one big visibility goal: podcast, event, newsletter

RECOMMENDED Recommended cadence, not an official rule. If you can only do one thing daily, make it five good comments.

PART 3 / VISIBILITY

The 30-minute LinkedIn routine

Run it on a timer. Done is better than perfect.

Minutes	Do this	Output
0-5	Reply to comments and DMs on your latest post	Keeps the conversation alive
5-15	Leave 5 thoughtful comments on posts from your ICP or peers	5 visible touches
15-22	Draft or schedule a post from your idea bank	Content in the pipe
22-27	Send 3 connection requests with a specific line each	New relationships
27-30	Log numbers: posts, comments, connections, conversations	Data to improve

IDEA BANK RULE

Every time a client says something smart, a prospect asks a question or you fix a mistake, drop it into a note called "Post seeds". Ten seeds = two weeks of posts.

ANTI-DOOMSCROLL RULE

Open LinkedIn with a task: comment on five posts, then leave. The feed is not your office.

Do this now: put a daily 30-minute block in your calendar for the next 30 days.

04

PART 04

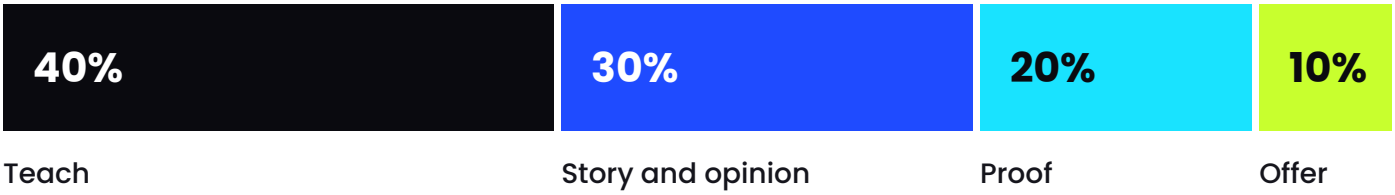
Content that builds authority

What to post, what to skip, how to sound human, and 20 frameworks you can steal today.

PART 4 / CONTENT

Content pillars and your mix

Pillars stop you from posting random things. Pick 3-4 and rotate.



Pillar 1: Teach

Frameworks, how-tos, mistakes, teardowns. Shows you know your craft.

Pillar 2: Story and opinion

Why you believe what you believe. Builds the human connection and a clear stance.

Pillar 3: Proof

Results, case studies, client words, behind-the-scenes numbers.

Pillar 4: Offer

Clear "here is how to work with me" posts. Keep it honest and rare.

EXAMPLE: A COLD-EMAIL CONSULTANT

Pillar	Example post idea
Teach	How to write a first line that gets read
Story and opinion	Why I stopped sending 500 emails a day
Proof	Case study: 3 to 27 demos in 90 days
Offer	I have 2 spots for a 30-day outbound sprint

RECOMMENDED The mix is a starting point, not a law. If proof posts create more conversations for you, do more of them.

PART 4 / CONTENT

What to post, what to skip, and how often

Post to be useful to a specific person. Everything else is noise.

Post
Real stories with a lesson
Specific how-tos and frameworks
Opinions you can defend
Results with context
Behind-the-scenes decisions

Skip
Generic motivation
Engagement bait ("comment YES")
Reposts with no take
Humblebrag with no lesson
Rants at individuals

Cadence	Guidance	Label
2-3 posts a week	Fine for most professionals. Better to publish less and write well.	RECOMMENDED
4-5 posts a week	For people building a brand and who have enough real ideas.	RECOMMENDED
Daily	Not required. LinkedIn has not published a rule. Only if quality holds.	OBSERVED

FORMAT BENCHMARKS DISAGREE: TEST YOUR OWN

Source (2026)	What it found	Label
AuthoredUp, large post study	Document / carousel about 1.39x median reach; video about 0.86x; reshares lowest.	OBSERVED
Dataslayer, Socialinsider summaries	Documents highest engagement rate (about 6.6-7%) vs text near 2%.	OBSERVED
Taplio benchmarks, Feb 2026	Image posts led median engagement (2.70%), text 1.98%, documents 2.40%.	OBSERVED

Why they differ: different creators, different audiences, different methods. Use two formats for four weeks each, compare conversations, not likes.

PART 4 / CONTENT

Hooks, CTAs and sounding human

Hook earns the click. Substance earns the comment. A human voice earns the trust.

Hook types that work

Tension: "Posting daily is overrated."
Result: "From 3 demos to 27."
Story: "My boss laughed. Then..."
Gap: "Nobody tells you this about X."
Question: "Why do your best posts get no leads?"

CTA types

Question: "What would you add?"
Keyword: "Comment GUIDE for the template" (use sparingly)
Soft invite: "If this helps, my DMs are open."
Resource: link in the first comment
Follow-up: "Part 2 on Thursday."

HOW TO AVOID SOUNDING AI-GENERATED

NOT THIS

Reads like AI

In today's fast-paced digital landscape, it is more important than ever to...

Let's dive in.

Here are 5 game-changing tips to unlock your potential:

Every line the same length, same rhythm, tidy bullet after tidy bullet

THIS

Reads like you

Last Thursday a client said something that stopped me mid-call.

Short sentence. Then a longer, messier one that has an opinion in it.

A real number: 17 of 20.

One detail only you would know: the Zoom lagged and we kept talking anyway.

RECOMMENDED Use AI for outlines, edits and ideas if it helps. Put your story, number and opinion in yourself. A reader should be able to tell a person wrote it.

PART 4 / CONTENT

Post frameworks 1–5

Steal the structure. Swap in your own story and numbers.

#	Framework	Structure	Example
1	Mistake, lesson, fix	Name a costly mistake. Say what it taught you. Give the fix.	"I wasted $8k on LinkedIn ads before I wrote one useful post. The lesson: ads amplify clarity, they do not create it. Fix: 30 days of posts first."
2	Before, after, bridge	Where they were. Where they are now. The bridge between.	"Client A: 2 demos a month. Now 19. Same offer. What changed: one sentence in the headline and a weekly case study."
3	Contrarian take	Common belief, why it breaks, what to do instead.	"Everyone says post daily. I posted 3x a week and booked more calls. Fewer, better posts get read to the end."
4	Case study	Problem, move, result, lesson.	"A logistics firm lost 40% of quotes. We cut the quote form from 14 fields to 5. Win rate rose 11 points. Lesson: friction is a pricing problem."
5	Story with a turn	Moment, tension, decision, meaning.	"I almost deleted my profile after a 0-like week. Then a stranger DMed: your post fixed my invoicing. I stopped counting likes."

Do this now: pick one framework above and write a post with a real example from the last 30 days.

PART 4 / CONTENT

Post frameworks 6-10

Steal the structure. Swap in your own story and numbers.

#	Framework	Structure	Example
6	Numbered playbook	5-7 steps to one outcome. Each step one line.	"How I book 10 calls a month with no ads: 1) Pick one niche 2) Comment on 5 posts a day 3) Share one result a week..."
7	Teardown	Take a real example, show what works and what does not.	"I audited 20 SaaS headlines. 17 said the same thing: Helping companies grow. Here are three that did not."
8	Myth vs reality	State the myth. Break it with evidence or experience.	"Myth: You need 10k followers to get clients. Reality: my best client came from a comment on someone else's post."
9	Named framework	Give your method a memorable name and walk through it.	"The 3C Check before any DM: Context, Credit, Clear ask. If one is missing, I do not send it."
10	Client question	Quote the question, then answer plainly.	"A client asked: should I connect with strangers? Yes, with a reason in the note. Here is the note I use."

Do this now: pick one framework above and write a post with a real example from the last 30 days.

PART 4 / CONTENT

Post frameworks 11-15

Steal the structure. Swap in your own story and numbers.

#	Framework	Structure	Example
11	Build in public	Share a number, what happened, what is next.	"Month 4: 31 posts, 1.2k new followers, 9 inbound DMs, 3 calls, 1 client. What I will change: fewer carousels, more stories."
12	Lessons from N	N lessons from a number of years, clients or mistakes.	"7 lessons from 120 cold email campaigns. #3: your first line is the offer, not your name."
13	Industry news, your take	What happened, why it matters, what to do Monday.	"LinkedIn changed how Live works. Here is what it means if you host webinars, in three bullets."
14	I was wrong about	Admit an old belief. Show what changed your mind.	"I used to hate templates. Then I saw what a good one does for a new hire. Now I write one for everything."
15	Swipe giveaway	Offer one useful asset. Ask for a keyword in comments.	"I turned my best DM follow-ups into a one-page swipe file. Comment SWIPE and I will send it."

Do this now: pick one framework above and write a post with a real example from the last 30 days.

PART 4 / CONTENT

Post frameworks 16-20

Steal the structure. Swap in your own story and numbers.

#	Framework	Structure	Example
16	Process reveal	Show how you actually do a thing, step by step, messy parts included.	"Here is exactly how I research a prospect in 6 minutes. Three tabs. One note. No tools."
17	A vs B	Compare two options and say which and when.	"Document post vs text post: documents when you teach a process, text when you tell a story or take a stand."
18	Checklist	The things to check before X. Short and scannable.	"Before you send that outreach, check: relevant? specific? one question? shorter than 80 words?"
19	Prediction	A call about the next 12 months, with reasoning.	"By next year, buyers will ignore any LinkedIn post that sounds like a template. Here is how to stand out."
20	Credit post	Spotlight someone, state what you learned from them.	"I learned more from my first client's one-line feedback than from any course. She said: stop explaining, start showing."

Do this now: pick one framework above and write a post with a real example from the last 30 days.

