

CHATGPT BUSINESS

PROMPT PLAYBOOK:

*"The best ChatGPT books written by a **human**"*

Grow and Monetize an **Audience**
on LinkedIn with AI



KYLE BALMER

ChatGPT Business Prompt Playbook: LinkedIn Growth using AI

“Become a Prompt Entrepreneur thanks to the
best ChatGPT books written by a Human”

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Introduction to book series

AI is moving fast. Extremely fast.

So I want you to do two things:

(1) Follow me on Twitter (@iamkylebalmer):
<https://twitter.com/iamkylebalmer>

(2) Subscribe to my free email newsletter: Prompt Entrepreneur
<https://promptentrepreneur.beehiiv.com>

Both options will keep you up-to-date and ahead of the game when it comes to AI.

But don't worry. You won't hear me talking about LLM-this and API-that. No tech babble.

My focus is making you money using these new AI tools.

My background is in building businesses online and right now, with these new AI tools, the opportunity is more exciting than ever.

I first stumbled across this power over a decade ago when I started a simple blog teaching people how to speak Chinese. I sold digital-products on that blog and made money on auto-pilot.

Thanks to that blog I've never had to work in a 9 to 5 job.

Ever.

I came out of University jobless and have remained jobless ever since.

In fact, it's safe to say I am unemployable.

Since then I've built multiple online businesses, run experiments and made money from from whatever peaked my curiosity.

Was everything a multi million dollar success?

Absolutely not.

Which brings me onto an important point. Before I tell you what you'll learn...

Let me tell you what you won't learn:

- How to get rich quick
- How to get rich doing no work
- How to make passive income doing no work

My point is this...

Everything I reveal in my Prompt Playbooks takes dedication and a commitment to turn knowledge into action.

Are you committed to learning and taking action?

If the answer is yes you are already ahead of the game.

Most people have a fixed mindset, are entitled and want everything now. That's not you.

If, like you, you have a growth mindset, take total responsibility and understand the journey is the reward (not just the destination) then we're good to go.

I'll take the fact that you are still reading as a positive sign!

In which case I'll share with you the good news.
Seriously good news:

Now is the best time to start an online business.

When I started out in entrepreneurship things were different:

- You needed technical knowledge (think setting up your website, email system and SEO system).
- You needed a miracle (or lots of cash) to get someone to visit your website (social media didn't exist in its current form).
- You needed thousands of pounds to hire specialists (Want a website that takes payment and hosts courses? "That'll be \$10,000 please").
- You needed to attend seminars (my old mentor used to fly from the UK to the US every time he wanted to learn a new strategy).

But things have changed.

"The democratization of technology allows anyone to be a creator, entrepreneur, scientist. The future is brighter" - Naval Ravikant.

In other words the barrier to entry is as low as it's ever been. And you don't need anyone's permission to get started:

- Technology is low cost (Software as a service SAAS and No-Code tools means you can launch a business for the price of a gym membership).
- There are multiple ways to drive customers to your website (Facebook, Instagram, TikTok, YouTube, Twitter, SEO and more).
- The knowledge you need is everywhere (Low cost playbooks like the one you are reading, free email newsletters like Prompt Entrepreneur, YouTube videos, Twitter threads, \$12 books...)

And the big one...

Artificial Intelligence. More on this shortly...

So let's agree:

The only thing stopping you from starting an online business getting started and following a solid Playbook.

You've already given me a commitment to learning and taking action. And you are reading my Playbook. The only thing left is implementation - getting it done.

Do that and there's nothing stopping you from making your dreams a reality.

Now let's talk about what you'll learn:

The power of AI

I've always wondered why more people didn't start an online business:

- Travel the world
- Work from anywhere
- Have autonomy over your time

Here are some numbers.

Let's say I wanted to give myself a pay rise. In a job I'd have to work extra hours, compete for promotion or do overtime.

In reality I might get a 2-4% pay rise.

If earning \$100k a year that's another \$4,000 a year. Maybe \$150 a month cash in my pocket after taxes.

And for that extra 4% or \$150 a month my employer would expect me to grind.

Grind hard.

In comparison here's how I give myself a pay rise. Let's take my Chinese language learning business.

I could launch a premium language product. I'd create a very valuable digital bundle of video courses, PDF guides and printable wall charts. I would probably throw in a bonus gift to help their children learn Chinese.

Let's say I price it up at \$50/month.

I'd only need to sell THREE of these courses to increase my income by \$150/month.

But I wouldn't have to grind like I would in my job. I would make the programme once and sell it again and again.

And I'd sell a lot more than just three copies...unlike 9 to 5 work the product I've made is scalable. I can sell 1 or 1000 copies without any additional cost to myself in time or money.

You are likely thinking "that's OK for you Kyle. But I don't have that kind of time".

Here's the best news you'll hear all year: the beauty of this is you don't need to quit your job to make this happen.

Thanks to AI.

Artificial Intelligence is like having a research assistance, copywriting assistant, strategy assistant, creative assistant, graphic design assistant, coding assistant, sales assistant, customer service assistant, marketing assistant and more...

For the price of a couple of coffees (and in most cases totally free).

AI let's you start a business in your spare time for very little upfront investment.

But only if you know how to use it.

What you'll learn in my Prompt Playbooks

Everyone of my Playbooks has one universal mission...

To transform you into a PROMPT ENTREPRENEUR.

As a Prompt Entrepreneur you'll have the power to start and grow businesses by leveraging the power of AI.

Together we'll transform you into a Prompt Entrepreneur by achieving these four goals:

Goal 1 - Start an online business with AI

The end destination is the same. Make money online.

The playbooks are like Google Maps giving you step by step directions on how to get there.

So the routes might change (For example: Affiliate Marketing Blogs, Email Newsletter Business, Course Creation, AI Customer Service Bots, Consultancy, Kindle Publishing etc.) but the destination remains the same.

By the end of each Playbook you'll have the foundations of a functioning income generating business.

Goal 2 - Learn about AI

Along the way I'll teach you how to use AI to start a business faster and cheaper.

You'll be on two parallel learning paths

Path one — learning the step by step process and thinking required to launch an online business.

Path two — learning about how to use AI in everyday life and business.

The AI skills you learn from following the Playbook will be applicable outside of what we cover in these pages.

You'll be able to extrapolate what you're learning and start to solve your own business problems with AI.

Think of the business we're setting up as a "live project" that you're using the really get to grips with AI.

Goal 3 - Speed, speed, speed

In the past I could take anyone from no idea to launching a business in 30-days.

It was a book and programme called it '30-Days of Doing'.

The basic idea was to take someone through 30 days of tasks, helping them build a business.

AI changed this.

These Playbooks can now take anyone from no idea to launching a business in 7-days.

Less, if you've already worked through one Prompt Playbook.

That's 7-days, 1-2 hours a day. Or one whole Sunday.

If you have less than one hour a day then give yourself longer time horizon to launch. Don't worry - it'll still be faster than the pre-AI days!

Goal 4 - Low risk

If you tell your mum, friend or uncle you're starting a business they'll likely say "Oh that's risky".

And I agree. Starting a business is risky.

IF: you spend 6-months working on an idea, write a business plan, get a loan from a bank, open up a shopfront and then hope and pray.

Then yeah, I agree - that's risky!

We're not doing that.

Instead I'll be sharing with you online businesses you can start with little to no upfront capital.

But this isn't 100% risk free. There is risk. There's risk in every action we take or don't take.

Here the risk is your time investment.

And I am grateful you are investing your time to learn with me.

It's all possible thanks to AI

The above goals are absolutely achievable if you know how to use AI.

More specifically knowing how to talk to (communicate) AI.

But like all new things, the window of opportunity is small. The technology is evolving rapidly. I want you to ride the wave and reap the rewards.

Don't sit on this. At worst you'll give it a go and learn how to use these new AI tools.

At best you'll launch an AI online business that generates you an income.

Why am I giving away this information?

I believe that everyone has the ability to harness the power of the internet to make more money, find more joy and live a life of purpose.

My purpose is to create, experiment and then share what I've learned.

I basically love teaching.

I've built and sold a TV station, I've travelled to more countries than I can count and built a marketing agency that's handled \$1.4 million per year in advertising revenue.

Even after doing all that I find myself here. Writing to you about how to start an online business. I guess it's a calling.

But don't get me wrong. I'm not running a non-profit organisation.

Here's my business model so we both know where we stand:

- I produce high-value actionable information

- Most people consume it for free to low cost (like the Playbook you're reading now which, on Amazon, is priced as low as it can be)

- Some people purchase my more advance programmes, cohort coaching, private group access etc.

Yet I don't create courses for the sake of it. I only release something when I believe it's valuable to you.

The last course I released was in 2019:

Business > Entrepreneurship > Digital Marketing

Building Businesses Online | Intro to Online Business | 2023

Create a sustainable online business using the proven digital marketing system we use on our ventures and with clients

4.3 ★★★★★ (460 ratings) 26,536 students

Created by [Kyle Balmer](#)

🌐 Last updated 08/2019 🌐 English 🗨 English [Auto]

The reason I am back and creating this new series of Playbooks is...

I'm betting on the power of AI.

When i released my last programme in 2019, people still had blocks:

- Fear, "What if I fail?"
- Knowledge, "This is too complicated"
- Time, "I work 50-60 hours a week"

I believe (and you will too after reading this playbook) that AI will smash those blocks to pieces.

There will be nothing holding you back from starting an online business and building a life you want.

But when that happens — The self-proclaimed 'Gurus' appear. The 'sharks' appear. The 'make \$10,000/month passive income 30-days' guys appear.

In fact, they are already here. A friend attended an 'AI business' seminar in the UK in March 2023. She was pitched a \$30,000 AI-business-in-a-box programme. By an AI expert...

The first public appearance of widely accessible AI came in the form of ChatGPT — in NOVEMBER 2022.

It apparently only took this dude 5-months to become an AI expert and sell \$30,000 programmes!

What's my point?

I'm not an AI expert. No-one is an AI expert. It's NEW.

Instead I'll show you what I do and we'll figure this out together.

Remember, my playbooks have you on two learning journeys:

Path one — learning the step by step process and thinking required to launch an online business.

Path two — applying the power of AI to path one.
Which brings me onto what I do...

The Prompt Entrepreneur Way

Prompt is the fancy word used to 'ask AI to do something'.

Simply put I'll help you *talk to AI*.

I do this through these Playbooks, my free email newsletter and my Twitter profile.

Remember to subscribe and follow.

But whilst you're here let's focus on the Prompt Playbook.

My Playbooks follow a simple structure:

- (1) I'll explain the theory of the business model (and the end game)
- (2) I'll present you with the steps (what to do, in what order)
- (3) I'll give you a Prompt each step of the way (what to say to AI)
- (4) I'll show you the Prompt Output (what the AI produced for me)

(5) I'll give you Prompt Tips (how to adapt the original prompt for your own unique business).

My email newsletter and Twitter are additional resources for you. The main benefit of them is speed - AI is moving fast (too fast!) and the newsletter and Twitter account are good places for you to keep up to date with what's happening.

The focus of both is on how you can use AI to start businesses, just like the one discussed in this Prompt Playbook.

So if you like this Playbook you'll love my newsletter and Twitter.

Follow me on Twitter (@iamkylebalmer):
<https://twitter.com/iamkylebalmer>

(2) Subscribe to my free email newsletter: Prompt Entrepreneur
<https://promptentrepreneur.beehiiv.com>

A Tip and a Gift

A tip:

Think of AI as high-performance sports car.

Put garbage fuel in. You'll get garbage performance out.

Put the best fuel in. You'll get the best performance out.

I'll be showing you how to put the best fuel in to get the best performance out.

A gift:

I share a lot of prompts in this book.

But it'll be annoying to copy and paste them from the e-book version.

I tried and found it super frustrating!

So I've made this very playbook you are reading available here:

<https://aspiring-foundation-693.notion.site/LinkedIn-Growth-with-AI-Prompt-Playbook-30b11739b0514f82a599f43ee3d59d44?pvs=4> or.
<https://tinyurl.com/bdzk2nm2>

This will make it easy to copy and paste any prompt you want to use.

Keep this link private please. I can't stop you sharing it but I'm trusting you not to.

I'm sharing it with you to help you launch your online business even quicker.

Let's get started.

LinkedIn Growth

This is an exciting topic because LinkedIn is the key to B2B (business to business) growth. This is when you sell not to consumers but to companies.

This is a different type of market that requires more work to crack but has higher rewards.

For example think of selling educational courses. In B2C (business to consumer) marketing we might sell a course for a few hundred dollars.

In the B2B market a very similar course, presented and marketed differently, sells for thousands of dollars instead.

