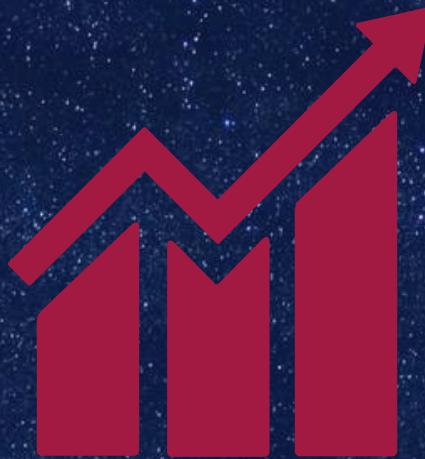


Linkedin Influence Blueprint

My Journey from 0 to 60K
followers in 16 Months



NEHA SHAFIQ

If you don't know me, here is a quick intro for you.

Hi, I'm Neha- a half-way psychologist turned into a LinkedIn Creator, with 60K+ LinkedIn Community



SCALE YOUR
SAAS STARTUP
TO \$1 MILLION
WITH KICK-ASS
COPYWRITING

Neha Shafiq 🍍 (SaaS Copywriter)

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your B2C SaaS Startup Cross Its First \$1M In Revenue ⚡ Over 75% Conversion Guaranteed ⚡ Hello Next Startup Founder! ❤️

Upwork • Bahria University
Karachi Division, Sindh, Pakistan

Grab All The Best Stuff FREE 🔥 ↗

10,328 followers • 500+ connections



YOUR EID GIFT, ENJOY

What Will You Get In This LinkedIn Influence Blueprint?

- Why LinkedIn?
- My journey from 0 to 10k followers
- Creating a Strong Profile
- Expanding Your Network
- Growing Your LinkedIn Reach.
- Creating your first LinkedIn Post
- Art Of Engagement
- Pro-Outreach Tips & Tricks
- Tracking LinkedIn Analytics
- Selling Your 1st Digital Product
- Monetizing Your Authority



NEHA SHAFIQ

YOUR EID GIFT, ENJOY

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- Art Of Engagement
- Pro-Outreach Tips & Tricks
- Tracking LinkedIn Analytics
- Selling Your 1st Digital Product
- Monetizing Your Authority



NEHA SHAFIQ

MODULE 1

WHY LINKEDIN?

1. UNKNOWN TO UNFORGETTABLE

Until 2022 as a silent bird, no one knew me. LinkedIn helped me get recognized by some of the most AMAZING people.

2. BREAKING OUT OF MY SHELL

Before LinkedIn, I used to be a wallflower, hesitant to share my thoughts. Consistent posting & daily interaction made my communication 10x better.

3. POSITIONING AS AN EXPERT

I don't run ads but still get 50K+ impressions on y posts combined. Touchwood, people search, wait and care for me as an authority in my niche.

4. FROM PRESENCE TO PROFIT

10K followers is no biggie if you have a proper strategy in place. In just 1 year, I have closed 17+ SIX figure clients, 500+ Ebook SALES & Crazy opportunities



NEHA SHAFIQ

MODULE 2

MY JOURNEY FROM 0 TO 10K

16 Sep 2022

After spending a month on LinkedIn as a silent bird, I finally created my first ever LinkedIn account on 16 Sep 2022.

16 April 2023

Fast forward to 1 year and I have a community of over 10K amazing people who value my presence



NEHA SHAFIQ

MODULE 2

FRAMEWORK TO CONSISTENCY

Define	Create
Define goals and target audience.	Create a content calendar for consistency.
Optimize profile with relevant keywords.	Leverage LinkedIn features like Live and Polls.
Be authentic and showcase your personality.	

Engage

Share valuable insights and engage with audience.

Network strategically and connect with professionals in your industry.

Respond to comments, like and share other posts, and build connections.



NEHA SHAFIQ

MODULE 3

CREATING A STRONG PORTFOLIO

Find a Niche

Identify your skill

Create & Optimize profile with relevant keywords.

Actively post & engage with other followers

Create Samples

Create samples & compile in a google drive

Post samples in the featured section

Share samples with potential clients

Search for Clients

Network with potential prospects.