PART 4 / CONTENT

Hook bank 1 of 2

Replace the specifics. Never copy a hook word for word.

CURIOSITY

- I almost quit LinkedIn in March. Then this happened.
- Nobody told me this about cold email.
- The most useful email I ever sent was 11 words.
- I read 200 headlines this week. Three stood out.
- Here is a number that changed how I sell: 23%.
- I was wrong about LinkedIn for two years.
- The best client I ever had came from a comment.
- This one change doubled my reply rate.
- I tested 4 hooks on one idea. One won by a mile.
- What most people miss about their About section:

CONTRARIAN

- Posting daily is overrated.
- Stop asking for introductions. Do this instead.
- Your portfolio is not why you lose clients.
- Followers are not your pipeline.
- Please stop writing "Thrilled to announce".
- Cold DMs do not fail. Lazy ones do.
- You do not need a personal brand. You need a clear offer.
- Your niche is too broad. Here is the test.
- Great content does not fix a weak offer.
- The worst advice I got on LinkedIn:

STORY

- Last Tuesday a prospect told me no in 6 words.
- I got my first client by replying to a stranger's post.
- My boss laughed at my idea. Then it made us $200k.
- A founder DMed me at 11pm. Here is what he said.
- I lost a $30k client over one email.
- I deleted my first 40 posts. Here is why.
- The day I charged triple and nobody blinked.
- At 23 I had 4 clients and no clue what I was doing.
- My first cold email got 0 replies. My fifth got 9.
- A reader taught me this in a comment.

PART 4 / CONTENT

Hook bank 2 of 2

Replace the specifics. Never copy a hook word for word.

PROOF AND NUMBERS

- 120 campaigns. 4 lessons.
- From 3 demos to 27 in 90 days. What changed:
- We sent 1,000 messages. 14 people replied. Here is the breakdown.
- I tracked every post for 6 months. Results:
- 9 inbound leads in 30 days from 12 posts.
- Here is what 50 sales calls taught me.
- $0 ad spend. 18 booked calls.
- I audited 20 profiles. Common mistake: 17 of them.
- My best post got 400 likes and 0 leads. My worst got 3 leads.
- The 5-line message that books meetings:

HOW-TO AND LISTS

- How to write a headline in 10 minutes.
- 5 things I check before sending a DM.
- The exact follow-up sequence I use.
- A 30-minute LinkedIn routine you can actually keep.
- How to turn a comment into a call.
- Steal this About section structure.
- The 3 questions that qualify any lead.
- What I post in a week (and why).
- How to disagree with a CEO without sounding rude.
- 7 profile mistakes that lose you clients.

QUESTION AND TENSION

- Why do your best posts get no leads?
- Is your headline helping or hiding you?
- What would you post if you had 50 followers?
- Would your buyer understand your profile in 5 seconds?
- Are you building an audience or a pipeline?
- Can you explain your offer in one sentence?
- What do you do after someone likes your post?
- Who are you actually writing for?
- Why does nobody reply to your DMs?
- What happens after the connection request is accepted?

PART 4 / CONTENT

The repurposing engine

One real idea should become five assets. Do not create from scratch every day.

01
Source idea
A client question, mistake or

02
Long form
Newsletter or article, 600-900

03
Document
8-10 slides from the same points

04
Text posts
Pull 2-3 stories or lessons

05
Short video
30-60s on the sharpest point

Week	Monday	Wednesday	Friday
1	Story post	Document post	Opinion post
2	Teardown post	Proof post	Question post
3	Story post	How-to post	Behind-the-scenes
4	Case study	Myth vs reality	Offer post (soft)

Content pillars to pull from
Client questions
Sales call objections
Your mistakes
Your numbers

Never repurpose by
Reposting the same text
Copying someone else's carousel
Posting the same post across accounts

05

PART 05

The algorithm and growth

What LinkedIn says, what the industry observes, and what is just a rumour.

PART 5 / ALGORITHM

Official vs third-party

Never take a growth rule from a post that does not tell you where it came from.

Claim	Source and status
The feed uses LLM-based retrieval and a transformer ranker that reads long member history	LinkedIn Engineering, 12 March 2026 VERIFIED
Dwell time is measured (on-screen and post-click)	LinkedIn Engineering blog on feed dwell time VERIFIED
The feed is reducing repetitive, click-driven posts	Reported statement from LinkedIn VP of Engineering VERIFIED
Live requires a scheduled event from 22 June 2026	LinkedIn Live Help Center, reported by trade press VERIFIED
Automation tools and scraping break the User Agreement	LinkedIn Help: prohibited software and extensions VERIFIED
Weekly invite limit is around 100-200 and shifts with account health	Third-party tool vendors; LinkedIn publishes no number OBSERVED
Premium and Sales Navigator do not raise the invite limit	Third-party reports OBSERVED
First 90 minutes decide 70% of reach	Popular claim, no solid source SPECULATION
Posts with links get less reach	Creator tests, unconfirmed OBSERVED
AI content gets a fixed reach penalty (30% etc.)	Circulating figures, no primary source SPECULATION

PART 5 / ALGORITHM

What the feed responds to

Treat these as signals to earn, not buttons to push.

Signal	What it means	What to do	Label
Relevance	Does the post clearly fit a topic and the reader's interests?	Stay inside a topic cluster; say who the post is for	VERIFIED
Engagement quality	Real replies from the right people beat piles of reactions	Ask a specific question; reply with substance	OBSERVED
Dwell time	Time on screen and time reading	Strong hook, short paragraphs, payoff at the end	VERIFIED
Network effects	People you interact with shape what you see and what they see from you	Engage with your ICP before and after publishing	OBSERVED
Search visibility	Headline, About and posts use buyer words	Put real keywords in headline and About	OBSERVED
Hashtags	A weak topic hint	0-3 specific tags, never a block	OBSERVED
Posting frequency	No official number	Pick a pace you can hold for 6 months	RECOMMENDED
Profile discovery	Comments and posts send people to your profile	Make the profile convert (Part 2)	RECOMMENDED

PART 5 / ALGORITHM

What to test, track and ignore

If a metric does not change a decision, stop looking at it.

Test

Hook styles (tension vs story)
Formats (text vs document)
Post length
Link in comment vs no link
Topic angle
Day and time (lightly)

Track

Quality comments from your ICP
Profile views from target roles
Inbound DMs and conversations
Qualified leads
Meetings booked
Saves and sends

Ignore

Raw impressions on their own
Follower count
Likes from people outside your niche
Daily fluctuations
Viral outliers

HOW TO RUN A CLEAN TEST

01 **Pick one variab**
Hook, format or length

02 **Same topic**
Keep the idea constant

03 **4 to 6 posts**
A single post tells you nothing

04 **Compare outco**
Conversations, not likes

ELIGIBILITY VARIES Use LinkedIn's own post analytics where you have them. Availability of analytics depends on your account type.

PART 5 / ALGORITHM

Why is my reach low? A diagnosis

Find the symptom, apply the fix, retest for 4 weeks.

Symptom	Likely cause	Fix
Low impressions on every post	Broad or unclear topic; no relationship with an audience	One topic cluster; 5 comments a day on your ICP
Impressions fine, few comments	Post gives info but no tension or question	Add a stance or a specific question
Comments fine, no leads	Wrong audience or weak profile	Rewrite headline for the buyer; post proof
Short reads, quick drop-off	Slow hook or wall of text	Rewrite the first two lines; add white space
Great post, then nothing	Inconsistent posting	A sustainable weekly rhythm
Reach fell suddenly	Algorithm changes, posting volume change, spammy behaviour	Check automation, tag use, repeated formats
Profile views, no connection	Profile does not convert	Banner, headline, Featured fix
Mostly likes from friends	Content not for your buyer	Change topic or audience, not time of day

Improve engagement without pods

Ask specific, answerable questions
Reply with substance within the first hour
Comment on others before posting
Tag only the people actually in the story

Avoid

Pods and engagement groups
Bought engagement
Comment-for-comment swaps
Rewriting and reposting the same post