LinkedIn is the key to tapping into these higher ticket markets.

Structure of the guide

In this playbook we're going to be looking at:

Part 1: LinkedIn Niche

Part 2: LinkedIn Content Creation

Part 3: LinkedIn Audience Engagement

Part 4: LinkedIn Growth

Part 5: Monetising LinkedIn

All using AI.

Connect with me on Twitter (@IamKyleBalmer) and let me know how it's going.

LinkedIn Niche

1. Niching down

First up, as always, we're going to work on locking down our niche. We'll take a set of steps to research and decide how best to present your particular skills and offer on LinkedIn.

The basic idea is to start with some niche ideas, look at competitors to see what they are doing, use LinkedIn to get the exact language we need to use and then convert that language into our profile details and headline.

This foundational stage is the key to dominating on LinkedIn - very few people bother to research and consciously build or their niche. By doing so you'll be ahead of the competition.

We need to start with a seed keywords here. It needs to be connected to our business and what we will eventually be selling using LinkedIn.

For example mine would be "AI" or "artificial intelligence". This is a broad definition of my area.

For you it might be Digital Marketing, Cosmetics, Online Education, Author.

Let's now expand out that seed keyword in ChatGPT. Use this prompt in ChatGPT:

Act as an SEO expert.

Give me 20 keywords related to [seed keyword]

I used "AI" as my seed keyword.

Prompt Output



Certainly! Here are 20 keywords related to artificial intelligence (AI):

1. Machine Learning
2. Neural Networks
3. Deep Learning
4. Reinforcement Learning
5. Natural Language Processing (NLP)
6. Supervised Learning
7. Unsupervised Learning
8. Robotics
9. Computer Vision
10. Neural Architecture Search (NAS)
11. Generative Adversarial Networks (GANs)
12. Transfer Learning
13. Convolutional Neural Networks (CNNs)
14. Recurrent Neural Networks (RNNs)
15. Bias and Fairness
16. AI Ethics
17. Autonomous Systems
18. Predictive Analytics
19. Data Mining
20. Turing Test

That's a strong list to start off with. There are some here I don't know much about like NAS, GANS and CNNs. I'd delete these. Do the same

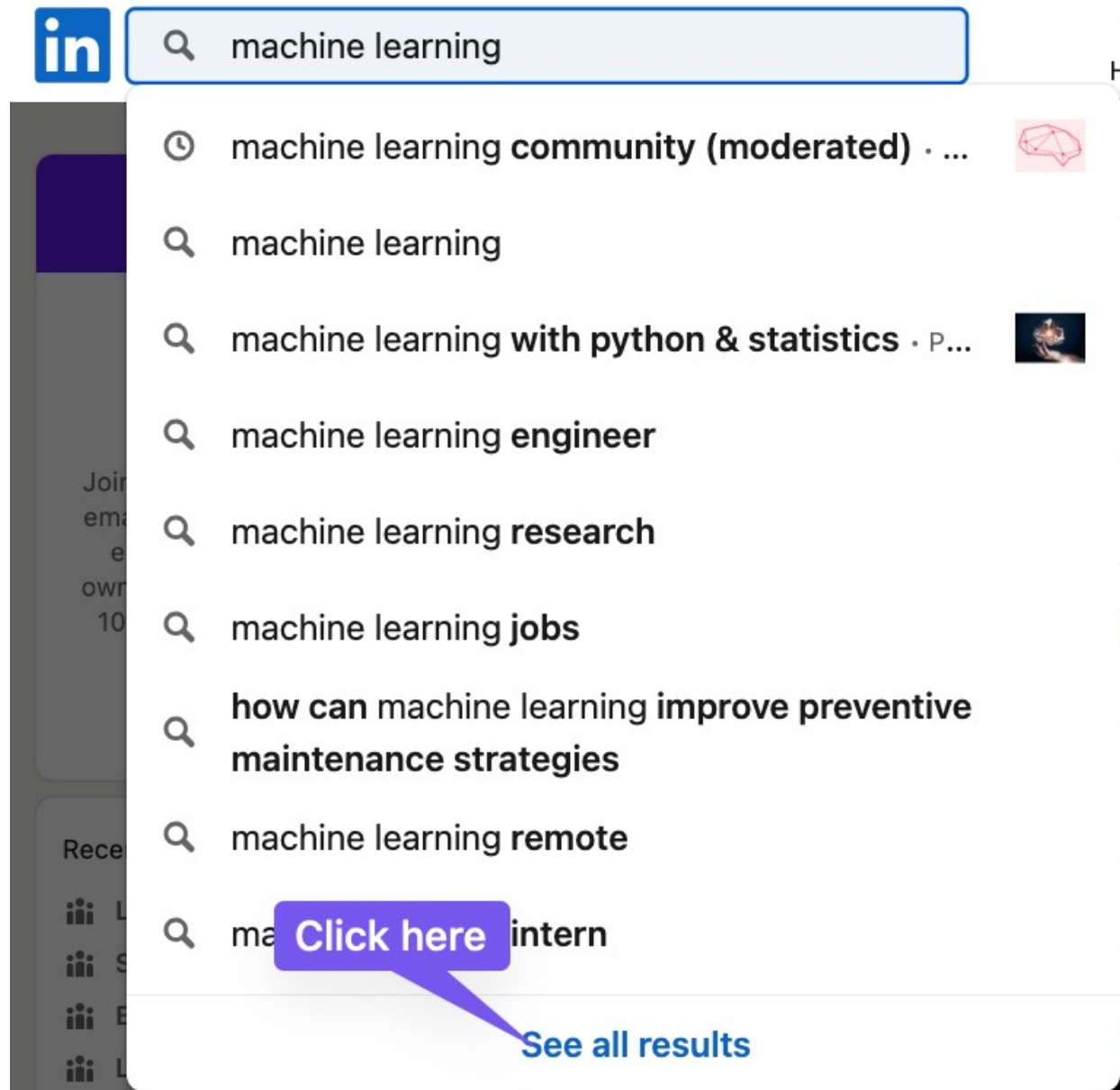
with your list - trim it down to only topics you are well versed in.

I'm now going to take this list over to LinkedIn for the next step.

2. Competitors

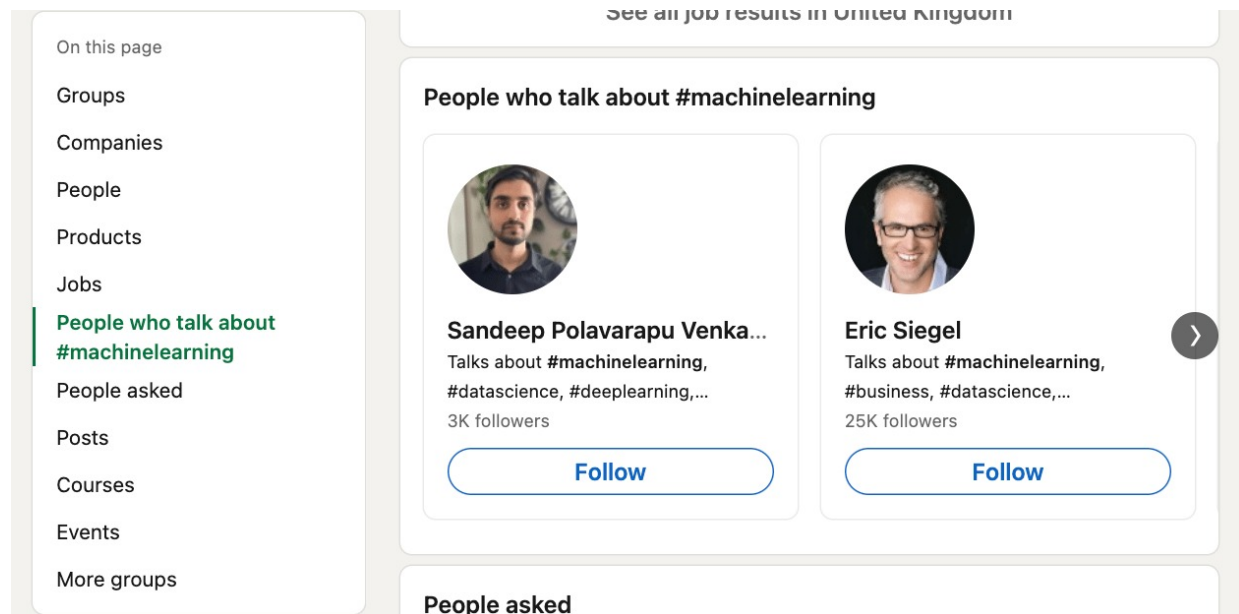
Load up LinkedIn and pop your seed keyword or one of the researched keywords into the Search bar at the top of the screen.

Do this on Desktop not that app so you can see full results.



Go ahead and click the See All Results to get to the full Search interface screen.

Scroll down until you find the “People who talk about section”:



These are people who are known for discussing this topic area on LinkedIn. They are the movers and shakers and the people we want to emulate.

I suggest you Follow all of these people as they will become models for emulation as well as people you'll want to engage with later.

Right now though we're interested in grabbing their additional keywords. For example in this screenshot I can see that Eric also talks about #business, #datascience, #predictiveanalytics and #artificialintelligence



Eric Siegel · 2nd

Founder at Machine Learning Week

Talks about #business, #datascience, #machinelearning, #predictiveanalytics, and #artificialintelligence

San Francisco Bay Area · [Contact info](#)

[Machine Learning Week](#)

24,521 followers · 500+ connections



Kurt Cagle, Gavin Bell, and 18 other mutual connections

[+ Follow](#)

[Message](#)

[More](#)



Machine Learning Week
2023



Columbia University

Grab these

Note the relevant topics down, ideally in a Google Sheet or Excel.

Continue to do this process with multiple influencers for the search you performed.

Then do the same thing for the other keywords you discovered in step 1: ie. neural networks, deep learning, reinforcement learning etc.

Make sure to only do this with topics you know about. If a topic pops up that you aren't familiar with: omit it. We want to focus on what we're good at.

This sounds like a lot of work but very quickly it'll be the same 20-30 topics popping up again and again.

For instance everyone who is an expert in #machinelearning will tend to have #artificialintelligence as another topic. Once we've captured the topic once we can ignore it.

Once you have 20-30 or so you can stop this process and move to the next step.

3. Keywords volume

Once we have our list of 20-30 topics we can move to the next step.

We want to know how popular each topic is on LinkedIn. Thankfully we can check the topic's volume right in the LinkedIn interface.

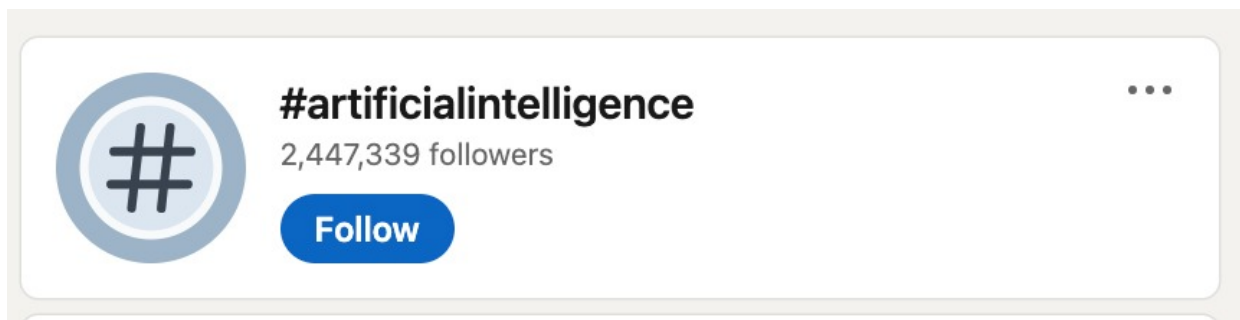
In the search bar add #topic ie. #artificialintelligence.

Make sure to use # .

Then click the top result.

Do not press Enter - if you do this won't work!

Once you've clicked the top result you'll see the topic's volume:



Note this down next to the topic's name in your notes document.

Do this for each of the 20-30 topics you've collected.

We now want to make a decision. We want to choose a handful of topics we'll be optimising for.

I like to use:

- 1 Large topic (1M+ followers)

- 3 medium (100k+ followers)
- 5 small (<100k followers)

You'll find that some topics will have just a few hundred followers. These topics (and related hashtag) are useful for when you are posting specifically about that topic but for now aim at larger topics. I'd say ignore anything below 10,000 followers as a general rule.

This is manual process because you need to align to your interests and your skills. And you know these best!

That said, if you are struggling use this prompt to get you started:

Act as a LinkedIn expert

Analyse this table of topics and their follower counts.