Write a pitch to sell your services

Actively engage with them



NEHA SHAFIQ

MODULE 4

CREATE A SOLID PROFILE

PROFILE IMAGE

HEADLINE

ABOUT SECTION

EXPERIENCE



NEHA SHAFIQ

MODULE

4

PROFILE IMAGE

- Use a high-quality & focused image
- Make sure it's a headshot with smile
- Clear the background of the photo
- Use a photo that shows the real you
- Avoid filters or "open to work" tag



NEHA SHAFIQ

MODULE 4

HEADLINE

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your B2C SaaS Startup Cross Its First \$1M In Revenue ⚡ Over 75% Conversion Guaranteed ⚡ Hello Next Startup Founder! ❤️

FORMULA	EXAMPLE
EXPERT IN YOUR FIELD/INDUSTRY]	Expert in Digital Marketing Strategies
SPECIALIST IN [SPECIFIC SKILL/TOPIC]	SEO Specialist for E-commerce Websites
AWARD-WINNING [YOUR PROFESSION]	Award-winning Graphic Designer
TOP [YOUR PROFESSION] IN [YOUR LOCATION/INDUSTRY]	Top Sales Executive in the Healthcare Industry
PASSIONATE ABOUT [YOUR INDUSTRY/SKILL]	Passionate about Sustainability in the Fashion Industry
INCREASED [METRIC] BY X%.	Increased Website Traffic by 50% through SEO Strategies



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MODULE

4

ABOUT US

- Start with a hook to grab attention
- Start personal and head to professional
- Use keywords that your target prospects search for.
- Use a conversational tone to keep the reader engaged.
- Be concise and focus on your "GOAL"



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MODULE

4

EXPERIENCE

STEPS	ACTIONS
1. IDENTIFY ACHIEVEMENTS	List significant achievements in each role.
2. USE ACTION LANGUAGE	Start bullet points with strong verbs, emphasize impact with metrics.
3. TAILOR TO JOB/INDUSTRY	Highlight relevant skills, use industry-specific keywords.



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MODULE 3

BUILD A NETWORK

SEARCH YOUR NETWORK

LinkedIn search bar: saas copywriters

Filters: People, Jobs, Posts, Groups, Schools, Courses

Set Filters button

Pick first 5 and send this message

Jack Ashu • 2nd
SaaS Copywriter | bridging the gap between your product and prospect
Fergus Falls, MN
Talks about: #thememark, #copywriting, #storytelling, and #contentmarketing
Provides services - Copywriting, Content Strategy, Email Marketing, Social Media Marketing, Advertising

Following

Follow

Scott Johnson • 2nd
Journalist, Copywriter
Mobile, AL
Current: SaaS Copywriter at Freelance
Provides services - Copywriting, Blogging, Writing, Search Engine Optimization (SEO), Web Development, Social Media Marketing, Email Marketing, Product Marketing, Ghostwriting, Public Relations

Follow

Steven T. • 2nd
Demand Gen | SaaS | B2B | Content Strategist & Copywriter
Vista, CA
Skills: SaaS
Scott Frithingham is a mutual connection

Connect

Linda Mutterspaugh • 2nd
Freelance Technical Copywriter for SaaS, Tech, and Professional Development | My goal is to b...
Fishers, IN
Current: Digital Copywriter/Consultant for SaaS, Tech, and Professional Development at Linda Mutterspaugh
Provides services - Copywriting, Email Marketing, Lead Generation, Marketing Strategy, Blogging, Demand Generation, Public Relations, Editing, Technical Writing, User Experience Writing

Pending

Heather C. Orr • 2nd

Follow

NEHA SHAFIQ

MODULE 3

BUILD A NETWORK

WRITING NETWORKING MESSAGE

Hi Friend,

Your profile looks impressive and so does mine. Just realized we both share similar interests when it comes to [keyword].

Really loved your take on tech marketing, is it only limited to getting clients but more than that?

Would love to know

Looking forward to hear from you.

SEND THE MESSAGE

Invite Jack to connect X

Build a quality network by connecting only with people you know.

Message (optional)

Hi Friend,

Your profile looks impressive and so does mine. Just realized we both share similar interests when it comes to [keyword].