06

PART 06

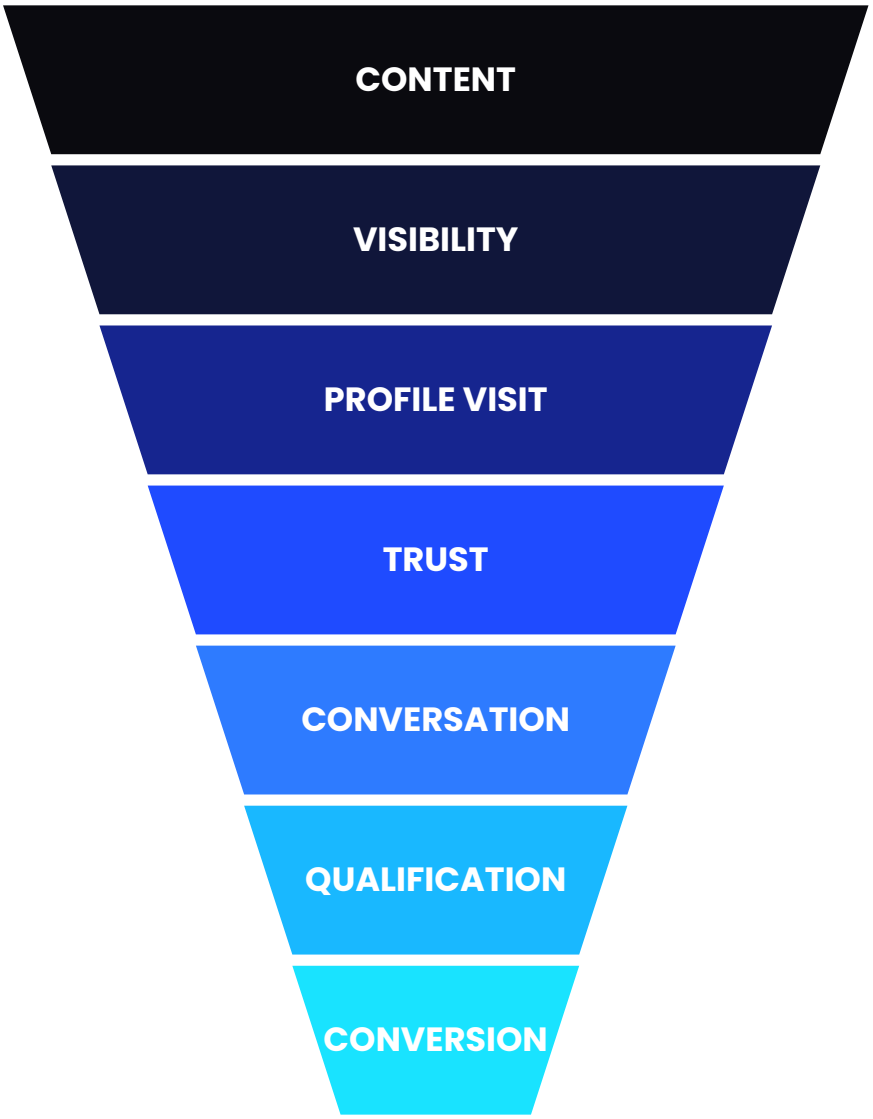
Inbound lead generation

Make the right people come to you, and know exactly what to say when they do.

PART 6 / INBOUND

The inbound funnel

Content gets attention. Trust gets conversations. Clear qualification gets revenue.



Posts and comments that speak to one problem

The right people see you repeatedly

Headline and banner earn the click

Proof, recommendations, consistency

A DM, a comment reply, a question

Fit, goal, timing, authority

A call, proposal, a yes

RECOMMENDED Every stage has one failure mode. Low reach = content. Low profile visits = hooks. Visits with no DMs = profile or offer. DMs with no calls = qualification or clarity.

PART 6 / INBOUND

Ten inbound moves

Inbound is a system, not luck.

#	Move	How
1	Attract ideal customers	Write to one buyer. Use their words for their problem.
2	Position without pitching	Show your method and results; mention the offer only occasionally.
3	Create demand	Name a costly problem they ignore; show what it costs.
4	Build credibility	Case studies, numbers, recommendations, consistency.
5	Comments into conversations	Reply with a question; take it to DM only when they show interest.
6	Profile visitors into prospects	Clear headline, banner, Featured and a next step.
7	Handle inbound requests	Accept relevant people; reply with a useful question, not a pitch.
8	Qualify	Goal, timeline, who decides, budget range, past attempts.
9	Move to a call	Propose a short call with a clear purpose and one link.
10	Close without being pushy	Recap their goal, give a clear next step, make it easy to say no.

PART 6 / INBOUND

DM scripts: first touches

Short. Specific. One question. No pitch.

SOMEONE WHO LIKED YOUR POST

Hi [Name], thanks for the like on the post about [topic]. Are you working on [related problem] right now, or just keeping an eye on it?

Goal: find out if the interest is real. Do not pitch.

SOMEONE WHO COMMENTS REGULARLY

[Name], your comments on my posts are always sharp. The one on [post] made me rethink [point]. What are you working on at [company] these days?

Goal: turn a familiar name into a conversation.

SOMEONE WHO VISITED YOUR PROFILE

Hi [Name], saw you stopped by. If you were looking for something specific around [your topic], tell me and I will point you to the right post or resource.

Goal: be helpful, not creepy. Profile viewer visibility depends on the viewer's privacy settings and your plan. (eligibility varies)

SOMEONE WHO ASKS ABOUT YOUR SERVICES

Happy to explain. Quick question first so I send the right info: what are you trying to achieve in the next 90 days, and what have you already tried?

Goal: diagnose before you describe.

PART 6 / INBOUND

DM scripts: closing the loop

Make it easy to say yes. Make it equally easy to say no.

SOMEONE WHO SENDS AN INQUIRY

Thanks for reaching out, [Name]. To see if I can help: 1) What is the result you want? 2) By when? 3) Who else is involved in the decision? A short voice note or a reply here is fine.

Goal: qualify in one message.

SOMEONE WHO REQUESTS PRICING

Pricing depends on [scope]. Projects like yours usually fall between [range]. Before I quote properly, can I check [2 questions]? If it is a fit I will send a clear proposal within 24 hours.

Goal: give a range, ask for scope, avoid hiding the number.

SOMEONE WHO WANTS A CALL

Great. Here is my calendar: [link]. 20 minutes. To make it useful, send me one sentence on the goal, and I will come with 2-3 ideas.

Goal: reduce friction, set a purpose.

SOMEONE WHO DISAPPEARS AFTER INTEREST

Hi [Name], I know things get busy. Should I close this out or is it still on your list? Either answer is fine. If it helps, I can send the 1-page summary we discussed.

Goal: close the loop politely. One follow-up, then stop.

PART 6 / INBOUND

Qualify, call, close

You are a doctor, not a waiter. Diagnose before you prescribe.

Five qualifying questions

What result do you want, and by when?
What have you tried and what happened?
Who else decides?
What range have you set aside?
What happens if you do nothing?

Handling inbound connection requests

Accept if they match your ICP or are real peers
Skip obvious pitch bots and fake profiles
Reply with a question, not a service list
Reject "Hi dear" templates

CALL INVITATION

It sounds like [goal] is the priority. The fastest way to see if I can help is a 20-minute call. I will bring 2-3 ideas, you tell me what is realistic. Here is my calendar: [link]

SOFT CLOSE AFTER THE CALL

Recap: you want [goal] by [date], the blocker is [problem]. I suggest [plan] for [price/time]. If it is a yes, I can start [date]. If it is not the right moment, tell me and I will check in around [date].

GRACEFUL NO

Totally understand. If anything changes, you know where I am. In the meantime I will keep sharing [topic] on LinkedIn in case any of it helps.

07

PART 07

Outbound lead generation

Prospect like a serious B2B pro: the right list, relevant first lines, patient follow-up.

PART 7 / OUTBOUND

ICP and buyer persona

If you cannot describe your best customer in two lines, your outbound will sound like spam.

Field	Example	Why it matters
Industry	B2B SaaS, 20-200 staff	Same problems, same language
Role	Head of Growth, VP Sales, Founder	The person who feels the pain and signs
Trigger	New funding, new hire, new product, hiring SDRs	Timing makes cold feel warm
Pain	Not enough qualified demos	The first line of every message
Proof they trust	Case study with a similar company	What goes in your follow-up
Disqualifiers	Under 10 staff, no sales team, no budget	Saves time on both sides

ICP IN ONE SENTENCE

I help [role] at [type of company] who are struggling with [pain], especially after [trigger], get [outcome] in [time].

RECOMMENDED Start with 1 ICP. Add a second only after you have signed at least one client from the first.

PART 7 / OUTBOUND

Search, Sales Navigator and lead lists

A list of 50 right people beats a list of 5,000 random ones.

01 Define filter
Role, industry, geography,

02 Search
LinkedIn search for free, Sales

03 Shortlist
50-100 names per week

04 Research
3 minutes each

05 Tag by trigg
Why now?

LinkedIn search (free)

People filters: location, current company, industry, connection degree
Post search by keyword
Use boolean in the keyword field

Sales Navigator

Advanced filters, saved lists, alerts, InMail
Does not raise invite limits (third-party reports)
Plan and features vary by region

3-minute research checklist

What do they post or comment on?
What changed at their company lately?
Shared connections or interests?
One line you could genuinely mention

Decision-maker identification

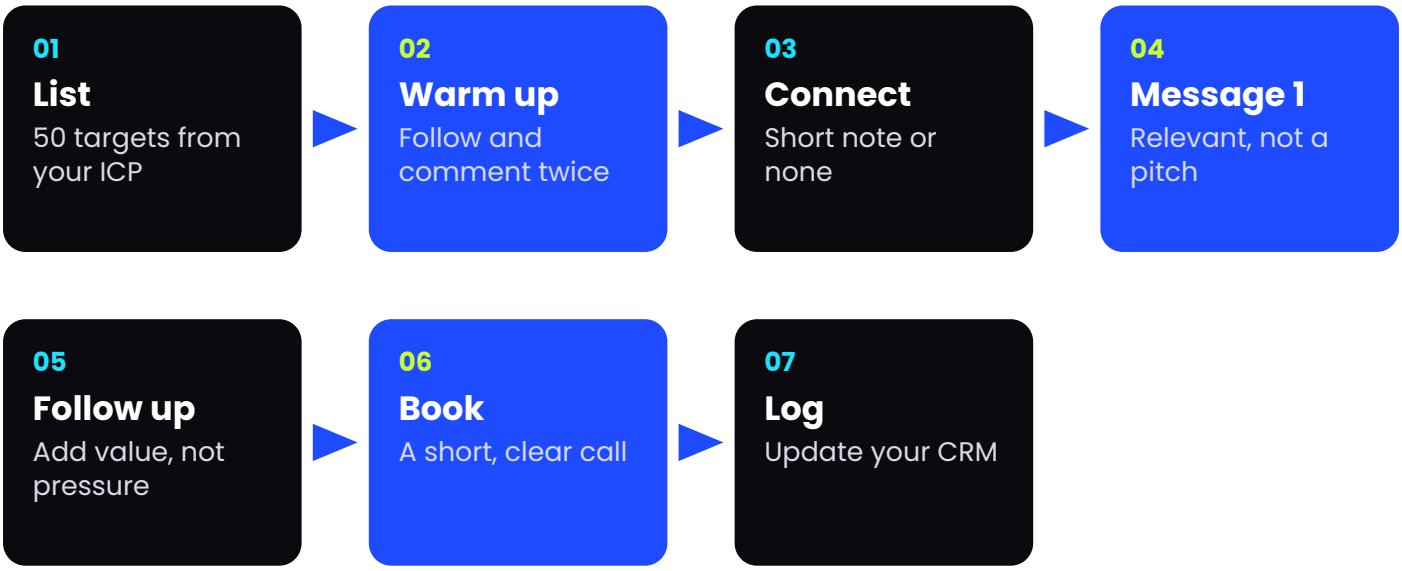
Check titles, tenure, who they follow
Look for the "owner" of the problem
Ask a contact: who handles [problem]?