Choose 1 large topic (1M+), 3 medium topics (100k-1M) and 5 small topics (10k-100k).

Aim for consistency without overlap to give me the best mix of focus and range.

4. LinkedIn Summary

We're now going to take your topic keywords, ask you a few questions and align everything with a set of LinkedIn Summary guidelines.

This will generate your long form "About Me" LinkedIn summary text.

To get to this you'll need to answer a few questions. I've pre-built the prompt to ask you the questions and collect the information. Give as much detail as possible for best results.

Here's the prompt:

Act as a LinkedIn expert

Help me write an professional summary for my LinkedIn Programme

It should be optimised for the following keywords:

Most important: [Large Topic]

Medium importance : [Medium topics x3]

Low importance : [Small topics x 5]

Ask me questions based on the LinkedIn Summary Template below to collect the required information. Provide examples and guidance for each step that are based on my provided keywords. Then move to the next question.

#LinkedIn Summary Template Begins#

[Hook] Start with an interesting hook or fact to grab the reader's attention right away. For example: "As a first generation college graduate and immigrant from [country], I understand the challenges minority students face when pursuing higher education."

[Mission] Explain why you do what you do in 1-2 sentences. What drives you professionally? For example: "I am passionate about helping underrepresented students access quality education and mentoring."

[Expertise] Highlight your background, years of experience, and qualifications in your industry/field. For example: "I have over 10 years of experience in higher education administration and student advising."

[Skills] Call out 2-3 of your key skills or areas of specialty. For example: "I specialise in developing mentoring programs, advising first-generation college students, and designing inclusive curriculums."

[Proof] Provide a statistic, award, or data point that demonstrates your capabilities and expertise.

[Interests] Mention 1-2 professional interests that indicate what you can help readers accomplish. For example: "I'm interested in collaborating with faculty to enhance diversity, equity and inclusion on campus through new programs and initiatives."

[Call to Action] End with a call to action and your contact info. For example: "I would love to connect with other professionals committed to this work. Feel free to reach out to me at [email] or [phone]."

Break up long paragraphs for easier reading. Keep the summary genuine, and focus on showcasing professional value. Highlight what makes me unique while communicating how I can help my ideal connections.

#LinkedIn Summary Template Ends#

Prompt Output

"When I first used AI after running a digital marketing agency for over a decade, I realized its disruptive potential. Instead of resisting, I chose to be at the forefront of this transformation. Now, I'm on a mission: educating entrepreneurs about AI through 'Prompt Entrepreneur', a newsletter and Twitter handle with over 2,500 subscribers and 5k followers within just a month. With an MBA background and firsthand experience in AI and entrepreneurship, I've written four Amazon best-selling books on ChatGPT. My unique blend of academic and practical insights allows me to simplify the complex, ensuring AI is accessible to all entrepreneurs. And my commitment extends beyond businesses; I collaborate with charities to infuse AI into their fundraising strategies. Whether you're an entrepreneur, a fellow writer, or a charitable organization, I believe in the power of connection. Let's harness the promise of AI together. Feel free to reach out!"

This prompt will generate the first draft and capture the basics. Tweak it to your liking and then use this prompt:

Expand this to 2400 characters. Adjust formatting for readability.

[Copy/paste first draft]

Prompt Output

"In the midst of steering a digital marketing agency for over a decade, I stumbled upon AI. It wasn't just another tool; it was a game-changer. The monumental shifts I foresaw in the AI landscape both intrigued and challenged me. But instead of turning away from what seemed like an imminent storm, I embraced it, determined to harness its power.

Today, my mission goes beyond personal adaptation. I've taken on the role of a beacon for other entrepreneurs, illuminating the potential of AI. Through 'Prompt Entrepreneur' – both a newsletter and a Twitter channel – I've created a thriving community. In just a month, over 2,500 subscribers and 5,000 followers have joined this movement, a testament to the pressing need for AI knowledge in the entrepreneurial landscape.

My MBA hasn't just been an academic milestone; it's been the backbone to my AI endeavors. Pairing this foundational knowledge with my firsthand experience, I've embarked on writing endeavors, resulting in four Amazon best-selling books centered around ChatGPT. It's through these mediums that I distill complex AI concepts, rendering them comprehensible and actionable for all entrepreneurs.

However, my vision for AI's transformative power isn't confined to the business realm. Recognizing its universal potential, I've reached out to charitable organizations. Together, we're exploring how to leverage AI in fundraising, creating avenues for greater impact in the causes they champion.

To every entrepreneur, writer, non-profit enthusiast, or simply the AI-curious individual reading this: I extend a warm invitation. In this rapidly evolving tech-driven world, connections remain our most potent tool. Let's bridge our collective knowledge and enthusiasm, striving to uncover the untapped potentials of AI. If this resonates with you or if you're keen to embark on an AI-centric journey, I'm here. Let's connect, collaborate, and co-create a future that truly harnesses AI's promise."

Better!

As always, tweak and rewrite for your own style and tone of voice. ChatGPT is great for drafting but make sure to rewrite so it doesn't

sound like an AI!

5. Headline

The culmination of this work is now to generate a short Headline.

This is what people on LinkedIn see first when they encounter your profile so it's important to align it with all of the above work.

Here's a prompt that builds on what we've done to generate headline alternatives:

Act as a LinkedIn expert

Write 10 potential headlines for my LinkedIn profile.

The headlines should be between 200-220 characters.

Use both the Headline Guidelines below and my LinkedIn Summary.

#Begin Headline guidelines#

Tailor it to your target audience

Use industry-specific keywords and terminology your audience will recognize

E.g. "Sales Representative: Helping IT professionals provide support anytime, anywhere."

Convey your value proposition

Describe how you can help your prospects and what makes you stand out

E.g. "Saving companies time and money with automated expense reports."

Speak your audience's language

Avoid excessive jargon and use simple, clear language

E.g. "Our software helps developers easily manage their big data apps."

Be accurate and honest

Don't exaggerate or make unsupported claims about your skills

E.g. "5+ years experience in digital marketing and ecommerce"

Use keywords strategically

Include large and some medium keywords if natural.

E.g. "Digital Marketing Manager | SEO & Social Media Specialist"

Add some personality

Give a glimpse into what motivates you and your interests

E.g. "Helping companies grow better at Microsoft"

Include recognitions

Awards and certifications that validate your expertise

E.g. "Top 100 B2B Marketing Influencers of 2022"

#End headline guidelines#

#LinkedIn Summary Begins#

[copy paste LinkedIn Summary]

#LinkedIn Summary Ends#

Use this prompt underneath your other work so that it pulls in your keywords.

Prompt Output

1. "AI Visionary | Entrepreneur | Author | Bridging AI's Potential for Entrepreneurs, Non-Profits & Beyond"
2. "AI Trailblazer: Unleashing AI's Power for Entrepreneurs, Non-Profits & Beyond"
3. "Entrepreneur & AI Advocate: Illuminating Possibilities in the AI Landscape"
4. "AI Evangelist & Author: Transforming Businesses and Charities with AI"
5. "Unlocking AI's Promise: Empowering Entrepreneurs & Non-Profits Alike"
6. "Author & Visionary: Navigating the Intersection of AI, Entrepreneurship, and Impact"
7. "AI Strategist | Entrepreneurship Enthusiast | Amplifying Impact through AI"
8. "Championing AI Innovation: Empowering Entrepreneurs and Causes"
9. "Entrepreneurial AI Catalyst: Shaping Futures for Businesses and Charities"
10. "AI Advocate | Entrepreneurial Visionary | Pioneering Change through AI"

This prompt will generate 10 potential headlines.

Remove the ones you don't like at all - for example I'd personally get rid of the "Visionary" ones. That's too much!

Go with the one that jives with you the most. Don't worry: we can change it later once we start to become more familiar with what our audience wants. We'll cover this in later Parts.

6. Graphic Elements

There are two primary graphical elements you need to worry about:

- Your profile picture
- Your header banner image

For the profile picture I recommend using a professional looking headshot. You can get this done in a studio or using AI.

Because this is an AI guide (and because I personally hate having my photo taken!) we'll look at AI options.

Headshots Pro (<https://www.headshotpro.com/>) is a strong option here for a range of professional photos. Or on the cheaper side you can check out Retrato (<https://www.retrato.app/>).

For your header banner image either hire someone on Fiverr or Upwork or make your own on [Canva](https://www.canva.com/linkedin-banners/templates/) (<https://www.canva.com/linkedin-banners/templates/>).

Pulling it together

We've covered a lot of foundational ground today and should by now have a solid profile to get started with.

Remember that all of this can (and will) be changed. The main thing right now is momentum. I don't want you agonising for weeks over how your profile should look and feel. Instead get started and once you know more about the platform make changes.

Next we'll be diving straight into Content Creation.

LinkedIn Content Creation

We've got our basic LinkedIn profile set up and optimised for our niche.

We're now going to begin creating content. I'll walk through a few different methods you can use to get your content machine up and running.

1. Original content matrix

First we're going to use ChatGPT to generate a content matrix with potentially unlimited content ideas for us to work with:

Act as a social media manager.

Create a content matrix with the following parameters

Core Topic = [Your large topic from Part 1]

Secondary topics = [Your medium topics from Part 1]

Tertiary topics = [Your small topics from Part 1]

All content pieces should be about the core topic. Include secondary and tertiary for variety, with preference for secondary.

For each content piece generate a post with the following formats/tones:

- Question for audience*
- Controversial opinion*
- Inspiring*
- Entertain / joke*
- X vs. Y comparison*
- Expert opinion*
- Listicle*

Generate 10 content pieces on the vertical axis, each piece in all 7 formats/tones.

Return results in a tabular format.

Prompt Output

Content Piece #	Core Topic	Secondary/Tertiary Topic	Post Format/Tone	Content Idea
1	AI	ChatGPT	Question for audience	"Have you ever had a chat with ChatGPT? What was your most memorable conversation?"
1	AI	ChatGPT	Controversial opinion	"Some say ChatGPT might just be the end of conventional customer service. Thoughts?"
1	AI	ChatGPT	Inspiring	"ChatGPT is paving the way for a new era of communication, making information more accessible to everyone!"
1	AI	ChatGPT	Entertain / joke	"Why did ChatGPT go to school? To improve its conversational skills!"
1	AI	ChatGPT	X vs. Y comparison	"ChatGPT vs Siri: While Siri can help play your favorite song, ChatGPT can have a deep conversation about why you love that song."
1	AI	ChatGPT	Expert opinion	"According to experts, ChatGPT represents one of the most significant leaps in natural language processing in recent years."
1	AI	ChatGPT	Listicle	"Top 5 Fascinating Uses of ChatGPT: 1. Tutoring 2. Customer Service 3. Mental Health Support 4. Content Creation 5. Gaming Assistance."

This output shows the large topic (AI) mixed with my first medium topic (ChatGPT). The full output will include all of your medium and small topics giving you ~50-100 post ideas depending on how many topics you put in.

If you find the ideas a little generic I suggest adding some more information about your target audience. For example if I add in a line saying "Target audience = business leaders and owners" all ideas are immediately tweaked to address this audience.

These ideas are only the starting point - use them as a jumping off point rather than simply copy/pasting.

For example:

"Have you ever had a chat with ChatGPT? What was your most memorable conversation?"

I would rewrite as "Do you remember losing your ChatGPT virginity? What was your first ever conversation like?"

Similar idea but rewritten to add more bite.

Additionally, these topics can now be addressed in a quick text post or in a different format. For example each of these could be a quick video, a set of images or even a longer form LinkedIn blog post.

You can convert any of these ideas into these formats with a quick ChatGPT prompt to "reformat as a video script", " reformat as image slides" or "reformat as a blog article".

2. Rewrites

This second method involves finding content that is killing it on LinkedIn and rewriting it for your particular niche.

Do not just copy wholesale. It's lazy and won't work.

Instead we want to find content that we can truly adapt and make our own. We are just building off the format and style of existing posts to help guarantee reach and engagement for ourselves.

In Part 1 we followed a number of top LinkedIn influencers in your topic area. As you use LinkedIn you should be seeing their content in your feed.

If you see anything that resonates with you and that you'd like to cover keep a reminder. You can do this using LinkedIn's built in Save tool (tap the ... at the top right of the post and hit Save) or by copy pasting the link to your note taking software.

I like to save up 10+ posts like this and then batch rewrite once a week. Do what works best for you.

To rewrite head to ChatGPT or Claude 2 (I prefer Claude 2 for this specific task) and use this prompt:

Act as a LinkedIn expert writer.

Rewrite this post.

Rewrite it so that the primary topic is AI.