SEND 25 MESSAGES/DAY FOR A MONTH. 25X30 = 750 MSGS



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MODULE 3

SEARCH PROSPECTS

CREATE CUSTOMER PERSONA



FIND PROSPECTS



Julia Magdzińska • 2nd

Growth Marketing & Paid Media | PPC / SEM / Paid Social
United States

Summary: ...the digital field, marketing **SaaS** products.



Hina Nasir, Noushad Akbar, and 1 other mutual connection



Ogaga John • 2nd

Senior Product Designer for SaaS startup | I help B2B,B2C startup
Lagos State, Nigeria

Talks about #ux, #visualdesign, #brandingdesign, and #creativedesign

Provides services - Visual Design, User Experience Design (UED), Brand De



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MODULE 3

SEARCH PROSPECTS

WRITE YOUR PITCH

Hi Julia,

11 years of experience in marketing is a long time. I'm sure you're making most of it in your ABM agency.

To prove myself right, I visited your website, discovering all the channels you offer for ABM strategy.

And what I found out was nothing short of surprise.

Would you like to hear? It's going to blow your mind as well.

Let's hop on a quick call to discuss more. |

SEND YOUR PITCH

Invite Julia to connect X

Build a quality network by connecting only with people you know.

Message (optional)

Hi Julia,

11 years of experience in marketing is a long time. I'm sure you're making most of it in your ABM agency.



0 / 300



NEHA SHAFIQ

MODULE 4

MY NETWORK-BUILDING STRATEGY

STEPS	ACTIONS
1. OPTIMIZE PROFILE	Complete profile, customize URL, share on other social media
2. IDENTIFY CONNECTIONS	Connect with colleagues, join groups, use advanced search
3. ENGAGE WITH NETWORK	Congratulate, engage with posts, share updates, offer help
4. EXPAND REACH	Create thought leadership content, participate in conversations, attend industry events



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MODULE 5

CREATING FIRST LINKEDIN POST

Carousel-Based Posts

Text-Based Posts

Text-Carousel Posts

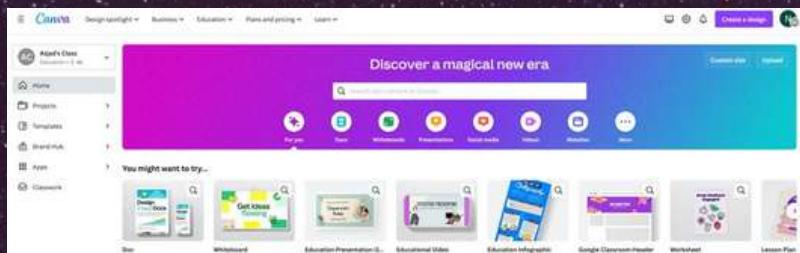


NEHA SHAFIQ

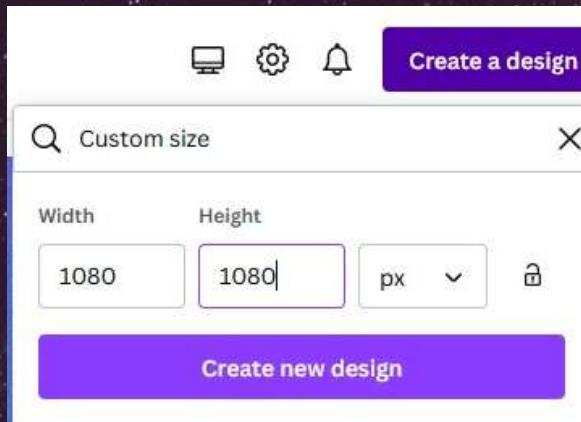
MODULE 6

CAROUSELBASED POSTS

Log in to your Canva Profile



Create a design



Pick a color

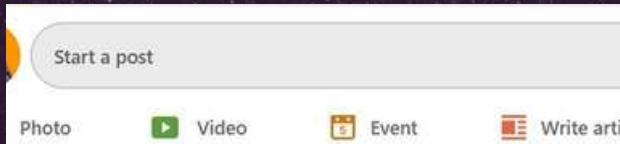


NEHA SHAFIQ

MODULE

6

Go to home page



Create the post

Create a post



Neha Shafiq



Anyone ▾

10 FOLLOWERS UPDATE. ❤️

Again, nothing happened overnight.