ELIGIBILITY VARIES Sales Navigator and other paid features: check your plan and region. Do not scrape lists with unofficial tools. LinkedIn prohibits scraping and automation.

PART 7 / OUTBOUND

The outbound workflow

Seven steps. Run it every week.



Safe-practice guide	What is commonly observed	Label
Weekly invites	Often around 100, sometimes up to 200. LinkedIn publishes no number	OBSERVED
Daily pace	Spread out, roughly 10-25 manual requests a day	OBSERVED
Acceptance rate	Low acceptance and "I don't know this person" flags can reduce your allowance	OBSERVED
Automation tools	LinkedIn's terms prohibit automated actions and scraping; restrictions are possible	VERIFIED
Pending requests	Withdraw stale ones regularly	OBSERVED

RECOMMENDED Prospect at scale by being relevant, not by being faster. Better targeting beats higher volume every time.

PART 7 / OUTBOUND

Connection requests

Short, specific, one reason. No pitch.

Bad	Good
Hi, I would like to add you to my professional network.	Hi Sara, your post on warehouse quoting got me thinking about our own process. Happy to connect.
Hi, I help companies like yours grow. Let's connect!	Hi Omar, saw you lead RevOps at Brightlane. I write about outbound for B2B SaaS and would like to follow your work.
Hello dear sir, I came across your profile...	Hi Priya, we both work with fintech buyers. I enjoyed your comment on [post]. Would be good to be connected.

Rules

One genuine reason per request
Under about 200 characters on most free accounts (check yours)
No links, no pitch
Send fewer, better ones

Note limits

Free accounts have had a monthly cap on personalised notes; Premium differs
Sending with no note is fine if the profile and context make sense

ELIGIBILITY VARIES Note limits and character counts change. Check the invite screen for current numbers.

PART 7 / OUTBOUND

First message and follow-ups

Message one earns a reply. Follow-ups add something new each time.

WARM FIRST MESSAGE (AFTER THEY ACCEPT)

Thanks for connecting, [Name]. I liked your post on [topic]. Curious, how are you handling [specific challenge] at [company]?

COLD FIRST MESSAGE

Hi [Name], I help [role] at [type of company] fix [pain]. Noticed [trigger]. Is [pain] on your radar this quarter? Happy to share what worked for [similar company].

FOLLOW-UP 1 (DAY 3-4)

Quick follow-up, [Name]. Here is a 1-pager on how [similar company] solved [pain] in 6 weeks. No pressure, thought it might be useful.

FOLLOW-UP 2 (DAY 8-10)

One thing I have seen change results fast: [single tip]. If useful, I can walk through how it would apply to [company] in 15 minutes.

FOLLOW-UP 3 (DAY 15-20)

I will leave this here so I do not clog your inbox. If [pain] becomes a priority, I am around. Wishing you a strong [quarter].

PART 7 / OUTBOUND

Objection handling

An objection is information. Stay curious, never argue.

"NOT INTERESTED"

Understood, thanks for telling me. Out of curiosity, is it timing, or is [pain] simply not a priority? Either way, no problem.

"SEND ME INFORMATION"

Happy to. So I send the right thing: what would make it useful? Pricing, a case study, or how it works? I will keep it to one page.

"WE ALREADY HAVE A PROVIDER"

That makes sense, many teams do. If it is working, great. If you ever want a second opinion on [metric], I am happy to share a quick benchmark.

"NO BUDGET"

Understood. Is it a budget timing issue, or is this not something you would fund at all? If timing, shall I check back in [month]?

"BAD TIMING"

No worries. When would it be better? I will put a note in my calendar rather than chase you.

"WHO ARE YOU?"

Fair question. I run [what you do] for [who]. I wrote to you because [specific reason]. If it is not relevant, say so and I will leave you be.

PART 7 / OUTBOUND

Reopen, refer, track

Most deals are won in follow-up, and most pipelines are lost to bad tracking.

Reopening an old conversation

Hi [Name], last we spoke about [topic]. Since then [what changed or what you learned]. Is it worth revisiting?

Asking for a referral

Hi [Name], since you liked the result on [project], is there someone else in your network facing the same problem? A quick intro would mean a lot.

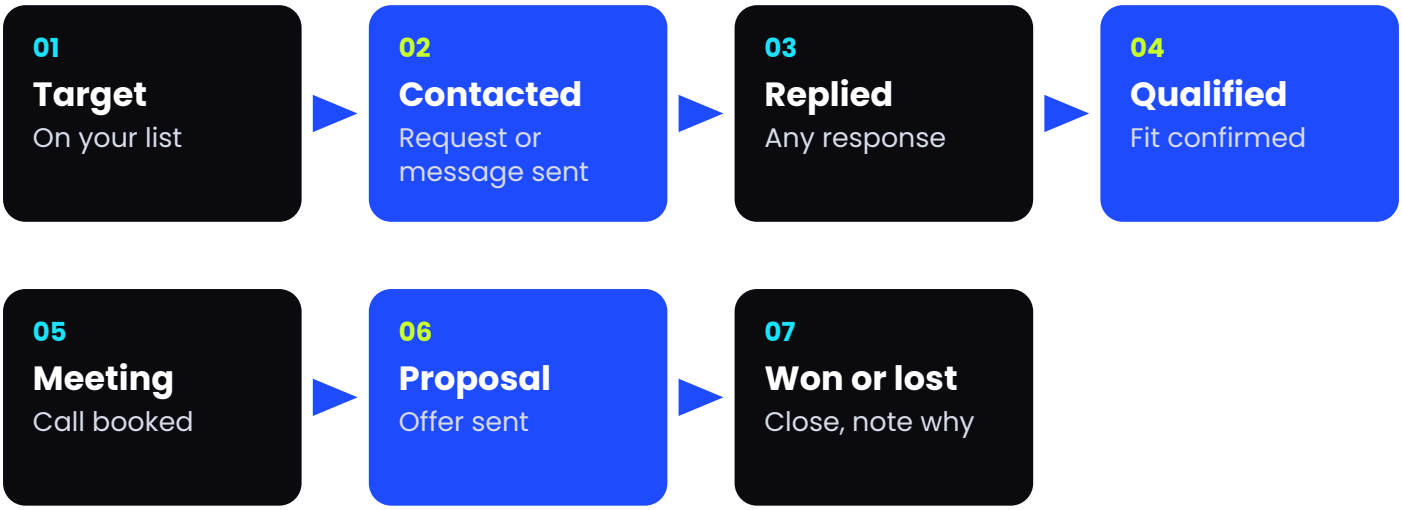
Booking the meeting

Open with the goal of the call, propose two time slots, send one link, confirm by message the day before.

Send it as a reminder

On the day: "Looking forward to chatting at [time]. Here is the link. I will bring [one thing]."

A SIMPLE PIPELINE



Track per lead	Why
Name, company, role, source	Know where leads come from
Date of last touch and next step	Never forget a follow-up
Objection and reason lost	Improve your message and offer

08

PART 08

LinkedIn social selling

Sell without looking like someone who is always selling.

PART 8 / SOCIAL SELLING

Authority before pitching

People buy from the name they already trust. Your job is to get trusted first.



Principle	What buyers feel	What you do
Specificity	"They get my situation"	Name the problem in the buyer's words
Social proof	"Others like me chose them"	Share similar-client results
Reciprocity	"They gave me something useful"	Share templates, frameworks, teardowns
Risk reversal	"This feels safe"	Offer a small first step or a clear scope
Timing	"This is relevant right now"	Watch triggers: hiring, funding, launches

RECOMMENDED Buyer psychology here is a practical summary of sales best practice, not LinkedIn data.

PART 8 / SOCIAL SELLING

Comment-to-DM strategy

The comment opens the door. The DM walks through it, politely.

01 Spot
Someone engages with a post

02 Reply
Add something useful in

03 Wait
Let them respond or engage

04 Invite
DM with a specific offer to help

05 Convert
A call only if relevant

NOT THIS

Pushy

Comment: "Great point! DM me for a free audit!"

DM immediately after the first like: "Can I send you our deck?"

THIS

Natural

Comment: "We saw the same. Curious if your team measures reply rate by segment?"

DM later: "Your point on segments stuck with me. Happy to share how we set up ours."

KEYWORD DMS (USE SPARINGLY)

You commented GUIDE, thanks. Here is the link: [link]. If you tell me what you are working on, I can point you to the most relevant section.

PART 8 / SOCIAL SELLING

Case studies, nurture and founder branding

Show the work. Stay in touch. Keep it human.

