

From 0 To Forbes

How to Transform your Life in
12 months Using LinkedIn

Lara Acosta

Quick intro:

Hey there 😊❤️

First of all, I want to say it loud- '**THANK YOU.**'

Last year I knew 0 of you.

Today I have:

- 80,000+ amazing people in my community
- A spot in the 1% of creators worldwide
- A 6- figure agency

This wouldn't be possible without you.

LinkedIn changed my life, and I want to change yours.

So this guide is my way to give it back to all of you for the support that you've shown.

This is the only e-book you'll need to crush it on LinkedIn.

Carefully go through all the pages and take notes.

My free content is better than anyone's paid coaching

Unleash the power of your LinkedIn personal brand

Let's 360 your brand, business and life with LinkedIn.

Here's the exact strategy I used to build a business, increase my followers and gain authority in the industry.

01. **THE PROFILE CHECKLIST.**

Profile Optimizaiton Checklist

- Is your profile picture HQ?
- Is your profile picture close up?
- Do you have a banner?
- Do you have an optimised headline?
- Do you have over 500+ connections?
- Is your about section telling a story?
- Is your featured section optimised?
- Is your creator mode ON?
- Do you have skills endorsed?



Add a high quality photo



FACE IN FOCUS



25% ZOOMED IN



SOLID COLOR BACKGROUND



APPROACHABLE



Do you have a banner?

Optimized banner and CTA



A screenshot of a social media post featuring a blue-themed banner. The banner contains a circular profile picture of a smiling man, the text "Video Content that builds trust and attracts your dream customers", and a "DM me now to learn more" button. An arrow points from the text "Optimized banner and CTA" to the banner area.



A screenshot of a social media post featuring a dark-themed banner. The banner contains a circular profile picture of a person with blonde hair, the text "Follow for tips on how to build a SELLING MACHINE & other random bullsh*t", and the website "REBELWEBSITES.COM".



A screenshot of a social media post featuring a dark-themed banner. The banner contains a circular profile picture of a man with a beard, the text "20 years of business experience wrapped into daily posts about Leadership, Productivity, Full Potential", and logos for Amazon, eBay, Microsoft, HP, and FedEx. An arrow points from the text "Use of brand colours" to the banner area.

Use of brand colours

Is your banner optimised?

Lara Acosta 1st

Helping personal brands grow on LinkedIn (and beyond) | Speaker and Consultant | Founder at LA Digital

Learn about LinkedIn, personal branding, and social media marketing

Exeter, England, United Kingdom · [Contact info](#)



LA Digital



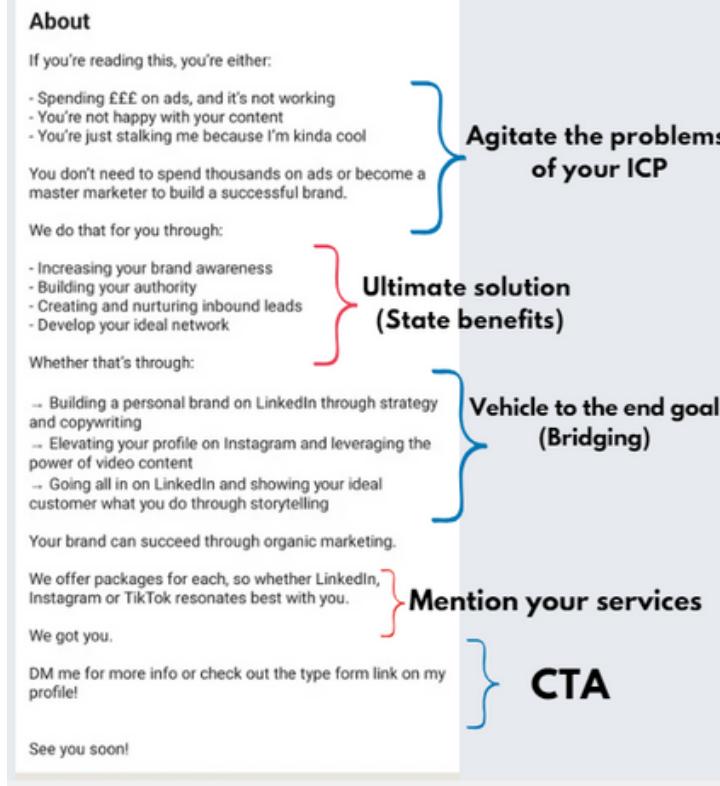
University of Exeter

Create a headline using keywords in your niche
+ some personality.

