

Social Media

Week 2: Mastering LinkedIn

Objective: We'll dive into crafting compelling LinkedIn profiles and posts with the help of AI, focusing on professional storytelling and networking.

Session 1

LinkedIn profile

I'd like your help with writing an engaging and impactful 'About' story for me on LinkedIn. I will supply you the background information on me to use. What type of resources do you need from me to ensure you can do this job effectively?

1. Professional Background:

- Key milestones in your career journey.
- Any specific achievements or recognitions you'd like to highlight.
- Details about your current role and responsibilities.

2. Skills and Expertise:

- Areas of specialisation in your field.
- Any particular skills or technologies you are proficient in.

3. Values and Passions:

- What drives you in your career?
- Any core values that guide your professional decisions and relationships.

4. Educational Background:

- Relevant degrees or certifications.
- Important educational experiences that shaped your career.

5. Personal Insights:

- A brief insight into your interests outside of work, if you'd like to include these.
- Any personal traits or experiences that influence your professional life.

6. Future Aspirations:

- Your goals and where you see your career heading.
- How you want to grow or what you aim to achieve next in your profession.

7. Visual Elements:

- If there are any specific photos, logos, or visual styles you prefer for your LinkedIn profile.

Thank you. Pretend you're an expert conversion copywriter. Using ONLY the information attached/pasted below, please write my 'About' section on LinkedIn. I've included <insert which sources you're adding - could include resume, existing LinkedIn profile, About page, or a transcript>. Please ensure you are also referring to my brand voice and audience as per the Custom Instructions. It needs to be written in an engaging and impactful storytelling format, which encourages the reader to connect with me. Please keep it to the maximum word limit of 2,600 characters.

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Thank you. Here is my edited About section for your reference <insert here>.

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With all of that information in mind, could you please create 5 x snappy LinkedIn headlines for me that include all of my key offerings?

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Session 2

LinkedIn Articles

Thank you. I need some ideas of LinkedIn articles I could create that would be suitable for **<insert industry here>** that would highly engage my audience and address their pain points. What are 5 suggestions?

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Looking at the topic **<insert here>**, could you please write **<insert word count>** with my brand voice and audience in mind? Please ONLY refer to the attached/pasted resources **<insert here>**.

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Repurposing content into posts

Thank you! Here is the final article for your reference **<attach/paste>**. Could you please extract 5 x LinkedIn social media posts from this article - ensuring you use exact phrases and maintain my brand voice and audience? Please also suggest a suitable graphic for each one.

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If you have Dall-E or similar -

I'd like your help with creating a graphic for my LinkedIn social media posts. Here is the content for you to refer to.

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Session 3

Outreach messaging for sales

I'd like to start doing sales outreach on LinkedIn via direct messaging. Pretend you're an expert salesperson who is skilled in LinkedIn. With my industry in mind, what are 3 x short scripts that I could use to approach potential clients? Do not include the message 'I hope this message finds you well.' I want it to be friendly, not too salesy, and the CTA is to book a free chat with me. Please explain the benefits of each script. Put it into a Word document format.

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Thank you. Could you please pull together 3 more short scripts I could use as a follow up?