CASE-STUDY STRUCTURE

1. Who: client type and situation (no names unless approved)
2. Problem: what was broken, with a number
3. Move: what you did, in three steps
4. Result: the outcome and the timeframe
5. Lesson: what others can apply

Relationship nurturing

Send one useful article or idea a month
Congratulate real wins
Introduce two people who should meet
Check in without an ask

Founders and agencies

Founder profile gets more trust than the company page
Show decisions, not just wins
Name the problem you solve in every bio
Employees can amplify, never force

A REALISTIC EXAMPLE

Agency founder, 12 weeks

Weeks 1-2: rewrite headline and banner for one niche (B2B logistics).
Weeks 3-6: 3 posts a week and 5 comments a day on prospects' posts.
Weeks 7-9: one case study post a week; 10 value DMs to engaged prospects.
Weeks 10-12: 4 sales calls from inbound, 2 proposals, 1 client. No ads. (Illustrative, not a promise.)

09

PART 09

Networking and community

Build a network that creates opportunities even when you are not posting.

PART 9 / NETWORKING

Who to connect with

A good network is a map, not a pile.

Group	Why	How to approach
Industry leaders	Credibility, intros, signal	Comment thoughtfully for weeks before any DM
Creators in your topic	Shared audience, collabs	Engage with their work; propose a joint post later
Founders	Buyers, partners, advice	Share a relevant insight; ask a specific question
Mentors	Shortcuts and perspective	Ask one concrete question, not "will you mentor me?"
Collaborators	Complementary skills	Pitch a small joint project
Buyers (ICP)	Revenue	Value first, relevant message second
Peers	Support and referrals	Trade lessons openly

RECOMMENDED A network of 500 relevant people beats 5,000 random ones. Quality of relationship matters more than count.

PART 9 / NETWORKING

Conversation starters and networking scripts

Specific, brief, no hidden ask.

LEADER OR SENIOR PERSON

Hi [Name], your point on [topic] changed how I think about [thing]. I tried it on [result]. Thank you for sharing it.

CREATOR

Hi [Name], I have been following your posts on [topic]. Your [post] helped me [result]. Would you be open to a short chat about what you are seeing in [niche]?

FOUNDER

Hi [Name], saw you are building [product]. I work with [similar audience]. If useful, I am happy to share what I am hearing from them.

MENTOR

Hi [Name], I admire how you [specific thing]. I am about to [decision]. Could I ask one question about [specific topic]?

COLLABORATOR

Hi [Name], our audiences overlap on [topic]. Would you be open to co-writing a short carousel on [idea]? I will draft it and send it to you first.

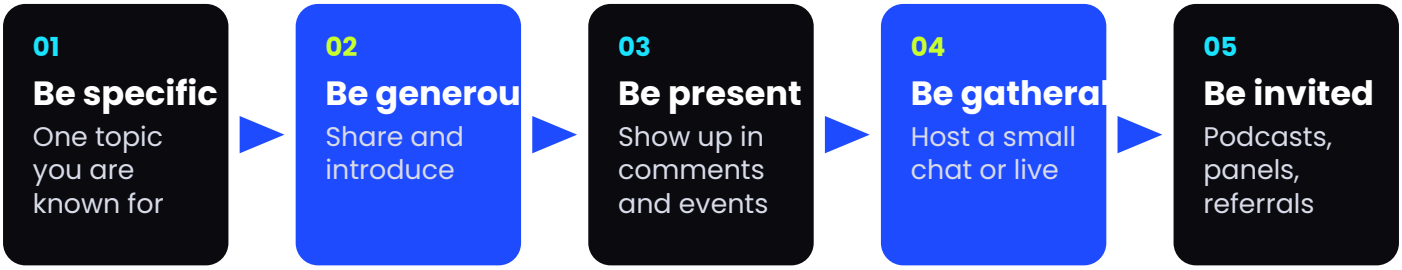
PODCAST OR EVENT PITCH

Hi [Name], I follow [podcast]. I have a story on [topic] with [number] that your audience might find useful. Happy to send three bullet points.

PART 9 / NETWORKING

Building community and getting invited

Opportunities come from people who know exactly what you are good at.



Getting invited to podcasts, panels and events

Have a clear topic and 3 story ideas ready
Share clips and written takes publicly
Pitch hosts with a specific angle
Start with small events and meetups

Creating your own

LinkedIn Events and (if eligible) Live, with advance scheduling
A newsletter on your topic
A small invite-only group chat
A monthly roundtable

Community rules

Set expectations early
Be a host, not a vendor
Spotlight members
Keep it small until it is useful

Create opportunities

Introduce two people each month
Share job leads
Recommend others publicly
Follow up after events within 48 hours

ELIGIBILITY VARIES LinkedIn Live and some creator tools depend on account eligibility and, for Live, scheduled events since 22 June 2026.

10

PART 10

LinkedIn for different professions

Eleven roles. How each should position, post and create opportunity.

PART 10 / PROFESSIONS

Strategy by role

Same platform, different strategy.

Role	Position as	Post about	Opportunity engine
Freelancers	A specialist with proof, not a generalist with a price.	Case studies, before/afters, process, client questions	Referrals, inbound DMs, repeat clients. Pin a "work with me" post.
Agency owners	The founder who owns one outcome for one niche.	Results, teardowns, behind-the-scenes, opinions on the industry	Inbound from case studies; outbound to a tight ICP.
SaaS founders	The person who deeply understands a problem.	Customer stories, build in public, product decisions, lessons	Early users, hires, investors, partnerships.
Sales professionals	A trusted advisor in a vertical, not a pitch machine.	Buyer insights, call lessons, deal stories, industry news takes	Warm intros, buyer conversations, internal opportunities.

PART 10 / PROFESSIONS

Strategy by role

Same platform, different strategy.

Role	Position as	Post about	Opportunity engine
Marketers	The operator with numbers.	Experiments, results, frameworks, mistakes	Job offers, consulting, speaking.
Recruiters	The person talent trusts.	Hiring tips, role breakdowns, salary notes, interview advice	Candidate and client inbound, employer brand.
Job seekers	A candidate who shows their work.	Projects, learnings, short portfolio posts, thoughtful comments	Referrals, recruiter DMs, informational chats.
Students	A curious builder with early proof.	Projects, what you are learning, thank-you posts to mentors	Internships, mentors, first jobs.

PART 10 / PROFESSIONS

Strategy by role

Same platform, different strategy.

Role	Position as	Post about	Opportunity engine
Consultants	The expert who fixes one expensive problem.	Frameworks, case studies, benchmarks, lessons from engagements	Inbound from decision-makers, speaking.
Content creators	A voice on one topic with a consistent promise.	Original takes, series, formats that repeat, community prompts	Sponsors, collabs, newsletter subscribers, products.
CEOs and executives	A leader with a clear point of view.	Decisions, lessons, hiring, customer stories, culture with specifics	Talent, partnerships, customer trust, press.

11

PART 11

What not to do on LinkedIn

The honest list. Most people are doing at least five of these.

PART 11 / RED FLAGS

Sixteen ways to waste your time

Fix the ones you recognise first.

Cringe engagement bait
Comment YES if you agree. Attracts the wrong people and erodes trust.

Fake thought leadership
Quoting famous names without an original view.

Copy-paste comments
Same comment on 40 posts. People notice.

Generic AI posts
Predictable rhythm, no real story, no number.

Desperate pitching
Selling in the first DM or in every post.

Spam connection requests
Mass requests with no reason lower acceptance and risk limits.

Overposting
Five average posts a day. Fewer good ones win.

Irrelevant content
Posts that do not fit your buyer or your topic.

Fake achievements
Inflated numbers. One screenshot can end your credibility.

Engagement pods
Artificial engagement that can hurt trust and account standing.

Buying followers
Empty numbers and a damaged reputation.

Poor positioning
A profile that does not say who you help.

Hashtag stuffing
Ten generic tags look desperate.

No strategy
Posting whatever you feel like, with no audience in mind.

Treating it like Instagram
Lifestyle posts with no professional point.

Impressions over results
Confusing attention with revenue.

PART 11 / RED FLAGS

Red flags vs green flags

How buyers and peers read you in seconds.

Area	Red flag	Green flag
Profile	Passionate, driven, results-oriented	I help [who] get [result]. Proof.
Posts	Motivational quotes	Specific stories with numbers
Comments	Great post!	A point, a question, a story
Connection notes	Let's connect!	A reason that is specific to them
DMs	Pitch in message one	Question about their situation
Results	"10x growth" with no context	Numbers, timeframe, client type
Frequency	Bursts and long silences	Steady rhythm
Voice	Corporate jargon, AI rhythm	Plain words, real detail
Engagement	Pods and bait	Real replies from relevant people
Metrics	Chasing likes	Tracking conversations and meetings

RECOMMENDED If you cannot say a post out loud to a client in a meeting, do not publish it.

12

PART 12

The 30-day Aura Farming challenge

Thirty days, thirty to forty-five minutes a day. One action, one visibility task, one networking task, one content task, one measurable outcome.

PART 12 / THE CHALLENGE

Week 1: Foundations

Do the day. Tick it off. Log one number.

Day	Action	Visibility	Networking	Content or engagement	Outcome
1	Write your positioning sentence	Follow 20 target people	Send 3 requests with notes	Comment on 3 posts	Sentence written
2	Rewrite headline	Comment on 5 posts	3 requests	List 10 post seeds	Headline live
3	Rewrite first 2 lines of About	5 comments	3 requests	Reply to every comment	About updated
4	Redesign banner	5 comments	3 requests	Draft post 1 (story)	Banner live
5	Set Featured: proof, post, offer	5 comments	3 requests	Publish post 1	Post 1 live
6	Ask 2 clients for re commendations	5 comments	3 requests	Reply to all comments	2 asks sent
7	Run the 5-second test with 2 people	5 comments	2 value DMs	Log week 1 numbers	Tracker filled

RECOMMENDED These plans assume 30-45 minutes a day. If a day is missed, repeat it, do not skip ahead.