I've seen every follower

-Visit My Profile
-Connect With Me



NEHA SHAFIQ

MODULE 6

Choose a File

Share a document X

[Choose file](#)

Or upload from the cloud:

 Dropbox

 Google Drive

Check & Edit

Share a document X

Document title * ?

6 STEP GUIDE TO LINKEDIN'S SUCCESS

NEHA SHAFIQ

**MAKE YOUR
1ST POST
ON
LINKEDIN!**



NEHA SHAFIQ

MODULE 8

CREATE TEXT-BASED POST



Matt Barker • Following

Ghostwriting to get you leads, not views.

23h • Edited •

2 simple steps to better LinkedIn leads:

1. I make it clear who I want to work with
2. I ask them to DM me

I've been testing this on my own content and my clients.

The aim: to get better, qualified leads into the DMs.

It's been working well.



Matt Barker • Following

Ghostwriting to get you leads, not views.

2d •

'Your templates don't generate leads'

Wrong.

Here's an example of a legend who HAS generated a lead:

[Gunnika Gupta](#) posted using one of my templates 45 days ago.

What happened next:

- Generated a QUALIFIED lead
- Converted the lead
- Still works with them over a month later



NEHA SHAFIQ

MODULE 9

HOW TO CREATE ONE:

- 1.Pick a Topic
- 2.Brainstorm Ideas
- 3.Create a Template
- 4.Fit ideas into Words
- 5.Read, Edit and Re-Read
- 6.Add A Emoji and P.S
- 7.Check For Typos
- 8.POST And Done



NEHA SHAFIQ

MODULE

10

HOW TO CREATE ONE:

1. Pick A Topic

Topic = Content Creation

2. Collect Ideas

Ideas =

- Speedy content creation
- Hunting Ideas
- Proofreading for mistakes
- High engagement demands
- Access to swipe file

3. Create a Template

Template

Hook/Headline

One-line Description

Bullets or listings

One Secret/Hack

P.S in the last



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MODULE

10

HOW TO CREATE ONE:

4. Create First Draft

1st Draft

My Content Creation Strategy! ❤️

- Open my swipe file for inspiration
- Pick 3-5 ideas that resonate with the audience
- Filter them based on my knowledge & Interest
- Pick one final Idea out of all
- Brainstorm ideas
- Compile everything into a 75-word draft
- Fit the edited copy in a pre-made template

5. Edit & Post



Neha Shafiq 🍊 (SaaS Copywriter) • You

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your 82C Sa...

12h • Edited • 0

••

Here's how I plan, create and save a week's content in just 40 Minutes. ❤️

Every post you see on my feed is created out of a single idea

- Open the swipe file for inspiration
- Pick 3-5 ideas that resonate with the audience
- Filter them based on your knowledge & Interest
- Pick one final Idea out of all
- Brainstorm ideas, take inspiration from other creators
- Compile everything into a 75-word draft
- Remove the unnecessary words & fix typos
- Fit the edited copy in a pre-made template
- Check for improvements
- Read to see if it makes to all 3 top tier audience

From 10 mins Before Posting



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MODULE 11

GROW YOUR REACH

Optimize
profile

Publish
content

Engage with
network

Group
Convo's

Pick new
ideas

Repurpose
Content



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MODULE 12

BY FAMOUS LINKEDIN INFLUENCERS



JUSTIN WELSH

- Consistently publish content
- Improve your confidence as a writer
- Grow your audience through sharing
- Monetize your business every single day



Justin Welsh @thejustinwelsh

I have zero interest in optimizing my schedule to squeeze as much productivity as possible out of every day.

I'm not a solopreneur so I can "maximize time" and be "hyper-productive".

I'm a solopreneur so I can spend more time with my wife & spend less time



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MODULE

13



MATT BARKER

2 simple steps to better LinkedIn leads:

1. I make it clear who I want to work with
2. I ask them to DM me

I've been testing this on my own content and my clients.

