



STEP 1: LINKEDIN CONTENT FOUNDATION SETTING

HOW TO USE THIS PROMPT: Copy this entire prompt into your preferred AI tool (ChatGPT, Claude, etc.) and fill in the yellow sections with your specific information. The AI will help you define your content foundation.

I am a subject matter expert in [YOUR FIELD/INDUSTRY] specialising in [YOUR SPECIFIC EXPERTISE]. I need to create engaging LinkedIn content that establishes my professional authority and provides value to my audience.

1. MY VALUE PROPOSITION

Help me define what makes my expertise unique by answering these questions:

- My specific knowledge/skills: [LIST 2-3 KEY SKILLS]
- Main problems I help solve: [LIST 2-3 PROBLEMS]
- My unique perspective/approach: [DESCRIBE YOUR APPROACH]
- Experience I bring: [BRIEF EXPERIENCE SUMMARY]
- Results I've helped others achieve: [EXAMPLE OUTCOMES]

Based on the above, craft a concise value proposition statement for me in this format: "I help [specific audience] solve [specific challenge] through [your unique approach/method], resulting in [specific outcomes]."

2. TARGET AUDIENCE DEFINITION

My primary audience includes:

- [LIST PRIMARY AUDIENCE GROUPS]

My secondary audience includes:

- [LIST SECONDARY AUDIENCE GROUPS]

3. AUDIENCE CHALLENGES & NEEDS

Help me identify the specific challenges and needs my audience faces:

Professional Challenges:



- [LIST 3-5 TECHNICAL/PROFESSIONAL PROBLEMS]

Personal/Career Challenges:

- [LIST 3-5 CAREER/DEVELOPMENT ISSUES]

4. CONTENT THEMES & OBJECTIVES

Based on my expertise and my audience's needs, suggest 6-8 content themes I should focus on (no repeats in the same week). For each theme, provide:

- Theme title
- Brief description
- How it addresses a specific audience challenge
- Example post idea

5. CONTENT OBJECTIVES

From these options, which objectives should my content focus on achieving? (Select all that apply)

- Building credibility in my field
- Sharing valuable technical insights
- Highlighting professional applications
- Increasing engagement with key professionals
- Positioning as a technical expert
- Driving awareness of services/workshops
- Showcasing real-world impact
- Bridging knowledge gaps between professionals and enthusiasts

- [ANY OTHER OBJECTIVES SPECIFIC TO YOUR FIELD]

For each selected objective, explain how it supports my overall LinkedIn presence and provide one content idea that fulfills that objective.

Make sure your ideas are fresh, unconventional and will ensure engagement with your audience



EXAMPLE: LINKEDIN CONTENT FOUNDATION SETTING

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HOW TO USE THIS PROMPT: Copy this entire prompt into your preferred AI tool (ChatGPT, Claude, etc.) and fill in the yellow sections with your specific information. The AI will help you define your content foundation.

I am a subject matter expert in **LinkedIn marketing and sales training** specializing in **strategic LinkedIn optimization for business growth**. I need to create engaging LinkedIn content that establishes my professional authority and provides value to my audience.

1. MY VALUE PROPOSITION

Help me define what makes my expertise unique by answering these questions:

- My specific knowledge/skills: **LinkedIn strategy development, content creation that converts, lead generation techniques**
- Main problems I help solve: **Ineffective lead generation, content that doesn't convert, unclear LinkedIn strategy and ROI**
- My unique perspective/approach: **Structured 7-week training program that provides actionable, practical LinkedIn strategies customized for different experience levels**
- Experience I bring: **Extensive experience helping companies transform their LinkedIn presence with proven results in increased engagement, lead generation, and sales conversions**
- Results I've helped others achieve: **Improved lead quality, shortened sales cycles, increased brand visibility, and empowered internal teams to manage LinkedIn effectively**



Based on the above, craft a concise value proposition statement for me in this format: "I help [specific audience] solve [specific challenge] through [your unique approach/method], resulting in [specific outcomes]."

"I help CEOs, marketing managers, and sales teams solve ineffective LinkedIn lead generation through a comprehensive, practical training program, resulting in increased conversions, stronger brand presence, and measurable business growth."

2. TARGET AUDIENCE DEFINITION

My primary audience includes:

- CEOs of small to medium-sized businesses
- Marketing managers seeking LinkedIn optimization
- Sales managers and sales teams

My secondary audience includes:

- Business professionals looking to improve personal branding
- Industry peers in the digital marketing space
- Small business owners managing their own marketing

3. AUDIENCE CHALLENGES & NEEDS

Help me identify the specific challenges and needs my audience faces:

Professional Challenges:

- Ineffective lead generation on LinkedIn despite time investment
- Creating content that fails to engage or convert target audience
- Unclear strategy and inability to demonstrate LinkedIn ROI
- Falling behind competitors who use LinkedIn effectively
- Wasted resources on inefficient LinkedIn activities

Personal/Career Challenges:

- Feeling overwhelmed by LinkedIn's complexity and constant changes
- Pressure to demonstrate the effectiveness of LinkedIn efforts
- Lack of confidence in LinkedIn skills and strategy
- Time constraints making it difficult to master LinkedIn properly
- Frustration from previous failed attempts with LinkedIn marketing