PART 12 / THE CHALLENGE

Week 2: Visibility

Do the day. Tick it off. Log one number.

Day	Action	Visibility	Networking	Content or engagement	Outcome
8	Pick your 3 pillars	5 comments	3 requests	Draft post 2 (teach)	Pillars chosen
9	Publish post 2	Stay 30 min and reply	3 requests	Comment 5 on ICP posts	Post 2 live
10	Build ICP list of 30	5 comments	3 requests	Save 3 posts for ideas	30 names
11	Publish post 3 (opinion)	Reply fast	3 requests	Comment 5	Post 3 live
12	Collect 2 case-study details	5 comments	Thank 3 people who engaged	Draft post 4	Details saved
13	Publish document post (framework)	Reply fast	3 requests	Comment 5	Post 4 live
14	Review: which post drew replies?	5 comments	2 value DMs	Log week 2	One insight noted

RECOMMENDED These plans assume 30-45 minutes a day. If a day is missed, repeat it, do not skip ahead.

PART 12 / THE CHALLENGE

Week 3: Conversation

Do the day. Tick it off. Log one number.

Day	Action	Visibility	Networking	Content or engagement	Outcome
15	Write DM scripts for likes and comments	5 comments	3 requests	Draft proof post	Scripts ready
16	Publish proof post	Reply fast	DM 3 engaged people	Comment 5	Post 5 live
17	Research 10 prospects (3 min each)	5 comments	3 requests	Draft story post	10 researched
18	Send 5 relevant first messages	Comment 5	Follow up with 3 warm leads	Publish story post	5 messages sent
19	Follow up on messages from day 14	5 comments	3 requests	Draft case study	Follow-ups sent
20	Publish case study	Reply fast	DM 3 engaged people	Comment 5	Case study live
21	Review conversations and replies	5 comments	2 value DMs	Log week 3	Reply rate noted

RECOMMENDED These plans assume 30-45 minutes a day. If a day is missed, repeat it, do not skip ahead.

PART 12 / THE CHALLENGE

Week 4: Conversion

Do the day. Tick it off. Log one number.

Day	Action	Visibility	Networking	Content or engagement	Outcome
22	Write a soft offer post	5 comments	3 requests	Prepare call script	Offer post drafted
23	Publish offer post	Reply fast	DM 3 warm leads	Comment 5	Post live
24	Send 5 outbound messages	Comment 5	Follow up with 3 prospects	Draft myth vs reality post	5 sent
25	Book calls with qualified people	5 comments	3 requests	Publish myth vs reality post	Calls booked
26	Run calls and send recaps	Reply fast	Thank every caller	Comment 5	Calls completed
27	Send proposals within 24 hours	5 comments	Follow up on past leads	Draft lessons post	Proposals sent
28	Publish lessons-from-30-days post	Reply fast	Thank 5 supporters	Comment 5	Post live
29	Review all metrics and posts	Note best hooks	Reconnect with 3 people	Plan next 30 days	Insights written
30	Update headline, About, Featured with new proof	5 comments	Ask for 2 referrals	Schedule next 4 posts	Profile refreshed

RECOMMENDED These plans assume 30-45 minutes a day. If a day is missed, repeat it, do not skip ahead.

PART 12 / THE CHALLENGE

30-day tracker

What you measure improves. Fill it in every Sunday.

Week	Posts	Quality comments	Connections	Profile views	Inbound chats	Outbound chats	Qualified leads	Meetings
Week 1								
Week 2								
Week 3								
Week 4								
Total								

DAILY STREAK: TICK THE DAYS YOU COMPLETED

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Targets for month one

8-12 posts
100+ quality comments
60-80 relevant connections
10+ real conversations
3+ qualified leads

Weekly review questions

Which post earned the best conversations?
Which comment earned the best reply?
Who should I follow up with?
What will I change next week?

Targets are a guide for a typical consistent month, not promises or benchmarks from LinkedIn.

13

PART 13

Advanced LinkedIn hacks

Legitimate, practical tactics. Anything that depends on account eligibility is labelled.

PART 13 / ADVANCED

Twelve tactics, honestly labelled

No loopholes. Just things that work if you do them well.

Tactic	How to use it	Status
Search optimisation	Put buyer keywords in headline, About, Experience and Skills. Use the words clients type, not job-title jargon.	VERIFIED
Strategic distribution	Share your best posts in email signatures, newsletters, your site, relevant groups and with people who asked for it.	RECOMMENDED
Creator collaborations	Co-write a carousel, host a joint Live, swap guest posts. Choose partners whose audience complements yours.	RECOMMENDED
Newsletters	A LinkedIn newsletter gives subscribers notifications and a home for long ideas. Check if the option appears for you.	ELIGIBILITY VARIES
Employee advocacy	Give staff talking points and permission, not scripts. Authentic posts from people beat a company page post.	RECOMMENDED
Company page + profile synergy	Use the Page as a hub: events, jobs, proof. Staff and founders share and add personal takes. Page tools vary.	ELIGIBILITY VARIES
LinkedIn Events	Create online or in-person events from a profile or Page, invite your network, follow up with attendees.	VERIFIED
LinkedIn Live	Needs eligibility review and, since 22 June 2026, an event scheduled in advance. Third-party guides cite 150+ followers or connections, 30-day-old account, good standing. Check Help.	ELIGIBILITY VARIES
Analytics	Post and profile analytics exist, but detail depends on your account and plan. Track your own numbers anyway.	ELIGIBILITY VARIES
AI-assisted research and content	Use AI for research, outlines, summarising calls and editing. Keep your stories, numbers and voice yours. LinkedIn also has its own AI features whose availability varies.	ELIGIBILITY VARIES
Content repurposing	Turn one idea into a document post, text posts, a short video and a newsletter. See Part 4.	RECOMMENDED
Strategic audience building	Collect email addresses and keep a list off-platform so reach changes do not erase your audience.	RECOMMENDED

14

PART 14

The LinkedIn master question bank

56 practical questions, answered briefly. Use Find to jump to yours.

PART 14 / QUESTION BANK

Questions 1-14

Short answers. Test them on your own account.

Question	Answer
1. How many times a week should I post?	2-4 strong posts a week is a solid start. Consistency beats volume. Pick a pace you can hold for six months.
2. Is posting every day necessary?	No. LinkedIn has published no daily rule. Daily only works if quality does not drop.
3. What is the best time to post?	No official answer. Try weekday mornings in your buyer's time zone, then check your own data. Content quality matters more than the clock.
4. Should I connect with strangers?	Yes, if they are relevant and you have a reason. A specific line in the note beats a blank request.
5. Should I accept every connection request?	No. Accept people in your ICP, peers and genuine contacts. Skip obvious bots and spam pitches.
6. How many people should I connect with daily?	Roughly 10-20 relevant manual requests a day. The weekly ceiling is commonly observed near 100 and is not an official number.
7. Should I use hashtags?	Use 0-3 specific ones. They help organise, not drive reach.
8. Does editing a post affect reach?	No official statement. Some creators report a dip after big edits. Fix typos, avoid rewriting the whole post.
9. Should I delete low-performing posts?	Usually no. Delete if it is wrong, off-brand or embarrassing. Otherwise learn from it.
10. Why are my impressions high but leads low?	Wrong audience, weak profile, or no clear offer. Check who engages and whether your profile converts.
11. How do I get my first 1,000 followers?	One topic, 5 comments a day on the right posts, 2-4 posts a week and a profile that converts. Many people see it in a few months. No guarantee.
12. How do I attract international clients?	Position by outcome, show proof from similar markets, state time-zone overlap, and engage with posts from buyers in target countries.
13. How do I approach CEOs?	Comment first. Then send a short message about something specific to their company. Do not ask for a call in message one.
14. How do I get clients without Sales Navigator?	Use free search, post search, commenters on relevant posts, groups and warm intros. Quality of list matters more than the tool.

PART 14 / QUESTION BANK

Questions 15-28

Short answers. Test them on your own account.

Question	Answer
15. Should I comment before publishing?	Yes. Spend 10 minutes commenting on relevant posts first. It warms the feed and starts relationships.
16. How do I handle negative comments?	Pause. Reply once, calmly, with facts. Hide or remove abuse. Do not argue publicly.
17. How do I get people to visit my profile?	Write useful comments and posts, and make your headline a clear promise. Curiosity comes from specificity.
18. How do I get inbound leads?	Clear profile, consistent posts, proof, fast replies, and a DM routine. See Parts 2-6.
19. How do I start cold conversations?	Be relevant and specific. Reference something real, ask one question, make it easy to ignore.
20. How do I avoid LinkedIn restrictions?	No automation tools or scraping, no mass identical messages, steady pacing, relevant targeting.
21. How do I know if content is working?	Look at conversations with the right people, profile visits from target roles and leads, not likes.
22. How do I turn followers into paying customers?	Proof posts, DMs to engaged people, a clear offer and a simple booking step.
23. Should I use AI to write posts?	Use it for outlines and edits. Add your own story, number and opinion. A reader should hear a person.
24. Personal profile or company page?	Profile first. Use the page as a supporting layer and ask staff to share naturally.
25. Long or short posts?	Match the idea. Some studies cite 800-1,500 characters as a strong range, but short posts with a sharp take also work.
26. Carousel or text?	Documents often show high engagement in third-party data, but results differ by study. Test both for four weeks.
27. Should I post video?	If you are comfortable on camera, use short clips with captions. Third-party data on video reach is mixed.
28. Do polls work?	They can spark comments but often lead to low-quality leads. Use sparingly.