Use a professional and authoritative expert tone of voice.

Remove links, mentions and hashtags.

#Post begins#

[Copy/paste post]
#Post ends#

For the example I've used this post:



Conor Grennan • 2nd

Dean of Students, NYU Stern School of Busin...

1w • 🌐

[+ Follow](#) ...

If you or a loved one has been impacted by cancer, you're probably reading articles like this a bit more closely. Let's go a step further: Five developments in generative AI that give me hope.

1. Today's progress = tomorrow's leaps

AI can aid early cancer detection by analyzing complex data. This means faster and more accurate diagnostics, and even prognostics. But we're just getting started. As tech advances, we'll get more accurate and rapid results. Imagine the impact of earlier interventions and customized treatment plans.

2. More than replacing radiologists

We've said it before - AI revolution isn't about machines taking over. It's about augmenting human capabilities. AI can process and interpret medical imaging faster, reducing the risk of human error. But we still need human judgment for nuanced decisions and ethical considerations. AI aids, not replaces.

3. Boosting quality of life

AI technology can reduce the time doctors spend on administrative tasks, which means more time for personalized patient care. Faster diagnosis means quicker treatment, which can drastically improve patient outcomes. That's good for all of us.

4. AI and humans - better together

Listen, there will be challenges. Doctors have spent years mastering their craft, and AI is a new player. It will take time for trust in AI to build, and for effective cooperation between AI and healthcare professionals to develop. It's not just about technology; it's about change management too. We'll get there.

Prompt Output



Post Begins

In the rapidly evolving world of Artificial Intelligence (AI), it is crucial to understand its profound potential, especially when it comes to transformative sectors such as healthcare. Here are five pivotal developments in AI that highlight its immense promise:

1. **The Trajectory of Progress**

AI's potential in analyzing intricate datasets has already shown its merit in early detection of critical health issues, like cancer. As we advance, the accuracy and speed of these diagnoses will only enhance, leading to timely interventions and tailored treatment plans, thus changing the prognosis game.

2. **Augmentation Over Replacement**

The AI revolution isn't centered around replacing the human workforce. Its essence lies in enhancing human capability. While AI can rapidly interpret medical imaging, reducing margin for error, the indispensable value of human judgment remains for nuanced and ethically-sensitive decisions. AI is a tool, not a substitute.

3. **Elevating Patient Care**

AI's ability to minimize administrative overheads for doctors implies more dedicated time for individualized patient care. The acceleration in diagnosis processes facilitated by AI translates to prompt treatments, improving the chances of better patient recovery and quality of life.

4. **Symbiosis of AI and Professionals**

Admittedly, there will be hurdles. Medical professionals have dedicated years to honing their skills, and integrating AI will demand a transition phase. Building trust in AI, fostering its efficient collaboration with health practitioners, and ensuring seamless change management are pivotal. Yet, the future looks promising.

As always, rewrite rather than simply copy and paste.

Better yet convert the format. This is more work obviously but this means you are converting not only the content itself but also the formatting. This can work especially well if you are comfortable with video creation.

3. Curation

Another expert play is to stay on top of updates in your field and quickly convert new developments into social posts.

Very few people have the time to keep up with all new developments. So having someone quickly drop a “here’s what you missed today” post can be extremely valuable.

To do so you’ll need to have a set of sources. Industry specific websites, newsletters and Reddit are great sources. You want to find somewhere that has new developments early. Once you have found these add them to an app like Feedly to keep everything in one place.

Use this prompt:

Act as a content writer

Read the provided article and generate a summary for use on social media

Follow these structure guidelines

#structure guidelines Begin#

Introduction: Introduction to the core topic, emphasizing the primary subject or event. Use a hook to engage attention.

Link to Content: Source link, video, or external reference that the content is derived from or related to.

Deep Dive into Main Topic:

-Description of the main event, phenomenon, or development.

-In-depth details or backstory about the participants, stakeholders, or the origin of the event.

-Interactions, collaborations, or conflicts that define the main topic.

Consequences or Impacts:

-Specific examples or cases showcasing the implications or manifestations of the main topic.

-Broader societal or industry-wide effects, indicating long-term importance.

Responses or Reactions:

-Responses from authoritative entities, organizations, or experts about the event.

-Emphasis on immediate or future actions that might be taken.

-Warnings, concerns, or projections for the future.

Do not use these instructions as headers - instead create engaging, readable subheadings from the content.

#Structure guidelines end#

#Article begins#

[Copy paste article]

#Article ends#

Prompt Output



Kyle Balmer • You

Join Prompt Entrepreneur - Free email newsletter read by 2,000+ entre...

now • 🌐



When hackers put AI to the test, the results were eyebrow-raising! Can we trust the machines? 🤖+?

The AI Challenge in Vegas:

- At the renowned Def Con hacking conference in Las Vegas, a group of tech enthusiasts gathered to test AI from giants like OpenAI and Google. Kennedy Mays, a student from Savannah, managed to trick an AI into a rather humorous error, making it claim $9+10=21$.
- Other participants were not just playful: a Bloomberg reporter made the AI suggest spying tactics, while another spread a false conspiracy theory about Barack Obama.

Ripple Effects of AI Missteps:

- Such issues aren't isolated incidents. CNET once had to correct AI-produced content with basic math errors.
- But beyond funny math mistakes, the implications can be serious. Amazon once had to shut down its AI recruitment tool for biased behavior against female applicants.

Industry's Take on AI's Imperfections:

- OpenAI highlighted the importance of "red-teaming" - a strategy where they challenge their systems to identify flaws and gather feedback. It helps in ensuring their AI models are safer and more robust.
- The overarching sentiment? AI has made remarkable progress, even acing exams, but ensuring they're bias-free and error-resistant is ongoing work.

1 comment



Add a comment...



Most relevant ▾



Kyle Balmer Author

1s ...

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Original article: <https://www.businessinsider.com/ai-math-error-flaws-bias-hacker-conference-openai-google-2023-8?r=US&IR=T>

Like | Reply

The output becomes a ready to go summary of the article itself.

Make sure to link to the original article - do so in the Comments not the actual post. This is because LinkedIn's algorithm deprioritises posts with links.

Don't just try to pass off the content as your own - instead link back to the content and be clear that you are simply summarising and surfacing the information for your LinkedIn followers.

4. Hashtags and Call to Action

Unlike most social platforms hashtags are still relevant and used on LinkedIn.

You researched hashtags when looking at Topics in Part 1 so should have a list.

Stick to your large, medium and small topics as we previously discussed and add the most relevant of them to each post.

Aim for 3-5 maximum, don't try to stuff hashtags. Just add them to the bottom of your post. Use your large topic in all your posts followed by 1-2 medium topics and 2-3 small topics. Make sure they are relevant to the actual content.

Also think about adding a call to action into your posts. Don't do this on all posts - only perhaps 20% or so.

This call to action could be to Follow you on LinkedIn or to DM for introduce yourself and say hi. It could also be to sign up for your newsletter or a free lead magnet. Don't sell in your posts - we'll talk about monetisation in Part 5. But feel free to add a small low-commitment action for the reader to follow.

5. Posting

When and how often to post are always big questions for anyone starting out on a new social platform.

The true answer only comes from analysing your data. For example I know I get the most views and engagement on Tuesdays. Why? I don't know - and it doesn't really matter why. The main thing is the data shows me that so I make sure that Tuesdays' content is top form.

We'll look at how to analyse your data using ChatGPT in Part 4.

However, to get started we need some guidelines.

Aim first for consistency above all things - you want to be posting daily at minimum. I personally post 3-5 times per day now I have a system.

There's a lot of talk about LinkedIn punishing overposting but I've never personally seen a downside - the more quality I post the higher the reach and the higher the engagement. I've also never seen an in-depth analysis to show that lower posting volume is preferable.

Just maintain quality and you should be fine.

Our "best day" to post therefore become irrelevant - post consistently everyday.

The best time of day to post tends to be around lunchtime. LinkedIn is a "professional" platform so people often use it at work. But they seem to use it around lunch hour rather than in core working hours.

This holds if your audience is in one location. If they are global then really all bets are off. For example the majority of my audience is USA but because I'm UK based and have a fair few Chinese and Indian followers I'm basically spread across all time zones!

Again, posting 3-5 times a day everyday allows you coverage over the multiple time zones and makes timing posts exactly less of a priority.

Thankfully LinkedIn has a built in scheduling tool (praise be!) so you can easily schedule posts to go at different times of day.

If you want something a little more sophisticated though I suggest Taplio (<https://taplio.com/?via=kyle-balmer>)(Affiliate link, fyi). It's what I personally use and recommend if you want something more robust than the built-in LinkedIn scheduling. It also has AI assistance for writing content and a lot more.

Pulling it together

You are now equipped with 3 basic methods for creating content for LinkedIn : original content, rewriting and curation. All aided by ChatGPT using the prompts above.

Experiment with the methods to work out which you like best and then start posting. We need to start building up a streak of consistency for the LinkedIn algorithm to kick in.

Initially schedule one post a day just to get a nice base of consistent content. As you become more comfortable and faster you can begin to increase your output.

You should start seeing your views and engagements kick off within a couple of days. If not keep pushing and wait for the algorithm to notice you.

In the next part, we will discuss how to start connecting with others on LinkedIn to reach more people and start building relationships.

LinkedIn Audience Engagement

In this Part we start to build out and engage our audience. Now we have a strong, optimised profile and content starting to roll out we begin to grow our following.

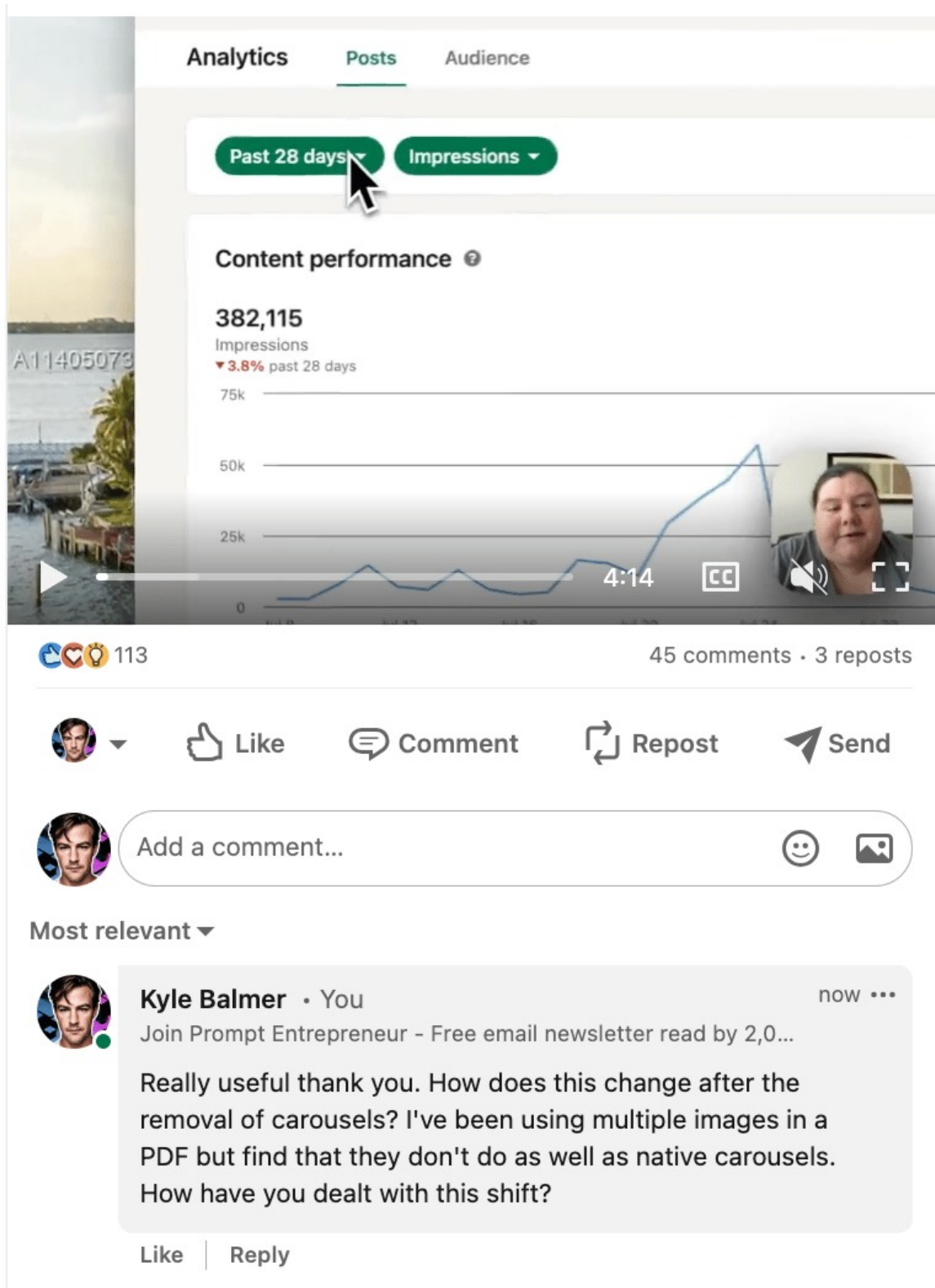
1. Find your audience via other accounts

The first thing we need to do is find the people who already talk to our audience.