The aim: to get better, qualified leads into the DMs.



Matt Barker
@mattbarkercopy

Master networking on LinkedIn and you can build an audience of 60k in 12 months.

But, 99% of people have no clue how or where to start.

After the first 3 months of failing to grow on LinkedIn, I figured it out.



NEHA SHAFIQ

MODULE 14

MONETIZE YOUR LINKEDIN PRESENCE

STEP	DESCRIPTION
DEFINED TARGET AUDIENCE	Identified my ideal customer and their pain points.
BUILT MY LINKEDIN NETWORK	Connected & Engaged with my ideal customers.
ESTABLISHED MYSELF AS AN EXPERT	Shared my knowledge and expertise in cold-emailing
CREATED A SERIES	Created a LinkedIn Series Around This to promote my eBook,
SELLING	Sending personalized messages with discounts & incentives.



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MODULE

15

MY COLDEMAILING EBOOK JOURNEY

Wanna Know
How I Write
Cold-Emails?



01

5

COLD-OUTREACH
Templates
To Win
High-Ticket
Clients

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HOW

I Saved My Last
Cold-Email
Campaign Going
Straight To Spam

@NehaShafiq

Two Days To Go



X



***Cold-Outreach
Masterclass***

HUNT HIGH-TICKET CLIENTS LIKE A PRO



NEHA SHAFIQ

MODULE 16

LINKEDIN ANALYTICS TRACKING

BEFORE



AFTER

Analytics

Monitor your performance at a glance or get deeper insights by clicking into your analytics below.

39,802
Post impressions
Past 90 days

10,514
Total followers
▲ 3.6% past 7 days

5,005
Profile views
Past 90 days

732
Search appearances
Previous week



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MODULE 17

LINKEDIN ANALYTICS TRACKING

Cause	Effect
Implemented strategies in my industry.	As per Justin Welsh I created short stories showcasing my expertise in my industry.
Used LinkedIn polls asking audience what they want to see or avoid.	To create hype, I created LinkedIn Polls.
Collaborated with other influencers to create cross-promotional content for max engagement.	Collaborated with other influencers to create cross-promotional content for max engagement.
Live and webinars to connect with my interactions audience at a personal level.	Hosted multiple live Q&A sessions and webinars to connect with my audience at a personal level.
Regular Engagement	Learned the art of commenting for better & Stronger relationships.



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MODULE 18

MY LINKEDIN GROWTH STRATEGY

Lesson	Description
Slow & steady wins	Take time to understand your audience and create valuable content is key. Don't rush for fast growth
Staying focused works	Focus on your core competency & be the main character of your story.
Positivity goes a long way	Be kind & humane- that's all what matters in the end.
Share your story	Connect with your audience on a deeper level. People only trust what they experience



NEHA SHAFIQ

MY LINKEDIN PUBLISHING STRATEGY

Actions

Start small to overcome publishing fear

Set a weekly publishing goal and commit

Write on topics you're an expert in

Engage with other users through comments

Join industry-related LinkedIn groups

Monitor analytics to adjust your strategy

Promote your profile on other platforms

Continuously learn and adapt strategy



NEHA SHAFIQ

MODULE 20

MY LINKEDIN CLIENT-HUNTING STRATEGY

Actionable Tips for LinkedIn Success

Prioritize consistent content creation

Embrace and improve writing skills

Master the art of writing winning sales copy

Cultivate the habit of daily consistency

Monitor engagement & Check latest trends

Build relationships with followers

Transform consistency into a business habit



NEHA SHAFIQ

MODULE 21

RECAP OF MY LINKEDIN JOURNEY

1. Don't be afraid to share your genuine thoughts
2. Provide value to your audience.
3. Master the art of commenting
4. Consistently post and maintain a schedule
5. Keep Learning and adapting your strategy.
6. Use analytics to understand what SUCKS & WORKS
7. Take risks and try new things.
8. Connect with relevant industry experts
9. Be authentic and true to yourself.
10. Have patience and stay persistent.



NEHA SHAFIQ

THANK YOU

FOR READING UP TILL HERE.



Hope You loved it..



FOLLOW
@NEHASHAFIQ