PART 14 / QUESTION BANK

Questions 29-42

Short answers. Test them on your own account.

Question	Answer
29. Should I put links in posts?	Many creators report lower reach. Test: link in the first comment, or share the link in a DM.
30. How do I write about clients safely?	Ask permission, anonymise names and use ranges if numbers are sensitive.
31. What if I have no results to show?	Share your process, experiments, personal projects, volunteer work and what you are learning.
32. How long until results?	Expect first signals in 60-90 days of consistent work. No guarantee.
33. Should I use a real photo?	Yes. A clear, friendly photo builds trust.
34. Should I tag people in posts?	Only when they are genuinely part of the story. One to three at most.
35. What if a prospect ghosts me?	Follow up twice, then close the loop politely. Do not chase for weeks.
36. What do I do after a "no"?	Thank them, ask why if appropriate, log it and move on. Check back in a few months.
37. Should I use InMail?	InMail depends on your plan. It helps reach people you are not connected with, but a warm approach usually gets better replies.
38. Should I message right after someone accepts?	Yes, with a thank-you and a question. No pitch.
39. Are voice notes in DMs good?	They can add warmth after some rapport. Avoid them in cold first messages.
40. How do I build a content bank?	Keep a running note of client questions, mistakes, results and objections. Ten seeds equal two weeks of posts.
41. How do I find topics?	Mine sales calls, support tickets, DMs and comments. If three people ask, it is a post.
42. Is engagement bait okay?	No. It attracts the wrong audience and erodes trust.

PART 14 / QUESTION BANK

Questions 43-56

Short answers. Test them on your own account.

Question	Answer
43. When should I change my topic?	After at least 90 days of data. Change angle first, then topic.
44. How do I join comment-section conversations?	Read the post and top comments, then add something new. Early comments get more attention.
45. What about LinkedIn newsletters?	Availability depends on your account. If you can, a newsletter is a good home for long ideas and builds an off-feed audience.
46. How do I get on podcasts?	Pitch a specific angle, send three bullets and a short story. Start with smaller shows.
47. Do I need a lead magnet?	Not required. A simple, useful resource can warm up conversations.
48. What if my niche is boring?	Boring and specific is profitable. Be the clearest voice in a narrow market.
49. How do I deal with feeling unqualified?	Share what you learned, not what you know. Be specific and honest about your experience.
50. Should I post about my personal life?	Selectively. Share what supports a lesson or your values. Skip anything that does not help the reader.
51. How do I run a giveaway ethically?	Offer something truly useful. Be clear about what commenters will receive. Avoid mass tagging.
52. How should freelancers share prices?	Share starting ranges in your Featured section or in DMs after qualifying.
53. How do I stop people copying me?	You cannot. Build proof, voice and relationships that cannot be copied.
54. How do I measure ROI?	Pipeline value from LinkedIn-sourced leads, divided by hours spent. Track from first message to revenue.
55. What if my account is restricted?	Stop any automation, follow LinkedIn's prompts, verify identity if asked and appeal through Help. Do not create duplicates.
56. Can I schedule posts?	LinkedIn offers native scheduling in many accounts. Check your composer. Third-party tools exist but check LinkedIn's rules.

KIT

KIT

The toolkit

Cheat sheet, daily operating system, audit, swipe file and hook bank, ready to print.

TOOLKIT

Quick-reference cheat sheet

Everything you need on one page. Print it.

Positioning
I help [who] get [result] by [how]. One sentence. Use it everywhere.

Headline
I help [who] get [result] with [how/proof]. Put real search words in it.

Banner
Who you help + the result + proof + one next step.

About
Hook, who + problem, proof, how you work, next step.

Daily 30 min
5 min replies, 10 min five comments, 7 min post, 5 min three requests, 3 min log.

Post mix
40% teach, 30% story/opinion, 20% proof, 10% offer. Adjust to your data.

Hook rule
Lead with tension, a result or a story. Never lead with "I am excited to...".

CTA rule
One question or one resource. Skip engagement bait.

Comment rule
Add, extend, challenge or tell a story. 20-60 words.

DM rule
Reference something real. One question. No pitch in message one.

Outbound pace
Roughly 10-25 manual requests a day. Target 50 right people a week. No automation tools.

Follow-up
Day 3-4, 8-10, 15-20. Add something new each time. Then stop.

Track
Quality comments, profile views from target roles, conversations, qualified leads, meetings.

Ignore
Raw impressions, follower count, likes from outside your niche.

RECOMMENDED If you only do one thing this week: five good comments a day on posts from your buyers.

TOOLKIT

The one-page daily LinkedIn operating system

Same routine, every working day. Remove decisions.

Block	Time	Do this	Done
Open	5 min	Reply to comments and DMs. Thank people who engaged.	
Warm	10 min	Leave 5 thoughtful comments on ICP or peer posts.	
Create	7 min	Draft or schedule from your post-seeds note.	
Connect	5 min	3 requests with a specific line each.	
Convert	3 min	One value DM or follow-up to a warm lead.	
Log	2 min	Update the tracker. Note one lesson.	

Monday
Story or teach post. Plan the week.

Tuesday
Outbound: 5 messages and follow-ups.

Wednesday
Document or framework post.

Thursday
Proof or case study. DM engaged people.

Friday
Opinion or lessons post. Weekly review.

Weekend
Optional: 15 minutes of reading and idea capture.

FIVE RULES

1. One audience, one promise.
2. Comment before you post, and stay after.
3. Share proof, not adjectives.
4. Ask one question per message.
5. Measure conversations, not likes.

TOOLKIT

Profile audit checklist

Score yourself. Fix the unticked boxes first.

- [ ] Photo: clear face, good light, plain background, looks like a person you would hire or call
- [ ] Banner says who you help and the result, not a stock photo
- [ ] Headline: who you help + outcome + proof (not just a job title)
- [ ] First 2 lines of About hook a stranger before "see more"
- [ ] About has proof: a number, a client type, a named result
- [ ] Featured has 3 items: best proof, best post, how to work with you
- [ ] Experience entries show outcomes, not duties
- [ ] Top 3 skills match what you want to be found for
- [ ] 3+ recommendations that mention a specific result
- [ ] Custom URL is clean (linkedin.com/in/yourname)
- [ ] Location, industry and contact info are filled in correctly
- [ ] A clear next step exists: link, booking page or "DM me [keyword]"
- [ ] Your last 5 posts all point at the same topic
- [ ] Profile language matches how your buyers describe their problem
- [ ] Open the profile signed out, on your phone: does it still land in 5 seconds?

SWIPE FILE

Inbound DM scripts (1 of 2)

Replace every bracket. Keep them short.

SOMEONE WHO LIKED YOUR POST

Hi [Name], thanks for the like on the post about [topic]. Are you working on [related problem] right now, or just keeping an eye on it?

Goal: find out if the interest is real. Do not pitch.

SOMEONE WHO COMMENTS REGULARLY

[Name], your comments on my posts are always sharp. The one on [post] made me rethink [point]. What are you working on at [company] these days?

Goal: turn a familiar name into a conversation.

SOMEONE WHO VISITED YOUR PROFILE

Hi [Name], saw you stopped by. If you were looking for something specific around [your topic], tell me and I will point you to the right post or resource.

Goal: be helpful, not creepy. Profile viewer visibility depends on the viewer's privacy settings and your plan. (eligibility varies)

SOMEONE WHO ASKS ABOUT YOUR SERVICES

Happy to explain. Quick question first so I send the right info: what are you trying to achieve in the next 90 days, and what have you already tried?

Goal: diagnose before you describe.

SWIPE FILE

Inbound DM scripts (2 of 2)

Make it easy to say yes or no.

SOMEONE WHO SENDS AN INQUIRY

Thanks for reaching out, [Name]. To see if I can help: 1) What is the result you want? 2) By when? 3) Who else is involved in the decision? A short voice note or a reply here is fine.

Goal: qualify in one message.

SOMEONE WHO REQUESTS PRICING

Pricing depends on [scope]. Projects like yours usually fall between [range]. Before I quote properly, can I check [2 questions]? If it is a fit I will send a clear proposal within 24 hours.

Goal: give a range, ask for scope, avoid hiding the number.

SOMEONE WHO WANTS A CALL

Great. Here is my calendar: [link]. 20 minutes. To make it useful, send me one sentence on the goal, and I will come with 2-3 ideas.

Goal: reduce friction, set a purpose.

SOMEONE WHO DISAPPEARS AFTER INTEREST

Hi [Name], I know things get busy. Should I close this out or is it still on your list? Either answer is fine. If it helps, I can send the 1-page summary we discussed.

Goal: close the loop politely. One follow-up, then stop.

SWIPE FILE

Outbound: connection requests and messages

Relevance first, pitch never.

CONNECTION REQUEST: 1

Hi Sara, your post on warehouse quoting got me thinking about our own process. Happy to connect.

CONNECTION REQUEST: 2

Hi Omar, saw you lead RevOps at Brightlane. I write about outbound for B2B SaaS and would like to follow your work.

CONNECTION REQUEST: 3

Hi Priya, we both work with fintech buyers. I enjoyed your comment on [post]. Would be good to be connected.

WARM FIRST MESSAGE (AFTER THEY ACCEPT)

Thanks for connecting, [Name]. I liked your post on [topic]. Curious, how are you handling [specific challenge] at [company]?

COLD FIRST MESSAGE

Hi [Name], I help [role] at [type of company] fix [pain]. Noticed [trigger]. Is [pain] on your radar this quarter? Happy to share what worked for [similar company].

SWIPE FILE

Outbound: follow-ups

Each follow-up adds something new.