For example because I'm in the AI space I'd want to find LinkedIn accounts that talk about ChatGPT and Artificial Intelligence that have high numbers of followers.

I will then build relationships with those accounts. Doing so makes me visible to their followers.

Here's an example to make this clearer:



In this example I've found an account that has 45,000+ followers. The account owner talks about topics like ChatGPT and gets good reach. When I find a post that I can add value to I leave a comment.

That comment will now be seen by the 100s or 1000s of people who follow this account. A % of them will come to my account. And a % of those who visit my account will choose to follow me.

We make sure that the accounts we do this with are i) large and ii) in similar topic areas to us so that there is an overlap.

In the previous Part we started this process with our research. You should have already started to follow people. Continue this process to fill your Feed with large, high quality, similar niche accounts for you to interact with.

If you want to add more topic areas use the Search bar to find keywords. Search for keywords and not the # hashtag version. Doing so will let you see the "people who talk about X" search result, which lets you identify large accounts.

2. Interaction with large accounts

Once you have filled your Feed with high quality accounts you need to consistently show up.

Here's the basic order of operations:

- Follow the account
- Like all their posts
- Comment on posts you can add value to
- Repost extremely valuable content
- Get them to Like your work
- Get them to Comment on your work
- Initiate a conversation via DM

You want to move through this order with all the big accounts you are following. It's a process but it well worth it.

The majority of the work here is simply commenting on their posts. We'll focus here.

Here's a basic prompt to generate a valuable comment:

Act as a social media manager

Write a valuable, concise, easy to read response comment to this post.

2-3 lines max.

Add spaces between lines to break up the text.

Use natural conversational language. Do not overly praise.

Include a single minor formatting error as if writing manually on a phone - do not correct or reference the error.

Do not use hashtags.


Do not use emojis.

Do not sell.

#Post Begins#

Simply copy/paste the original post under this prompt.

Here's the example post I've used in the Output below.



George Stavrakakis · 2nd
| Purpose-Driven Tech Executive | Ex-Microsoft | Bu...
7h · 🌐

[+ Follow](#) ...

I'm delighted to announce that I've embarked on a new and exciting journey as the founder and CEO of [#InnovateGPT](#). Together with [Rupert Walsh](#), CTO and [Ray Fleming MAICD](#) Fleming our Chief Solutions Officer - Education Sector this venture reflects our deep conviction in the positive impact which AI can make to the world. At InnovateGPT, our mission is simple: we partner with startups and industry to create AI solutions that enhance business and make a positive impact to the lives of people and communities.

As a team, we bring deep industry, technical, and partnering leadership experience which will fuel an ecosystem of AI innovators where our collective efforts will help shape the AI landscape in a responsible and ethical way. At InnovateGPT we are immensely grateful for the support and inspiration we have already received from our partner community which has been helping solve some of the world's biggest challenges using the power of AI (further exciting news to be shared on these innovations shortly). In the meantime, here's to leading, innovating, and forging a path to the future! 🌐🚀 [#NewBeginnings](#) [#Startup](#) [#AIForGood](#) [#AIRevolution](#) [#LeadingTheCharge](#) [#LLM](#) [#ChatGPT](#) [#generativeai](#) [#OpenAI](#) [#Microsoft](#) [#azureopenAI](#) [#healthcare](#) [#sustainability](#) [#education](#) [#InnovateGPT](#)

Prompt Output



Sounds like a great venture ahead.

Your team's focus on positive AI impact is commendable.

Best of luck with InnovateGPT, looking forward to see more updates!

All of the constraints in the prompt above ensure that the comment doesn't sound like ChatGPT - otherwise ChatGPT will write a long, complicated but meaningless comment.

Noticed I've also asked for a single error- this will be something like missing a capital letter or a full stop at the end of sentence. This makes the comment much more human, as if it was written from a phone. Feel free to remove this.

As always review and edit the comment before sending it.

Also add genuine expert value to the comment if you can. Good examples include referencing how their post has helped you or how you wish you had known sooner about what they talk about.


3. Groups

The above technique of leaving comments to increase your reach can also be used in LinkedIn groups.

LinkedIn groups is an interesting beast. Most are trash. But there are a handful of gems hidden in the rough.


Use the Search bar with your topics to find groups:

Groups




Artificial Intelligence, Machine Learning, Computer Vision, Analytics, Data Science...
89K members
Artificial Intelligence - AI, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI & ChatGPT

View posts



AI, Artificial Intelligence, ChatGPT, Marketing, Sales, Social Media &...
1M members
#AI #Artificialintelligence, #Sales #Marketing #Management #Solutionators #Personaldevelopment...

View posts



#ChatGPT, Artificial Intelligence, Prompts, Insights for Recruitment
28K members
This is a new chapter! #ChatGPT #AI

View posts

See all group results

Go through the groups and try to find the engaged genuine groups.

You'll know immediately if a group is rubbish. For example the group in the screenshot with 1M members is already ringing alarm bells - that's too many members for it to be cohesive.

A quick check inside shows that it's full of spam posts. It can be ignored.

You'll need to manually check and join the ones that do seem to be legitimate. Often these will be closed and require you to apply. This is a good thing - it means less spammers!

Once in you can often write a Welcome message- make sure you do. Talk about what you do and how you help people. Invite others to connect with you. Do not sell in your welcome message - that's the quickest way to immediately get kicked out. We'll get to selling in Part 5.

I'd recommend finding a small number (5-10) of groups to check in with daily.

Anymore and this becomes too much of a burden. Be very aggressive with cutting groups - if they don't work, leave the group.

You can do two things in groups:

- Post the content that you are creating, directly into the group to improve visibility of your content.
- Comment on other people's successful content in the group to increase visibility of your profile.

Do the first sparingly and only if people are reacting well. Start slow and build up.

Do the second as much as you can - depending on your time. And only continue if your comments are getting seen and liked.

4. Own follower interaction

Through your profile optimisation, content creation and engagement with larger accounts and groups you should start to see account growth.

In the next Part I'm going to show you how to really turbo-charge this growth.

First though let's talk about how to deal with people who start to follow you. Before we press the accelerator we need to make sure our engine is in good order.

As soon as anyone comments on one of your posts make sure to return the engagement. Like their comment and also respond with a reply.

This not only shows engagement to the LinkedIn algorithm (which will lead to expanded reach) but also helps you cement relationships with the commenter.

Here's a basic prompt:

Act as social media marketer

Write a response to a comment on my post. 2-3 lines maximum, separate each line with a line break.

Thank the responder and further elaborate on their point. Do not undercut them at any point but instead make them feel valuable.

Refer to the content of the original post and their comment for context.

Keep the language simple and natural.

Do not use hashtags. Do not use emojis.

Prompt Output



Thanks for your input!

It's a valid point about the balance between AI and job opportunities.

The relationship between tech advancements and employment is crucial to consider.

Nice and basic. Notice that even if I disagree with the point being made the response is polite and professional.

Of course if you want to add a more personal point (or even argue back!) then go ahead! That's even better engagement. The purpose of the AI response (as always) is a jumping off point.

5. Polls

One additional powerful method to engage your followers is using Polls.

LinkedIn (and LinkedIn users) love polls!

These are a great way to engage existing followers as you can find out more about them directly.

Want to know what their level of experience with the topic is? Ask.

Want to know what tools they use in your field? Ask.

Want to know what their burning desires are? Ask.

It's a strong way to learn more about your followers and what they want. Use this insight to adjust your content moving forward.

What about creating polls? We can use this ChatGPT prompt to give us lots:

Act as a LinkedIn Expert.

Give me 10 potential polls I can ask about [topic]

Make each poll question a curiosity hook so people want to engage and find out the answer.

Each poll will have 3 or 4 answers. Use an emoji with each potential answer.


Provide a table with all ten polls, the question and 3/4 answers per poll.

The questions shouldn't be "quiz" style.


Prompt Output

No.	Poll Question	Answers
1	🧠 How does AI impact your industry?	🔍 Transformative 🌟 Moderate influence 🚫 Not at all
2	🛠️ Do you think AI will replace or augment human tasks?	👥 Augment 🤖 Replace 🧠 Both 🤔 Not sure
3	🌐 What's your biggest concern about AI's growth?	🔒 Privacy 🚫 Ethics 🚪 Job displacement 🔍 Understanding it
4	💛 Would you trust AI for important business decisions?	🟢 Always 🟡 Sometimes 🔴 Never
5	📖 What's your primary source for AI knowledge?	📚 Books 🌐 Webinars/Online courses 🗣️ Conferences 📄 Articles/Blogs
6	💡 How do you see the future of AI in 10 years?	📺 Ubiquitous 🎯 On the right track 🔴 Overhyped
7	🎮 Which sector excites you most about AI's potential?	🏥 Healthcare 🚗 Transportation 🎵 Entertainment 🛍️ Retail
8	🚦 How ready is your organization for AI integration?	🟢 Fully prepared 🟡 Getting there 🔴 Not at all
9	🎓 Do you think the next generation should be taught about AI in school?	✅ Yes, it's a must 🤔 Maybe some basics 🚫 No, it's too specialized
10	🧑‍🤝‍🧑 How do you feel about AI's influence on personal lives?	🌸 Positive ⚠️ Cautious 🚫 Concerned


Which will format nicely into LinkedIn like this:




Kyle Balmer • You


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now • 


...


 **What's your primary source for AI knowledge?**

You can see how people vote. [Learn more](#)

 **Books**

 **Webinars/Online courses**

 **Articles/Blogs**

 **Newsletters**

0 votes

• 1d left • [View results](#)

6. Cleaning followings

One last point before we wrap up.

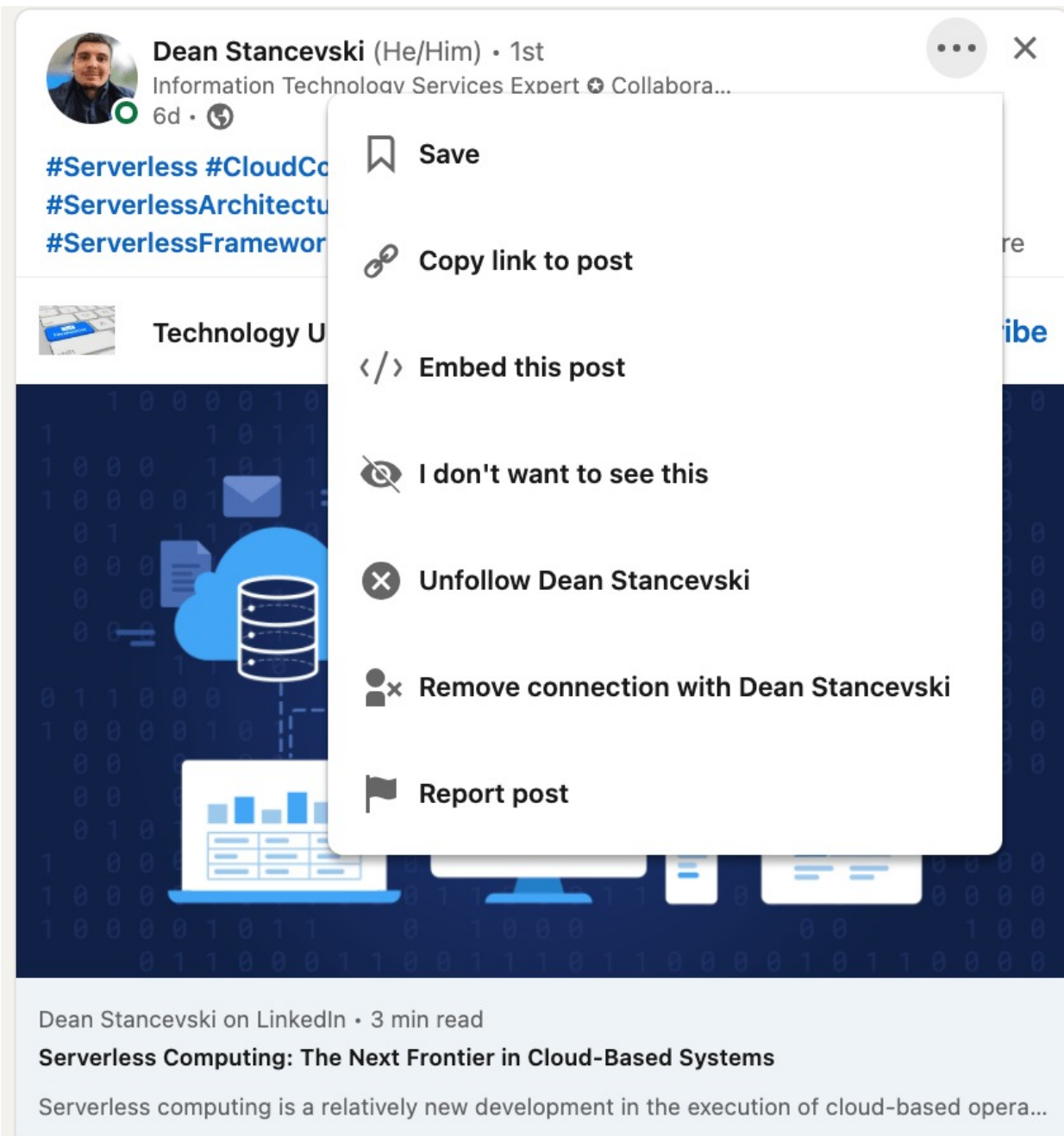
It's important to keep the list of people you follow clean and tidy.