Answer the two questions to write your headline

- What is your core service and offer
- Mention the target audience you want to sell to

Is your about section telling a story?



The ‘About section’ is space to blend your personality with your expertise. You tell your story. Don’t treat it like a sales pitch.

Is your featured section optimised?

Featured

Link

All your LinkedIn questions answered

Book a 1:1 LinkedIn Power Hour

Link

Download my LinkedIn Playbook

My secret to 1M+ impressions, and 25+ leads monthly.

Link

Build a personal brand on LinkedIn

Apply to work with me here

Book a Powerhour
Calendly

Have a million questions about LinkedIn and don't even know where to start? Let's fix that and build the perfect strategy for you. Book a call here!

LinkedIn Playbook
Gumroad

Exactly how I grew my LinkedIn to 50K followers, 5M+ views and 100s of inbound leads in 11 months. I breakdown my strategies and routines for you!

Apply to work with us
Typeform

From done for you services like ghostwriting and strategy to done with you services like post formatting and 1:1 monthly coaching, we got you.

FEATURED SECTION EXAMPLES

GRAB 7 FREE LINKEDIN TEMPLATES & TIPS

WRITERSONAL
THE PERSONAL BRANDING PLAYBOOK

HOW TO GO FROM ZERO TO 6 FIGURES WITH A WRITING-DRIVEN PERSONAL BRAND.

Buy My Course For \$100 Off
charlesmiller.me

The only course you'll ever need to build a writing-focused personal brand. \$100 off for the first 1,000 customers, then no discounts ever again.

Add services and products to your featured section!

Do you have recommendations and endorsements?

Recommendations

[Recommend Lara](#)

Received Given



Sam Szuchan 2nd

Unlocking your potential through digital leverage. Founder @ Saga—we 2x sales-ready B2B leads with LinkedIn. June 1, 2023. Sam worked with Lara but they were at different companies.

It's incredible how naturally that story-rich, engagement-driven content comes to Lara. She seemingly effortlessly crafts all her content to perfection, and any client fortunate enough to work with her ought to count their blessings.



John Harrison 2nd

Become a clear, compelling, engaging writer

May 22, 2023. John worked with Lara but they were at different companies

People stay up until 2am in the morning just to speak to Lara. Oh and they pay to do that too.

That's how good she is.

I've been lucky enough to have some of her time. What I admire the most is how genuine and down to earth she is. Marketing can be an opaque and fluffy world sometimes. Lara demystifies it.

Lara's work has become part of my daily routine now. I won't miss what she writes. I genuinely enjoy r ...see more



Adam Judeh 2nd

Run your business before it runs you.

May 22, 2023. Adam was Lara's client

Best word to describe Lara - EPIC

I took the leap and booked my 1:1 Power Hour.

Lara took the time to pinpoint my obstacles, actually get to know me (not just another lead to check off the list), and gave me clarity on how I'm approaching my personal brand.

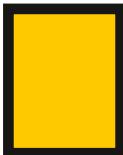
With all the noise of self-starters and people trying to help build LinkedIn brands, I've found the most ...see more

[Show all 6 received](#)

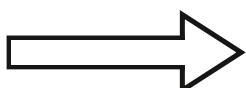
The best part about LinkedIn is that it has a dedicated section for your testimonials.

Your followers count matter little, if your social proof is strong. So try to add as many recommendations as possible.

02. **THE CONTENT STRATEGY.**

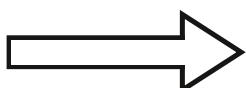


Content Strategy.



Posting Schedule

Post 3/5 x per week



What To Post?

Post (X) specific content.
Post (X) generic content.



Engagement Routine

Engage with your feed 15 mins
before posting + 15 after.

1. Build your content pillars

Content pillars are themes or topics that your brand can use to create posts:

Educate	Inspire	Entertain
Empower	Promote	Validate

Now turn them into your own
(here's mine)

Personal Branding	Copywriting	Marketing Strategy
Entrepreneurship	Personal Stories	University

2. Create a content calendar/framework

Keep it simple, silly (KISS)

- Educate your audience on what you do
- Educate your audience on how you do it
- Entertain them while you do it
- Inspire your audience through sharing your journey

Monday [Educate]	Wednesday [Inspire]	Friday [Educate/entertain]
Type of content <ul style="list-style-type: none">- How-to's- Social proof- Step by step- Here's how I- Harsh truth	Type of content <ul style="list-style-type: none">- Storytelling- Before and After- Relatable story- Motivation- Visual storytelling	Type of content <ul style="list-style-type: none">- Storytelling- Inside jokes- How I + funny anecdotes- Dark <u>humour</u>- 'P.s'

3. Build an engaged audience

Posting top-quality content is only half the battle.