FOLLOW-UP 1 (DAY 3-4)

Quick follow-up, [Name]. Here is a 1-pager on how [similar company] solved [pain] in 6 weeks. No pressure, thought it might be useful.

FOLLOW-UP 2 (DAY 8-10)

One thing I have seen change results fast: [single tip]. If useful, I can walk through how it would apply to [company] in 15 minutes.

FOLLOW-UP 3 (DAY 15-20)

I will leave this here so I do not clog your inbox. If [pain] becomes a priority, I am around. Wishing you a strong [quarter].

SWIPE FILE

Outbound: objections

Stay curious. Never argue.

"NOT INTERESTED"

Understood, thanks for telling me. Out of curiosity, is it timing, or is [pain] simply not a priority? Either way, no problem.

"SEND ME INFORMATION"

Happy to. So I send the right thing: what would make it useful? Pricing, a case study, or how it works? I will keep it to one page.

"WE ALREADY HAVE A PROVIDER"

That makes sense, many teams do. If it is working, great. If you ever want a second opinion on [metric], I am happy to share a quick benchmark.

"NO BUDGET"

Understood. Is it a budget timing issue, or is this not something you would fund at all? If timing, shall I check back in [month]?

"BAD TIMING"

No worries. When would it be better? I will put a note in my calendar rather than chase you.

"WHO ARE YOU?"

Fair question. I run [what you do] for [who]. I wrote to you because [specific reason]. If it is not relevant, say so and I will leave you be.

SWIPE FILE

Networking scripts

Specific, brief, no hidden ask.

LEADER OR SENIOR PERSON

Hi [Name], your point on [topic] changed how I think about [thing]. I tried it on [result]. Thank you for sharing it.

CREATOR

Hi [Name], I have been following your posts on [topic]. Your [post] helped me [result]. Would you be open to a short chat about what you are seeing in [niche]?

FOUNDER

Hi [Name], saw you are building [product]. I work with [similar audience]. If useful, I am happy to share what I am hearing from them.

MENTOR

Hi [Name], I admire how you [specific thing]. I am about to [decision]. Could I ask one question about [specific topic]?

COLLABORATOR

Hi [Name], our audiences overlap on [topic]. Would you be open to co-writing a short carousel on [idea]? I will draft it and send it to you first.

PODCAST OR EVENT PITCH

Hi [Name], I follow [podcast]. I have a story on [topic] with [number] that your audience might find useful. Happy to send three bullet points.

SWIPE FILE

Reopen, refer, close

The messages most people never send.

REOPEN AN OLD CONVERSATION

Hi [Name], last we spoke about [topic]. Since then [what changed]. Is it worth revisiting?

ASK FOR A REFERRAL

Hi [Name], since you liked the result on [project], is there someone else facing the same problem? A quick intro would mean a lot.

GRACEFUL NO

Totally understand. If anything changes, you know where I am. I will keep sharing [topic] in case any of it helps.

SOFT CLOSE

Recap: you want [goal] by [date], the blocker is [problem]. I suggest [plan]. If it is a yes, I can start [date].

HOOK BANK

Content hook bank 1 of 2

60 hooks. Replace the specifics. Never copy word for word.

CURIOSITY

- I almost quit LinkedIn in March. Then this happened.
- Nobody told me this about cold email.
- The most useful email I ever sent was 11 words.
- I read 200 headlines this week. Three stood out.
- Here is a number that changed how I sell: 23%.
- I was wrong about LinkedIn for two years.
- The best client I ever had came from a comment.
- This one change doubled my reply rate.
- I tested 4 hooks on one idea. One won by a mile.
- What most people miss about their About section:

CONTRARIAN

- Posting daily is overrated.
- Stop asking for introductions. Do this instead.
- Your portfolio is not why you lose clients.
- Followers are not your pipeline.
- Please stop writing "Thrilled to announce".
- Cold DMs do not fail. Lazy ones do.
- You do not need a personal brand. You need a clear offer.
- Your niche is too broad. Here is the test.
- Great content does not fix a weak offer.
- The worst advice I got on LinkedIn:

STORY

- Last Tuesday a prospect told me no in 6 words.
- I got my first client by replying to a stranger's post.
- My boss laughed at my idea. Then it made us $200k.
- A founder DMed me at 11pm. Here is what he said.
- I lost a $30k client over one email.
- I deleted my first 40 posts. Here is why.
- The day I charged triple and nobody blinked.
- At 23 I had 4 clients and no clue what I was doing.
- My first cold email got 0 replies. My fifth got 9.
- A reader taught me this in a comment.

HOOK BANK

Content hook bank 2 of 2

60 hooks. Replace the specifics. Never copy word for word.

PROOF AND NUMBERS

- 120 campaigns. 4 lessons.
- From 3 demos to 27 in 90 days. What changed:
- We sent 1,000 messages. 14 people replied. Here is the breakdown.
- I tracked every post for 6 months. Results:
- 9 inbound leads in 30 days from 12 posts.
- Here is what 50 sales calls taught me.
- $0 ad spend. 18 booked calls.
- I audited 20 profiles. Common mistake: 17 of them.
- My best post got 400 likes and 0 leads. My worst got 3 leads.
- The 5-line message that books meetings:

HOW-TO AND LISTS

- How to write a headline in 10 minutes.
- 5 things I check before sending a DM.
- The exact follow-up sequence I use.
- A 30-minute LinkedIn routine you can actually keep.
- How to turn a comment into a call.
- Steal this About section structure.
- The 3 questions that qualify any lead.
- What I post in a week (and why).
- How to disagree with a CEO without sounding rude.
- 7 profile mistakes that lose you clients.

QUESTION AND TENSION

- Why do your best posts get no leads?
- Is your headline helping or hiding you?
- What would you post if you had 50 followers?
- Would your buyer understand your profile in 5 seconds?
- Are you building an audience or a pipeline?
- Can you explain your offer in one sentence?
- What do you do after someone likes your post?
- Who are you actually writing for?
- Why does nobody reply to your DMs?
- What happens after the connection request is accepted?

SOURCES AND HONESTY NOTE

Where this comes from (1 of 2)

Checked on 7 November 2026. Rules, limits and features can change without notice.

Source	What I used it for
LinkedIn Engineering Blog: "Engineering the next generation of LinkedIn's Feed" (Hristo Danchev, 12 March 2026) https://www.linkedin.com/blog/engineering	Feed rebuild: LLM retrieval and Generative Recommender ranking. I could not open the primary post directly; details are as reported by the secondary sources below.
LinkedIn Engineering: Understanding feed dwell time https://www.linkedin.com/blog/engineering/feed/understanding-feed-dwell-time	Dwell-time measurement. Link as cited by secondary sources.
LinkedIn Help: Create and host LinkedIn Live, access criteria https://www.linkedin.com/help/billing/answer/a568503	No application; eligibility based on criteria.
LinkedIn Help: LinkedIn Events https://www.linkedin.com/help/learning/answer/98192	Members and Page admins can create events.
LinkedIn Live and Events getting started guide (PDF) https://content.linkedin.com/content/dam/help/linkedin/en-us/Live-Events-Getting-Started-Guide.pdf	Live Events overview.
Social Media Today: LinkedIn will no longer allow real-time livestreams https://www.socialmediatoday.com/news/linkedin-will-no-longer-allow-real-time-livestreams/816050/	Advance scheduling required.
PPC Land: LinkedIn kills spontaneous live streaming from June 22 https://ppc.land/linkedin-kills-spontaneous-live-streaming-from-june-22	Effective date 22 June 2026; eligibility unchanged.
Search Engine Land coverage of the LinkedIn feed update (17 March 2026) https://searchengineland.com	Cited by secondary writeups; search the site for the article.
WrittenlyHub: LinkedIn replaced its feed algorithm with LLMs https://www.writtenlyhub.com/news/linkedin-algorithm-llm-update	Summary of the update and of Richard van der Blom's Algorithm InSights figures.

SOURCES AND HONESTY NOTE

Where this comes from (2 of 2)

Primary LinkedIn pages first, third-party studies after.

Source	What I used it for
Vulse: How LinkedIn's 2026 algorithm works https://vulse.co/blog/how-linkedin-2026-algorithm-works-and-what-it-means-for-your-content-strategy	Reported Tim Jurka statement.
ALM Corp: LinkedIn feed algorithm update (LLM, 2026) https://almcorp.com/blog/linkedin-feed-algorithm-update-llm-2026/	Architecture summary.
AuthoredUp via ContentIn: LinkedIn content statistics 2026 https://contentin.io/blog/linkedin-content-statistics/	Format reach multipliers (observed, third-party).
Dataslayer: LinkedIn algorithm, February 2026 https://www.dataslayer.ai/blog/linkedin-algorithm-february-2026-whats-working-now	Format engagement rates (observed).
Taplio LinkedIn benchmarks, February 2026 https://taplio.com/linkedin-benchmarks/feb-26	Median engagement by format (observed).
Taplio: LinkedIn connection request limits https://taplio.com/blog/linkedin-connection-request-limit	Invite limits (observed, vendor).
La Growth Machine: LinkedIn limits https://lagrowthmachine.com/linkedin-limits/	Rolling weekly window (observed, vendor).
Gracker: LinkedIn automation tools compared https://gracker.ai/blog/best-linkedin-automation-tools-leads	Cites LinkedIn Help "Prohibited software and extensions". Read that Help page directly before relying on it.

OBSERVED Numbers about invite limits, format performance and reach drops come from third-party tools and studies. They disagree with each other. Treat them as starting points and test on your own account. I did not invent any feature or statistic; where I could not confirm a claim from a primary LinkedIn page, it is labelled OBSERVED or SPECULATION.