The reason is we're using our Feed to find content to engage with. If that feed is full of trash content that we don't want to engage with it takes us longer to do our engagement work.

You can use premium tools like [Taplio](#) (affil) to make this process easier but I want to present the free option so everyone can follow this guide. This means keeping our following list clean is important.

Two basic methods to do this.

The first major method is to be aggressive with the unfollow button whilst scrolling your Feed.



You have three options once you see a piece of content you don't like.

You can either simply click the X button at the top right of any post. That won't unfollow but it will tell LinkedIn that you want to see less of that sort of content.

Alternatively you can click the ... button and click Unfollow or Remove connection.

I'd recommend Unfollow - that will stop their content appearing but you'll still have a connection via LinkedIn. That serves our purpose without shrinking our network.

The other major method to tidy our Following is to navigate to My Network > Following and Followers > Following.

From there you can see everyone you follow and quickly unfollow as required.

I recommend doing this quite consistently so that you don't end up following 1000s of people and having a long and painful process to unfollow!

Pulling it together

We've looked at both how to engage with other accounts in order to grow our following and how to interact with our direct following.

I recommend doing all of this consistently, even if it's just for a few minutes per day. Consistency beats splurges of engagement.

In the next Part I'm going to talk about methods for much more rapidly expanding our reach and our Following. We've now got all the basics in place and are in a good position for hyper-growth.

LinkedIn Growth

Now we begin to grow your profile.

1. Analytics

The first method is to work out what content is working for us and do more of it. Sounds simple but LinkedIn doesn't give us this information easily.

LinkedIn provides some information via their Analytics page but it's quite limited. We can use AI to expand on these details.

First up head into LinkedIn on desktop and go to the Dashboard. It should be at <https://www.linkedin.com/dashboard/> and then Analytics (Post Impressions).

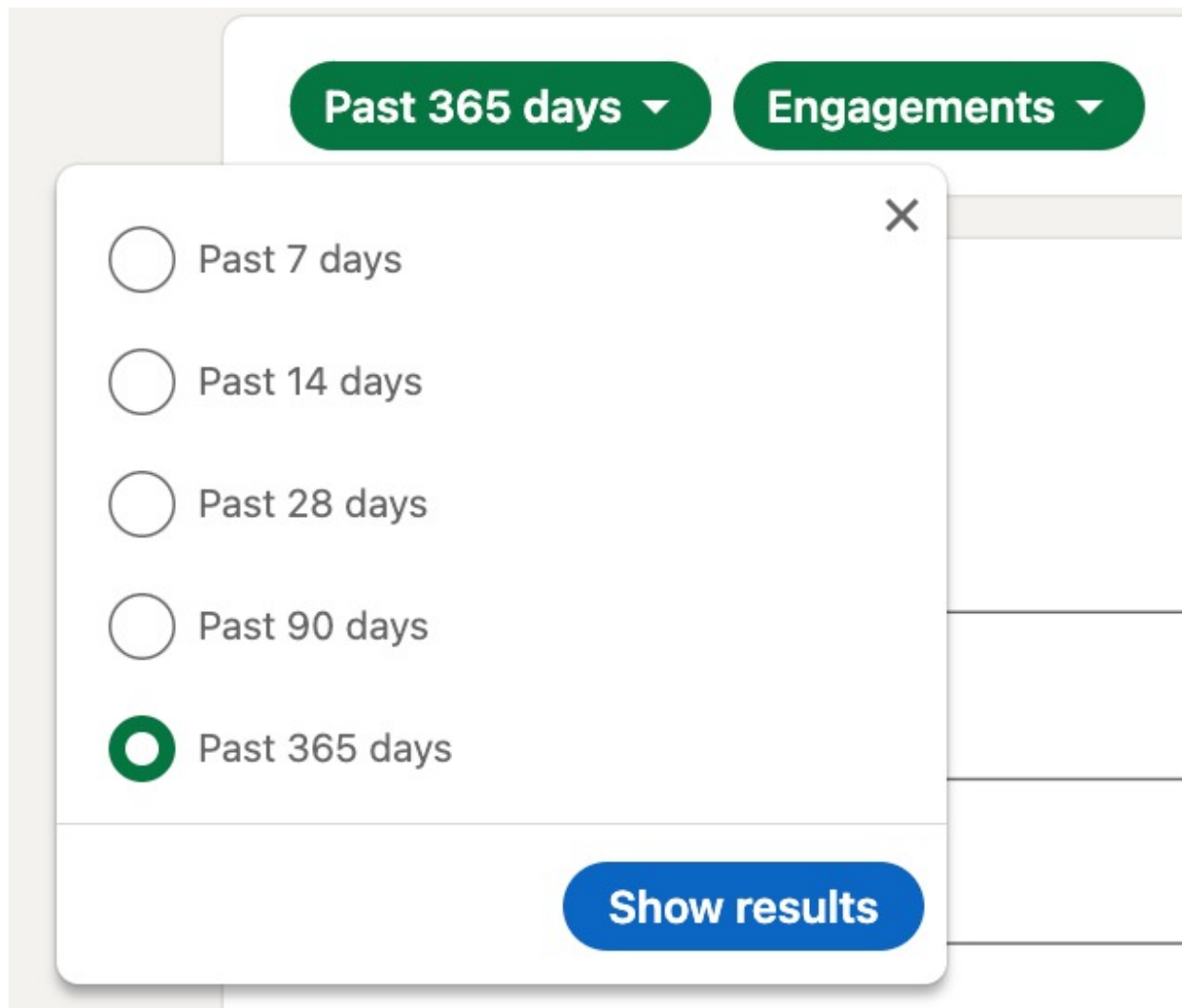
If you have difficulty getting there with the link then go to your Feed > Post Impressions > Analytics (Post Impressions).

The Post Analytics page gives you the rundown of your overall reach and top posts. It's useful but not enough to make decisions with.

Look in the top right of the screen for the Export button.

This allows you to export your data as a .csv file.

LinkedIn will export the data type and date range you select so set it to 365 days and Engagements like so:



The screenshot shows a LinkedIn data export configuration interface. At the top, there are two green buttons: "Past 365 days" and "Engagements", both with downward-pointing chevrons. Below these is a white modal window with a close button (X) in the top right corner. Inside the modal, there are five radio button options for the date range: "Past 7 days", "Past 14 days", "Past 28 days", "Past 90 days", and "Past 365 days". The "Past 365 days" option is selected, indicated by a green filled circle. At the bottom right of the modal is a blue button labeled "Show results".

Grab a copy now.

Head to ChatGPT's Code Interpreter. It's in ChatGPT 4 > Code Interpreter.

This allows you to upload files for analysis.

If you don't have access to ChatGPT 4 and the code interpreter and you can try <https://claude.ai/>

Either way upload your LinkedIn Data and use this prompt:

Act as a social media data scientist.

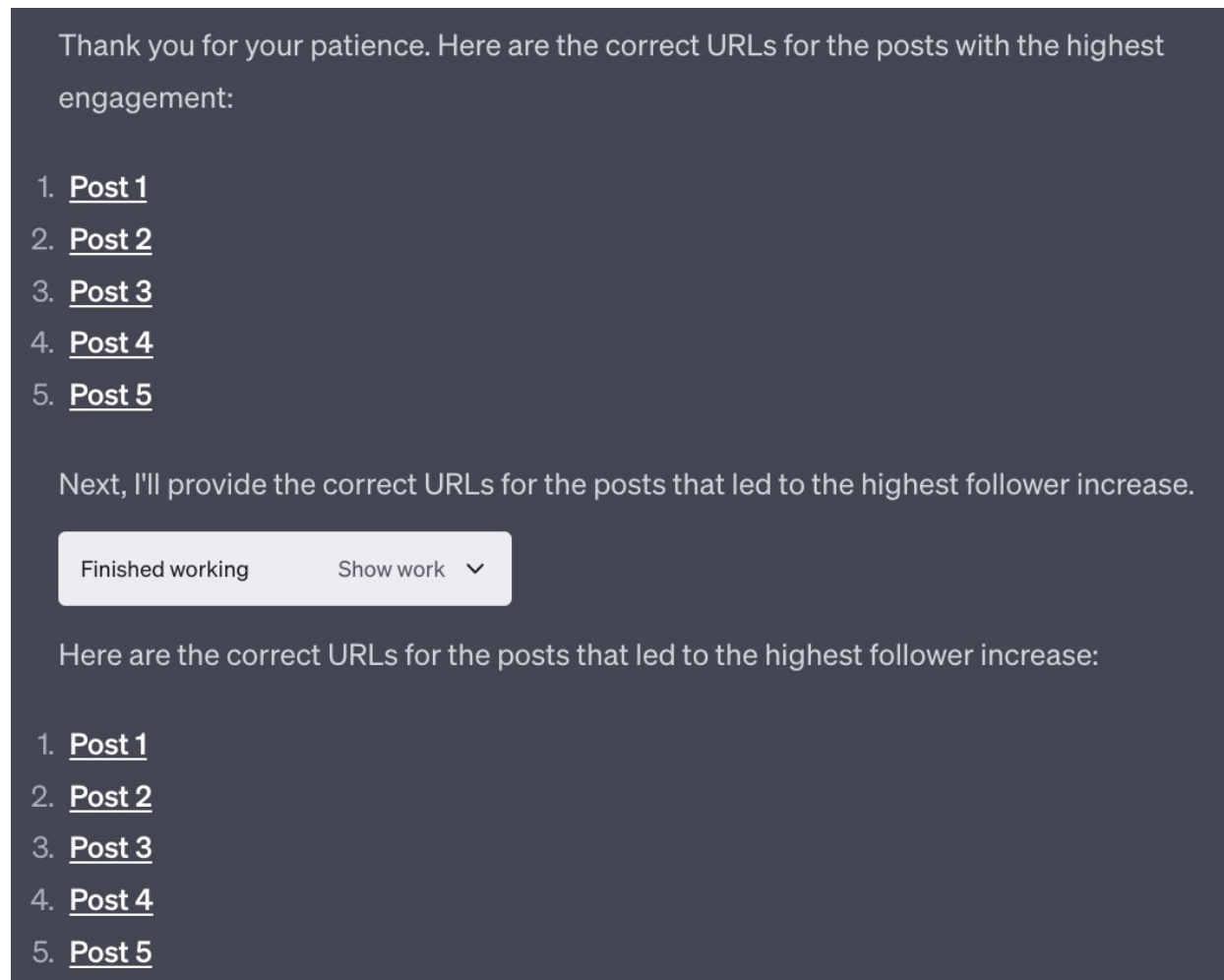
Analyse all the tabs in the attached file: ENGAGEMENT, TOP POSTS, FOLLOWERS, DEMOGRAPHICS

Which posts lead to the most engagement? Provide the original URLs.

Which posts led to the most follower increase? Provide the original post URLs.

Which posts had high engagement but low follower increase?

Prompt Output



There's a chance that the links ChatGPT provides will not work - this has happened to me and students a few times. If so just use "the links provided do not exist in the dataset" and ChatGPT will go back and fix the links - just a weird bug.