- Don't post 3x a week and ghost
- **Block time on your calendar to engage**
- Respond to comments on your own posts



2 pm	LinkedIn	LinkedIn	LinkedIn
------	----------	----------	----------

15-second Jasmin Alić commenting masterclass

- Comment with intent (make every comment a 'value bomb')
- Don't be generic (avoid using 'great post')
- Provide value for everyone (not just the author)



Jasmin Alić • 1st

Fortune 500 Copywriter & Strategist | Professor of Cop

Step-by-step "LinkedIn authenticity" formula:

Write well.

Support others.

Share valuable info.

Showcase your skillset.

Let your personality shine.

Follow [Lara Acosta](#)'s content.

Write a comment in a cool format.

There. Authentic! 😊

Love · 12 | Reply · 1 Reply

4. Track your performance:

**After posting for 30 days
review your performance**

→ Repurpose and redistribute
successful content

The image shows a screenshot of a content management system. On the left, there's a 'CONTENT TABLE' with a list of five posts. Each post includes a thumbnail, a title starting with 'Q.', the date it was posted, and some engagement metrics like views and likes. A red arrow points from the text above to the second post in the list. To the right of the list is a detailed performance view for a specific post, which is also highlighted with a red box. This detailed view shows more granular data for that particular post.

Post ID	Views	Likes	Comments	Shares	Engagement %
245,522	2,509	426	46	21%	
172,863	3,099	707	51	23%	
159,483	1,713	464	24	38%	
131,866	1,251	629	41	46%	
128,326	1,075	391	34	17%	

→ I use **Shield** for this

5. Give insane value through your content:

Give so much away it hurts that it's free

- Solve your ideal client's problems
- Solve your ideal client's problems
- Earn their trust



^both these carousels have 20+ pages of free tactical information

Copywriting Hacks for LinkedIn

- 1/ Remove the fluff. Avoid using unnecessary words.**
- 2/ Format the post for visual symmetry.**
- 3/ Follow the rule of 3: Add trio of elements.**
- 4/ Add visual media for more impact.**
- 5/ A punchy last line with a CTA.**



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Helping personal brands grow on LinkedIn (and beyond) | Speaker and Con...
1mo • 15

The best personal branding lesson you'll receive today:

(From someone who's built hers from scratch)

Be selfless in your journey. Embrace kindness.

- Give without expecting to receive
- Help without expecting it back
- Be without needing to belong

In a world where everyone wants to take. Give.

Become an alchemist of your life:

See opportunities where others see threats.
See strength where others see pain.

See love where others see hate.

Personal branding goes beyond copywriting.

It's all about the self, who you truly are and who you're seeking to become.

PS: What are you giving today? How? and to whom? :)

} → **Cut the fluff**

} → **Rule of 3**

} → **Punchy ending with a CTA**

Proper formatting for visual symmetry

12 pages

So, here's how I turned my copy from a 'ok' to 'top 1%.'



} → **Visual media for more impact**

How to write a 'VIRAL' post ?

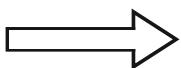
→ Step 1: Find a 'viral' idea

Usually, relatable and success stories perform better than other types of posts.

So you can go on one of those two routes.

Create content around 'escaping the rat race', 'burnout', 'Business growth' and 'Accomplishments' etc.

How to write a 'VIRAL' post ?



Step 2: Use a proven framework

Nobody wants to read an over-explained story.

Use the simple framework:-

Short hook -> Simple structure ->
Punchy last line

How to write a 'VIRAL' post ?

→ Step 3: Relate back to your audience

Yes, its your story. But make it contextualized for your audience.

Share the insights that they can benefit from.

Always remember: 'It's not about you, it's about them.'

How to write a 'VIRAL' post ?

→ Step 4: Maximize the first 2 hours

The first couple of hours make or break the post.

So make sure you are optimizing the post for maximum engagement.

Ask a question to get more comments and actively reply to all the comments you get.