4. CONTENT THEMES & OBJECTIVES

Based on my expertise and my audience's needs, suggest 6-8 content themes I should focus on (no repeats in the same week). For each theme, provide:

1. LinkedIn Strategy Framework

- Brief: Building a comprehensive LinkedIn strategy that aligns with business goals
- Audience Challenge: Unclear strategy and inability to demonstrate LinkedIn ROI
- Example Post: "The 3-Pillar LinkedIn Strategy That Turned \$0 Into \$10k in 30 Days (Without Paid Ads)"

2. Content That Converts

- Brief: Creating engaging content that resonates with target audience and drives action
- Audience Challenge: Content that fails to engage or convert target audience
- Example Post: "Stop Creating 'Me Too' Content: The Pattern Interrupt Framework That Gets 5X More Engagement"

3. Lead Generation Mastery

- Brief: Techniques for finding and connecting with high-quality prospects
- Audience Challenge: Ineffective lead generation despite time investment
- Example Post: "How We Generated 47 Qualified Leads in 2 Weeks Using This LinkedIn Outreach Sequence"

4. LinkedIn Time Optimization

- Brief: Maximizing results while minimizing time investment
- Audience Challenge: Time constraints making it difficult to master LinkedIn properly
- Example Post: "The 20-Minute LinkedIn Routine That Doubled Our Client's Conversion Rate"

5. Measuring LinkedIn Success

- Brief: Setting up metrics and tracking systems to quantify LinkedIn ROI
- Audience Challenge: Inability to demonstrate the value of LinkedIn efforts
- Example Post: "Beyond Vanity Metrics: The Only 3 LinkedIn Numbers That Actually Predict Revenue"

6. Brand Differentiation Strategies



- Brief: Standing out from competitors on LinkedIn
- Audience Challenge: Falling behind competitors who use LinkedIn effectively
- Example Post: "Why 'Professional' Profiles Are Invisible: The Counterintuitive Approach to Standing Out"

7. LinkedIn Team Empowerment

- Brief: Training and systems for companies to manage LinkedIn internally
- Audience Challenge: Lack of internal expertise and reliance on external consultants
- Example Post: "From Clueless to Confident: How This 5-Person Company Became Their Own LinkedIn Agency"

5. CONTENT OBJECTIVES

From these options, which objectives should my content focus on achieving? (Select all that apply)

- Building credibility in my field
- Sharing valuable technical insights
- Highlighting professional applications
- Increasing engagement with key professionals
- Positioning as a technical expert
- Driving awareness of services/workshops
- Showcasing real-world impact
- Demonstrating measurable LinkedIn ROI for businesses
- Simplifying complex LinkedIn strategies for busy professionals

For each selected objective, explain how it supports my overall LinkedIn presence and provide one content idea that fulfills that objective:

- **Building credibility in my field:**
 - Supports my presence by establishing trust with CEOs and decision-makers who need confidence in my expertise before investing.
 - Content idea: "I Analyzed 500 Top-Performing LinkedIn Profiles: Here's What Actually Works in 2025 (And What's Just Noise)"
- **Sharing valuable technical insights:**
 - Positions me as an expert who understands the technical aspects of LinkedIn's algorithm and tools.



- Content idea: "The Hidden LinkedIn Algorithm Trigger I Discovered After Managing \$1M in Social Media Campaigns"
- **Highlighting professional applications:**
 - Shows how my strategies work in real-world business contexts, making them more relatable and actionable.
 - Content idea: "How a Traditional Manufacturing Company Used LinkedIn to Land Their Biggest Client Ever (A Step-by-Step Breakdown)"
- **Increasing engagement with key professionals:**
 - Builds community and demonstrates my ability to foster meaningful connections, a key skill I teach.
 - Content idea: "The 5-Comment Technique: How to Turn LinkedIn Comments into Sales Conversations Without Being Salesy"
- **Driving awareness of services/workshops:**
 - Generates interest in my 7-week training program without being overly promotional.
 - Content idea: "Behind the Scenes: Why We Completely Redesigned Our LinkedIn Training (And What Results Our Beta Testers Are Seeing)"
- **Showcasing real-world impact:**
 - Provides social proof through concrete results and success stories.
 - Content idea: "Case Study: From 0 to 50 Leads Per Month - Complete LinkedIn Strategy Breakdown With Real Numbers"
- **Demonstrating measurable LinkedIn ROI for businesses:**
 - Addresses the critical pain point of proving LinkedIn's value to stakeholders.
 - Content idea: "The LinkedIn ROI Calculator: A Free Tool to Show Your Boss Exactly What Your LinkedIn Efforts Are Worth"
- **Simplifying complex LinkedIn strategies for busy professionals:**
 - Shows empathy for time-constrained professionals and demonstrates my ability to make LinkedIn manageable.
 - Content idea: "Struggling with LinkedIn Consistency? The 'Content Block' Method That Creates a Month of Posts in 2 Hours"

Make sure your ideas are fresh, unconventional and will ensure engagement with your audience.





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