The post links provided will give you a guide to what content is working best to drive engagement and follows. The later is particularly important because LinkedIn doesn't give you this information normally.

Some limitations : LinkedIn groups all the posts of the day and will only provide the last 50 posts. Still - this gives you a basic idea of

what's working and what is not. Far better than the default LinkedIn tools.

2. Interaction for growth

LinkedIn has a unique mechanism where it shows you who has visited your profile.

I'm sure you've had this happen to you before. The natural response is curiosity - who is this person and why are they checking me out?

We can leverage this human curiosity to drive visits to our profile.

This can be done manually or via automated tools. I'll touch on the automatic methods after going through how to do this manually. Knowing how it works manually allows you to do this without paying for a tool and helps you understand what exactly the tools are doing for you. Then you can choose whether to use manual or automated.

The basic manual process is:

- Find a list of accounts you want to follow you
- Visit the accounts
- Optionally ask to connect

How far you take this is up to you. It depends on how aggressively you want to grow and how much time you have to dedicated to this process.

First up, find accounts that you want to follow you.

Sometimes big influencers leave their Contact lists public. If this is the case you can click on their Contact list (just below their profile headline) and see everyone.

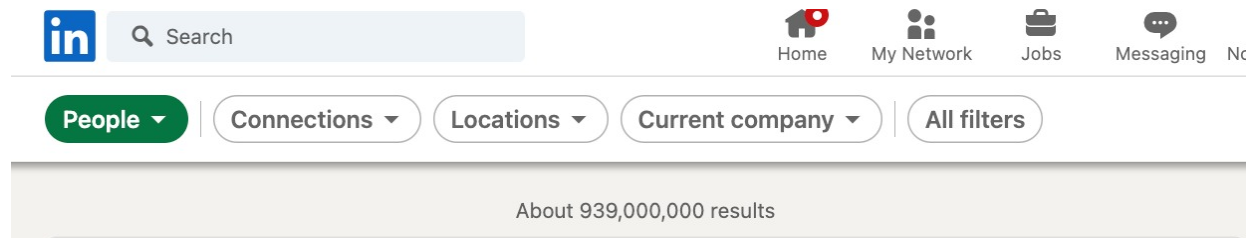
However this is rare so we need other ways to locate accounts.

One of the best methods is to get to the Search page without using the Search bar.

Huh? Why's that then?

Basically when we use the Search bar to get to the Search page it will be filtered to that keyword. We want a clean, unfiltered Search page. Head to <https://www.linkedin.com/search/results/people/> to get there directly.

You should see this:



939,000,000 results is all the people on LinkedIn. Solid.

Now we can use the All Filters button to perform our search on all members of LinkedIn.

I can now search for Connections or Followers of certain people:

Filter only People ▾ by



Connections

☐ 1st

☐ 2nd

☐ 3rd+

Connections of

+ Add a connection

Followers of

Add a creator

Locations

☐ United Kingdom

☐ England, United Kingdom

☐ London Area, United Kingdom

☐ United States

☐ London

+ Add a location

Talks about

☐ #leadership

☐ #marketing

☐ #entrepreneurship

☐ #startups

☐ #innovation

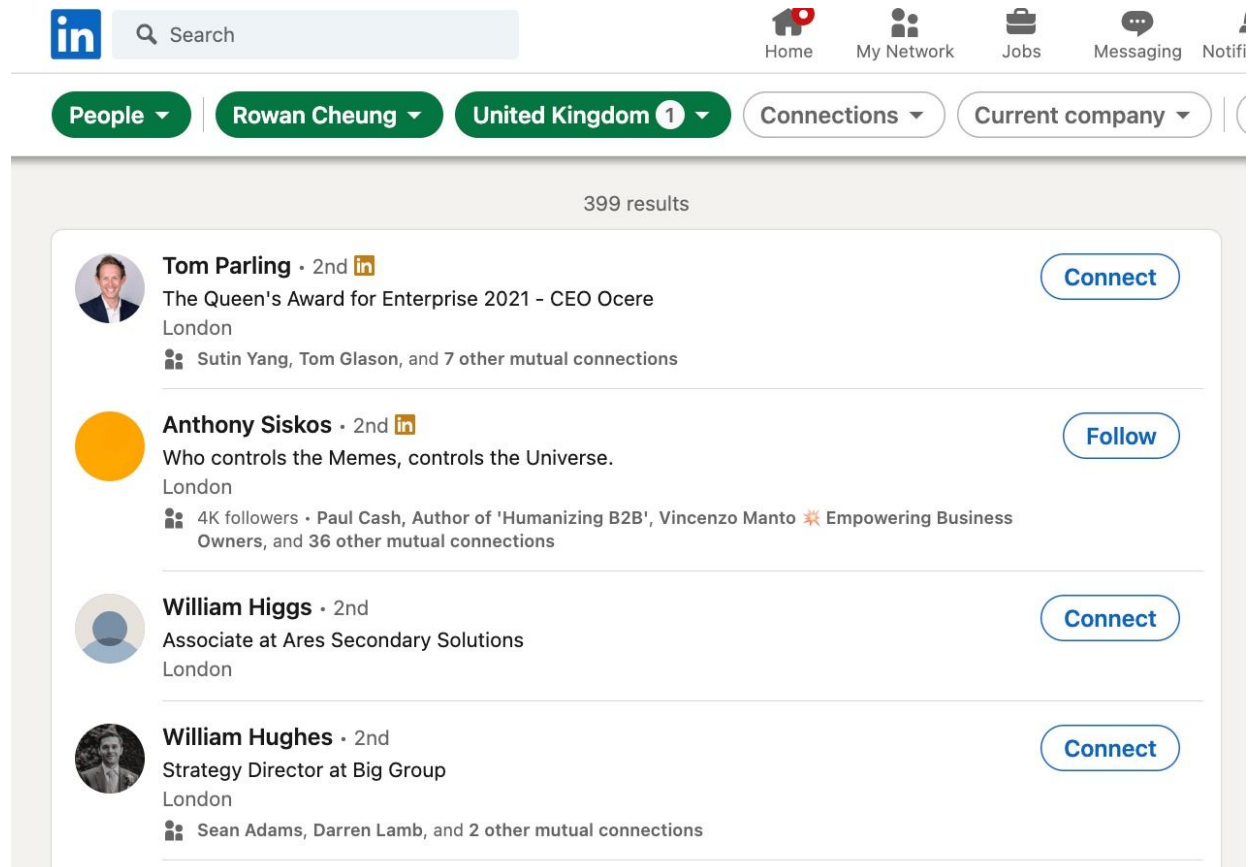
+ Search a topic

Use Followers and a large influencer name to get access to their follower list.

Or use Connections if you are connected to an account already and want to see their connections.

You can also search via topics.

Here's an example where I've pulled up the 6,400 followers of Rowan Cheung who runs the excellent Rundown AI newsletter. I've also set a filter to only give me people who are in the UK. This returns 399 results:



I know these are AI interested people in the UK. I could even filter to just the people with the title “founder” or “CEO” to further refine.

This can be done on a free account. If you have Premium or Sales Navigator you can do a lot more.

Once you have a target list go ahead and visit all the accounts.

Doing so manually is time consuming - this is the main reason you'd want to automate.

Once you visit the accounts they'll receive a visit notification. Some will come back to your account. And, because you've been following this

guide, they'll like what they'll see.

You've optimised your profile and have been publishing great content. Once they see your content is valuable a percentage of them will follow you or send a connection request.

This is a numbers game. You need to visit a lot to get a lot of growth. But it does work.

More aggressively you could choose to connect with people rather than simply visit. Or maybe a mix - connecting with the accounts that seem like solid prospects for either networking or selling your products and services to later.

To do this we visit their profile and send a connection request message.

Use this prompt:

Act as a LinkedIn expert

Write a 2-3 line connection request to the provided profile

Use these guidelines:

- 1. Identify and mention common interests or affiliations.*
- 2. Maintain a professional tone; avoid personal or non-business compliments.*
- 3. Personalise your message: use their name, mention company details, job title, or skills to show genuine interest.*

My bio: [insert headline or full bio]

Provided Profile

[Copy/paste target profile]

For the target profile details grab the profile header information.

Gary Vaynerchuk · 2nd

Chairman - VaynerX, CEO - VaynerMedia & Veefriends , Co-Founder VaynerSports, VCR Group and VaynerWatt

 Top Voice

Talks about #nfts, #business, #investing, #marketing, and #entrepreneurship

New York, New York, United States · [Contact info](#)

<http://garyvee.com/VFbizdevopp>

5,280,907 followers



Lisa Cross, Geoff Desreumaux, and 36 other mutual connections

As well as their About section. The more information you feed into the prompt the better.

Then use the output as a personalised connection message.

If you repeat the “search, visit, connect” loop on a regular basis your account will definitely grow.

Make sure to use this on top of creating content though. Too many people rely purely on outreach and not enough on creating value.

3. Automation

The above process is effective but time consuming.

There are a range of tools available that allow you to do this process on autopilot.

They are generally grouped under the name “LinkedIn automation”.

Fair warning: LinkedIn Automation is against LinkedIn’s terms and services. So you can get your account restricted or even shut down if you abuse automation.

If you are interested in exploring more my personal preference is Meet Alfred. The best part is that it’s cloud based so can run on autopilot throughout the day without you having to have LinkedIn open on your computer.

Other (cruder tools) use Chrome extensions to automate clicking on buttons in your browser. These are fine but once you’ve tried a cloud version you’ll never go back.

Meet Alfred starts at \$29/month and can be used on the free LinkedIn plan. However for real scale you’ll likely need LinkedIn Premium and a higher tier Meet Alfred plan.

Pulling it together

In this Part we've looked at how to get the most from LinkedIn analytics with ChatGPT as well as delved into the world of visiting/connecting for growth. We then touched briefly on how we'd automate this process for the best effect.

Again, make sure you are applying these techniques on top of your content creation. Automation tends to make people lazy and stop creating value. Do both though and your account will rocket.

That's good news because in the next part we're going to look at how to drive your business and monetise your LinkedIn following.

LinkedIn Monetisation

In this final Part we look at how we can leverage our LinkedIn audience to build our business.

Obviously the exact methods we use will depend on our business and our particular niche. I'll provide a set of methods with details to help you decide which are most applicable to your business.

One important factor here is that direct monetisation is not possible on LinkedIn in the same way as it is on Youtube (via ads), X (sponsorship and ad revenue share) or other social media platforms that have built in methods.

Therefore we need to be a bit smarter on LinkedIn and work on moving prospects off-platform.

I'll run through some potential methods, ending on the most important.

1. Newsletter

One of the strongest plays using LinkedIn is to move followers into your newsletter.

Newsletters work particularly well on LinkedIn as its an expert based platform formed around certain niche (professional) topics.

If someone is enjoying your content then chances are they'll be interested in your newsletter too.

Once you have someone in your newsletter you can more directly monetise as you have a direct line to them.

Pushing sales-y posts on LinkedIn itself doesn't work well but in your own newsletter you have much more latitude with your content and sales.

Vitaly you'll also have their email address. So any changes to LinkedIn's algorithm down the line will not affect you. On LinkedIn (or any social media platform) you don't own your audience - but with email you do.

Don't have a newsletter? There's a whole Prompt Playbook (<https://www.amazon.co.uk/ChatGPT-Business-Prompt-Playbook-Entrepreneur/dp/B0CDK74V29>) about setting up a a newsletter business if you want to go deep.

In that guide we talk about setting up a newsletter business using a third-party tool called beehiiv. It's the best in class for setting up a newsletter.

However, in the case of LinkedIn there's an additional factor in play. LinkedIn actually has its own newsletter functionality.

You can write, publish and build an audience for your newsletter fully inside LinkedIn.

Some benefits of doing so:

- Ease of use - it's right there in the interface so there's no need to learn a new tool.
- Cost - LinkedIn newsletters are free whereas setting up with a dedicated newsletter service will come with some cost.
- Initial blast - the first time you launch your newsletter LinkedIn will message everyone in your connections. When I launched a newsletter on LinkedIn I had 10,000 connections - I immediately got 1000+ newsletter subscribers just from this initial push.
- Inbox delivery - unlike other LinkedIn messages and notifications newsletters go straight into your followers' email inboxes. Normal notifications are limited to in-app LinkedIn notifications rather than the email inbox.

Disadvantages:

- No email addresses - you do not get access to your subscribers' email addresses. This means if you want to move to another platform later you cannot migrate the email addresses. Arguably they are not "your" subscribers because of this. This is the main disadvantage.
- Limited tool - the LinkedIn newsletter tool is fine for basic text and images but if you want to do anything advanced like polls, referrals gifts, recommendations etc. you are out of luck.
- No newsletter monetisation options - platforms like beehiiv allow for premium subscription levels which allow subscriber revenue. LinkedIn doesn't have anything similar.