Examples of 3 'VIRAL' Posts



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5mo •

• • •

20 months ago, I stopped drinking alcohol.

Diet Coke and lemon for me, or kombucha if I'm feeling adventurous.

And no:

- Sobriety doesn't make me "boring"
- I'm not going to "just have one"
- I don't owe you an explanation

GenZ drinks 20% less alcohol than millennials did at the same age.

And I can certainly see why...

Alcohol never brought anything positive to my life.

In fact, since I stopped drinking:

- I started freelancing
- I 3x'd my monthly income
- I started building my team
- I get invited to events and podcasts
- I started building an online business
- I went all in on LinkedIn content creation
- I hired coaches and mentors ahead of me

Coincidence? Nah.

My life started improving the minute I stopped drinking.

And 20 months later, I've never been clearer on my reasons to never get sucked into the drinking culture again.

Examples of 3 'VIRAL' Posts



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2mo • 5

• • •

I'm rich.

My portfolio is abundant, and this photo is the proof:

Real wealth is in connections, not money.

And today, I know I'm rich.

You see, my friends are not just in the top 1% on LinkedIn...

They're also top 1% people:

- They're passionate
- They're resilient
- They're giving
- They're kind

They filled my cup even when theirs was empty.

And that alone means I've won.

Nothing beats having people that 'get it' in your life.

Especially when you feel alone.

This week I traveled to Bosnia with [Jasmin](#) and [Luke](#).

A last-minute decision turned into an incredible experience.

Surround yourself with people who want to see you win.

People who'll mention your name in a room full of opportunities.

Examples of 3 'VIRAL' Posts



Lara Acosta • 1st

Helping personal brands grow on LinkedIn (and beyond) | Speaker and Con...

2mo • Edited • 5

• • •

I can't believe I'm doing this...

I'm officially a course instructor with **Maven**.

Over the last 5 years, I've taken over 100+ courses.

This year I get to make my own.

- I love my audience
- I love seeing everyone grow
- I love my 1:1 coaching sessions

This lets me combine it all into ONE!

One place. One course. One topic.

And a lot of YOU.

My course topic?

Unleashing the power of your personal brand.

I'll be diving deep into:

- Building a community
- Monetising your content
- Engagement and networking
- Creating outstanding content
- Growing a strong personal brand
- Authenticity and your tone of voice

Maven has the perfect platform me to do this.

The Authenticity Paradox

Originality is a myth. In the sea of information, there is nothing that has not been told already.

Except?

Your story. Your own take.

You don't need to reinvent the wheel. All you need to do is to add your personality to an idea, share your interests and share it online.

Make your **FREE** content better than someone's PAID.

Broad content:

1. Storytelling
2. Personal anecdotes
3. Industry updates
4. Building in public posts

THE Copywriting HACK

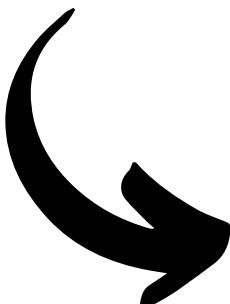
'Move the crowd' by adding rhymes.

Here's how to do it:

- Use a varied sentence length
- use alliteration for memorability
- Use a trio of elements for impact

Just like how I've written the above points.

**Because repetition creates rhythm.
And rhythm creates a memory.**



Lara Acosta • 1st
Helping personal brands grow on LinkedIn (and beyond) | Speaker and Con...
2mo • Edited • 

The best LinkedIn lesson you'll receive today:

You don't need hacks. You need direction.

Stop:

- Looking for hooks
- 'Stealing' frameworks
- Changing your bio and headline

Start:

- Understanding your mission as a brand
- Understanding your audiences' needs
- Solidifying your tone of voice

This is how you build a memorable personal brand.

Repeat the boring fundamentals.

Let everyone else draw in tactics.

Your Posting Schedule

Post 3/ 5 x per week - at the same time.

Through a consistent posting routine including days and time, your audience become accustomed to you. Consistency is rewarded, by your audience and the LinkedIn algorithm.



I've got LinkedIn time-blocked weekly!

My posting schedule:

- Monday @ 2pm - Specific post (Personal branding)**
- Tuesday @ 2pm - Generic post (General Marketing)**
- Wednesday @ 2pm - Specific post (How-to carousel)**
- Thursday @ 2pm - Generic post (Storytelling)**
- Friday @ 2pm - Specific post (Copywriting)**

03.