Whichever tool you decide to use getting people into a newsletter is a strong step in building your relationship with them and moving prospects towards becoming customers.

2. Webinars and events

LinkedIn supports the ability to schedule and promote events to your followers.

There are a few options here but webinars are the most direct route to monetisation.

Webinars are also a common tool in B2B (business to business) sales which aligns with the audience type on LinkedIn. Lots of the people on LinkedIn will be used to attending and making purchasing decisions based on webinars.

Writing a webinar is beyond the scope of this guide. I recommend you check out Russell Brunson's Secrets Trilogy (<https://www.amazon.co.uk/Russell-Brunson-Collection-Expert-Secrets/dp/912422880X>) for a full walkthrough.

Here however is a basic prompt using Brunson's Perfect Webinar Script to give you a basic webinar structure:

Act as a sales webinar expert

Follow the guidelines below

For the user required elements refer to the work of Russell Brunson to ask me for inputs. Ask for each input individually, wait for user input then move to the next required input.

For each requirement explain the concept, provide a description and example. Assume I do not know what you are asking for.

Follow the perfect webinar guidelines below to structure the webinar.

#Perfect webinar guidelines#

The webinar has 3 main sections:

1. Introduction (5 mins)

Big Promise: Describe the main benefit the audience will get from the webinar.

Hook to End: Offer an incentive for attendees to stay until the end.

Command Attention: Ask attendees to close other tabs and focus.

Qualify Yourself: Explain why you're qualified on this topic.

Future Pace: Help the audience imagine their future after implementing what you teach.

2. Content (60 mins)

The One Thing: The main idea/benefit of the webinar.

The 3 Secrets: 3 supporting points that back up the One Thing.

3. Close

Transition: Ask permission to make a pitch.

The Stack: List all the bonuses/items included in the offer.

If/All: Justify the price by linking it to the key benefits.

Price Reveal: Reveal discounted price compared to higher starter price.

To generate a custom webinar script, the user would need to provide:

The topic/niche

The One Thing main benefit

The 3 Secrets supporting points

Bonuses/items to include in The Stack

Benefits to mention in If/All section

Pricing details for Price Reveal section

Prompt Output



Absolutely! Let's begin with the first section of your webinar: the **Introduction**.

1. Big Promise

- **Concept:** The 'Big Promise' is the key takeaway or result your audience will achieve if they pay attention and implement what you teach during the webinar. It serves to immediately captivate your attendees' interest and set the stage for the value they're about to receive.
- **Description:** The Big Promise should be compelling, specific, and directly related to the pain points or desires of your target audience. It assures them that their time investment in your webinar will be worthwhile.
- **Example:** For a webinar about starting an online business, the Big Promise might be: "By the end of this webinar, you'll have a clear, step-by-step blueprint to launch a profitable online business in less than 30 days."

Your Input Required: What is the main benefit or result that attendees will get from your webinar?

The prompt will walk you through step by step how to construct a webinar. The output above shows just the first step - ChatGPT will continue with similar explanations, examples and questions until it has all the information it needs to construct your sales webinar.

After that'll you need to either deliver the sales webinar live or pre-record it as an "evergreen" webinar. I recommend doing it live the first few times so that you can adjust and improve your content - once it is tight you lock the content down in a recorded version.

3. Sponsorship and branded posts

Once you have a large enough following in a particular niche you'll begin to receive offers to sponsor your posts. Companies want to be visible to your audience and will be willing to pay for this visibility.

This will happen naturally as you become known in your niche but you can also speed the process up with outreach.

Draw up a list of targets and use LinkedIn InMail to direct contact marketing managers at those companies. Use this prompt to generate a basic introduction:

Act as a cold outreach expert

Generate a compelling outreach message for me to use on LinkedIn to get a company to sponsor my posts.

This is the introductory message.

Think about what the company would want to hear from me and include placeholder areas for me to fill in the details.

Prompt Output

Hello [Company Representative's Name],

I hope this message finds you well. My name is [Your Name] and I'm the [Your Position/Role, e.g., "Founder of XYZ Blog"].

Over the past [X years/months], I've been creating content around [Your Niche/Topic, e.g., "sustainable technology and its applications in daily life"], and have grown a dedicated audience of [X number of followers/readers] who are deeply interested in [Relevant Industry or Field, e.g., "sustainable tech solutions"]. My posts consistently garner an engagement rate of [X%], reaching an audience that perfectly aligns with [Company Name]'s target demographic.

I believe that a collaboration between us could bring immense value to both parties. By sponsoring my posts, [Company Name] would gain exposure to a highly engaged and relevant audience, potentially boosting your brand's visibility and credibility in the [Relevant Industry or Field].

In return, your sponsorship would aid me in producing higher quality content and reaching an even larger audience. It's a win-win.

Would you be open to discussing a potential partnership? I'd be happy to share more details, analytics, and ways we can make this collaboration beneficial for [Company Name].

Looking forward to hearing from you.

Warm regards,

[Your Name]

4. LinkedIn Outreach

The most important LinkedIn sales and marketing technique is direct outreach.

LinkedIn is rare in that it allows us to send direct messages to individuals who work at certain companies.

For instance if my goal is to sell to UK based digital marketing agencies with over 100 staff I can use LinkedIn to find those companies and then the exact individuals who I need to talk to at the company.

There are two basics ways to do this:

- Connect with the prospect and then message them
- InMail

InMail is a premium feature that allows you to send messages to anyone on LinkedIn even if you are not connected. InMail is part of paid LinkedIn accounts and you only use up InMail credits when the prospect reads it.

Both InMail and standard messages have basically the same outcome: allowing us to connect with prospects and deliver a direct message that we use to begin a sales conversation.

Obviously if you are following this guide and growing your connections via your content and engagement you have a better chance of being able to directly chat without having to use InMail. This is a major benefit of building a following.

You can choose to send manual messages to people you want to talk to - to do this we basically follow the search methods outlined in Part 3 where we talked about engagement. Instead of visiting profiles and sending connection requests though we send messages. Nice and simple.

However, if you want to automate this process and make it more efficient you have two options:

- Use a semi-manual tool like Taplio to create prospects lists and make it easy to send tailored messages.
- Use a full automated tool like Meet Alfred to message en-masse

Both are effective - it's really a question of whether your offer is niche and specific or wide and general.

If niche and specific use Taplio for a more accurate, focused approach. Each prospect counts so you don't want to burn them using a blanket message.

If your offer is broader you can use automated messaging via a tool like Meet Alfred.

Either way you'll need a basic sequence of messages. In Taplio (or if doing this manually) you'd customise more.

If using a wider approach you'd do less customisation of the sequence.

Use this prompt to get the first draft of your outreach sequence:

Act as a LinkedIn cold outreach expert. Give me a 5 message campaign to send to a prospect, including the timings.

Prospect details: [add prospect details]

Offer details: [add offer details]

My details: [add own details]

#Guidelines#

Research the prospect to find commonalities that can serve as an ice-breaker. Look for mutual connections who can introduce you.

Keep messages short, around 3 sentences focused on sparking interest.

Provide social proof by mentioning big name clients you have worked with.

Offer something valuable for free like an ebook or case study, with prospect's consent.

Send your portfolio to showcase your work if relevant.

Personalize messages instead of just using templates.

Use a CRM to track leads and follow up at optimal times.

Follow up persistently over 1-2 months if needed, offering value like free consultations.

Space out follow-ups strategically instead of bombarding prospects.

#Guidelines end#

In this example I used

- Prospect details = marketing managers for AI projects who might be interested in sponsoring a newsletter about the use of AI for entrepreneurs
- Offer details = free guide, call, paid consultation in that order.
- My details = copy, paste of my entire LinkedIn profile

Prompt Output

Message 1: Initial Contact

Timing: Day 1

Hi [Prospect's Name],

I recently came across your AI project at [Prospect's Company]. As someone deeply immersed in AI entrepreneurship and its potential, I'm constantly exploring collaborative possibilities. By the way, I saw you're connected with [Mutual Connection], small world!

Warm regards,

Kyle (白马楷) Balmer

Prompt Entrepreneur

Message 2: Offer Value

Timing: Day 5 (if no response to the initial contact)

Hi [Prospect's Name],

I've crafted a guide on "How Entrepreneurs Can Use AI Effectively" which has garnered great feedback. I think it might offer some valuable insights for your current projects. Would you be interested in receiving it for free?

Best,

Kyle (白马楷) Balmer

Prompt Entrepreneur

The prompt will generate 5 messages, each with a time delay.

If you want to be even more specific you can use an individual's profile in the prospects details input.

As always edit to your preferred style and tone of voice.

Pulling it together

Well done for making it this far. Seriously you are destined for success.

Recap

LinkedIn can be a powerful platform for building an engaged audience around your niche. While you can't directly monetise followers on LinkedIn like other platforms, with some strategy you can leverage your audience into sales and subscribers. We've talked about some ways to do so in this Part.

The key here is to view LinkedIn not as a standalone platform, but as a launch pad to build relationships that you can transition off platform.

Remember to always lead with value on LinkedIn. This is why we started with content and engagement before moving into growth strategies and monetisation.

High-quality content builds authority and trust. Automation like messaging tools are the accelerator, not the engine.

LinkedIn is just one powerful piece of the entrepreneurial puzzle. We discuss other element in the newsletter and other Prompt Playbooks.

But used strategically, LinkedIn can become a cornerstone of a successful inbound marketing and sales process, especially in B2B niches. Pull all these techniques together into a cohesive strategy, and you'll be well on your way to building a profitable business accelerated by LinkedIn.

Well Done

Most don't make it this far. Remember...

AI is moving fast. Extremely fast.

So I want you to do two things:

(1) **Follow** me on Twitter (@iamkylebalmer):
<https://twitter.com/iamkylebalmer>

(2) **Subscribe** to my free email newsletter: Prompt Entrepreneur
<https://promptentrepreneur.beehiiv.com>

Both options will keep you up-to-date and ahead of the game when it comes to AI.

I'll see you there.

PS - Amazon will ask you to review this book. It takes a serious amount of time to produce these Playbooks. My only ask is you take a couple of minutes to leave a review.

Useful Links

In this playbook I've shared various links. I've also in places used 'short links' to make it easier for you to type that URL. But sometimes these links 'break'.

Here's the full links for your reference:

My Twitter: <https://twitter.com/iamkylebalmer>

My Free Email Newsletter: <https://promptentrepreneur.beehiiv.com/>
(or <https://tinyurl.com/3sp8unc4>)

This book in a digital format: <https://aspiring-foundation-693.notion.site/LinkedIn-Growth-with-AI-Prompt-Playbook-30b11739b0514f82a599f43ee3d59d44?pvs=4> or.
<https://tinyurl.com/bdzk2nm2>

AI Chat - ChatGPT: <https://openai.com/chatgpt>

AI Image creation - MidJourney: <https://www.midjourney.com/home/>

Email Software - Beehiiv: <https://www.beehiiv.com/?via=kyle-balmer>
(or <https://tinyurl.com/53sszm6d>)

Design software - Canva: <https://www.canva.com/>

About the Author

Kyle Balmer is an established entrepreneur and renowned expert in leveraging AI for business growth. With decades of experience in launching and managing online businesses, Kyle has amassed a wealth of practical insights which he passionately shares with his audience.

He has successfully mentored over 26,000 students on Udemy, sharing his knowledge about entrepreneurship and the innovative use of AI in business. His approach to teaching focuses on the practical, guiding his students on their journey to starting and growing their own businesses.

As the author of the daily newsletter, "Prompt Entrepreneurs," Kyle provides his readers with in-depth insights into AI business models and actionable guides to generate new income streams, even for those with minimal technical skills. This daily roadmap to AI entrepreneurship has become a trusted source for many aspiring and seasoned entrepreneurs alike.

Stay connected with Kyle on Twitter ([@iamkylebalmer](https://twitter.com/iamkylebalmer)) for real-time updates on AI developments in business and actionable tips on monetizing AI. Kyle Balmer is not just an author but a guide, helping you navigate the challenging yet exciting world of AI entrepreneurship.

Kyle studied History at Oxford University before setting off to Vietnam to set up the co-found the country's first private television station. After getting his MBA at NYU Stern in New York, Kyle moved to China to learn the "world's most difficult" language. Kyle now runs several online businesses, including those in the digital marketing, Chinese language, blockchain and AI spaces.

Other books in the series

For all upcoming AI and online business book releases be sure to subscribe to the Prompt Entrepreneur email :

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