THE

ENGA

GEMENT

ROUTINE

LinkedIn Engagement 101

What is “engagement”?

- Commenting on other people's posts.
- DMing others and networking with them
- Replying to comments on your own posts.

Engagement helps get more:

Authority

Leads

Friends

Exposure

Reach

Sales

Set aside 15 mins in the morning before posting and engage with:

Your main feed ↩

People whom you've recently connected with ↩

People who liked your posts ↩

The HACKS

1.

Strategic engagement:

Three types of people to engage with:

- Ideal clients
- Industry leaders
- Peers and competitors

2.

Timeblock:

1. Engage before posting (15 minutes)
2. Post
3. Engage after posting (15 minutes)

3.

Don't post and ghost:

Always respond to your comments.

People spend time commenting on your content,
make sure you acknowledge them back!

It's the community you're building!

4.

Treat your comments like a post:

Don't comment: "Great post" :100% "I agree"
it looks lazy, it doesn't add value and it doesn't make you
memorable.

Do comment: "I would also add [personal experience] and this is
why your post is [insert positive remark]

Quick Tips

A/ Stalk your favourite creator

- Go to your favorite creator's profile
- Look at their recent activity
- Engage with the same post they engaged with.
- Repeat 3/5x with different creators.

B/ Build an Inner Circle

- Find out the top 10 creators from your niche & actively engage with them.
- Build genuine relationships with 5 creators and grow together.
- Create content involving them and tag them.

The Art of Connection

You need to build a connection with your audience through your

1/ Power: Show your expertise, knowledge and strengths.

2/ Warmth: Support others, be kind and ask genuine questions.

3/ Presence: While talking show that you care and are confident about your points.

Talk to the people in your niche

Always add your POV and make your comment better than other people's posts.

That makes you stand out as an authoritative brand and people follow you for your advice regarding your niche.

Kindness and selflessness:

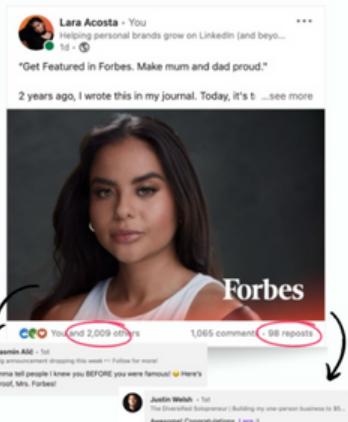
Before you dismiss the points outrightly, just imagine:

If you don't support beginners, if you don't respond to the DMs, if you don't make the path of others easier; why they should care about your posts and opinions

.

Kindness is something that I feel is one of the secrets behind my success.

The Brand Authority Pyramid:



Your toolkit.

- AuthoredUp (FREE)
- Shield (Paid)
- Taplio (Paid)
- Grammarly (FREE)

Target list builder.

This is for your;
Engagement strategy

Fill this in so you have easy access to people you want and must engage with on a daily basis.

Build a community, make friends, network and build REAL connections.

01.

Your ICP

1. [add name]
2. [add name]
3. [add name]
4. [add name]
5. [add name]

02.

Top creators

1. [add name]
2. [add name]
3. [add name]
4. [add name]
5. [add name]

03.

Industry peers

1. [add name]
2. [add name]
3. [add name]
4. [add name]
5. [add name]

15x15 Rule

Use this, and you won't even need to post to grow your audience.

The Rule

- 1.** Find 15 thought leaders in your industry and follow them.
- 2.** Find 15 ideal customers and follow them.
- 3.** Spend 15 minutes a day engaging with them.

Why and What:

In order for you to have success on LinkedIn you need to stand out. This goes beyond your posts, but about your ability to network and integrate yourself to the large LinkedIn community.

The more you comment, the more conversations you start, the more you give back to LinkedIn and its creators... the more it rewards you.
Your name will be recognised amongst the community.
Your comments (if valuable) will be praised and liked.
With this strategy, you can grow even if you don't have any content.

Community is the driver of success here, not content.

What to comment?

Always bring value to the table. You will be effectively wasting your time if you leave empty comments.

- Show your expertise, and add to a post.
- Share your opinion in depth.
- start a discussion
- Share a personal story

In hindsight, commenting is just like creating a post inspired by the author of the post you're commenting on.

That's literally it.

**Give this a go for the next
30 days.**

**Growth is guaranteed if you
follow every single step.**