

## Niche Prompt:

I want you to help me introspect to find my niche that I can write content around and build my offer on.

For context, I'm looking for a niche where:

1. **The niche is so narrowly defined that I'm the top 1% in it.** For example, "personal branding growth" is a broad niche that's highly contested and where I'm probably not in the top 1%, but "Founder Branding for medtech startups in India" is a much more specific niche.
2. **The niche has such a unique framing that my social content around it would stand out because of its specificity.**
3. **The niche speaks to a wealthy audience I can monetize through an offer.** For example, you may uncover that I'm young and that I don't have much experience. What I'm world-class at is probably something that younger people desire, but that also means that it's not a niche I can make a lot of money in (because adolescents tend to be poor). Then, I want you to instead help me re-frame my skills so that they speak to a wealthy audience.
4. **The niche needs to have at least 3 levels of specificity, ideally 4–5.**  
The levels of specificity are:
  - **WHO** (the audience)
  - **HOW** (your unique approach)
  - **WHAT** (the deliverable)
  - **WHY** (their motivation or your reason)
  - **WHERE** (location, platform, or context)
  - **OUTCOME** (the transformation or result you create)

For example:

"I ghostwrite LinkedIn posts for fintech entrepreneurs" has only 2 levels of specificity (**WHO** and **WHAT**)

Whereas:

"I ghostwrite LinkedIn posts for fintech founders from 3-min weekly voice notes so they can raise their next capital round" has 4 levels of specificity (**WHO**, **WHAT**, **HOW**, **OUTCOME**)

**Your mission is to ask me thoughtful questions to illuminate niches that meet these 4 criteria, until I provide an answer that sounds like a viable course idea.**

Here's what we will do:

1. You will ask me **3 questions** that help you understand what things I'm **good at doing**.
2. You will ask me **follow-up questions** to narrow down what **SPECIFICALLY** I'm good at.  
For example, if I tell you "I'm good at copywriting" I want you to follow up with questions to narrow down my expertise to the point where we can be confident that I'm a top 0.1% person in that specific niche.  
For example, "I'm good at copywriting" could be narrowed down to "I'm good at writing curated newsletters for beard restoration companies".
3. You will also ask me **3 questions to understand what I enjoy doing** about this niche/topic, so that we can find a niche idea that I find interesting.
4. Then, you will **suggest 10 different niche definitions** for me, and ask me which one I resonate with the most — and help me narrow it down if needed.  
These 10 suggestions **NEED to have at least 3 levels of specificity**, ideally 4–5, and align with the constraints I gave you before.

When I share a niche that seems to meet the criteria, **politely point it out to me** as a potential course topic before moving on. Use language like "that sounds like it could be a niche we can double down on, if we only specify it a bit more" so I'm aware of the solutions I'm uncovering.

If I ever sound unconfident in my expertise or niche, **be encouraging**, and tell me that I don't need to be the best at a broad thing — just carve out specifically the 1 thing I'm world-class at, and that I can create expertise through specificity.

As we talk, **mirror my thoughts back to me** and ask follow-up questions to draw out my knowledge and passion areas, like an Ikigai. Don't simply tell me what I should do, until you have enough data.

**Let's begin the introspection.**

## **Headline Prompt:**

I want you to come up with 10 LinkedIn headline ideas for my profile.

For context, my niche is **[NICHE]**

My offer is **[OFFER]**

My credibility is **[CREDIBILITY]**

My unique personality trait is **[PERSONALITY TRAIT]**

# The Complete Guide to Crafting a World-Class LinkedIn Headline

## Step 1: Clarify Your Offerings

Identify your main professional offerings or the core value you bring to your role. This could be your job title, the services you provide, or the results you deliver.

## Step 2: Identify Keywords

Select relevant keywords that are specific to your industry and role. These should be terms that potential employers, clients, or collaborators might use to find someone with your expertise.

## Step 3: Quantify Your Impact

Include metrics or statistics that demonstrate the tangible impact of your work. This could be revenue generated, audience growth, or other measurable outcomes.

## Step 4: Define Your Audience

Clearly state who you serve or who benefits most from your work. This could be a specific industry, type of client, or a broader audience.

## Step 5: Add Personality

Incorporate an element of your personality or a personal passion. This helps humanize your profile and makes you more relatable.

## Step 6: Structure Your Headline

Combine the elements from the previous steps into a clear, concise, and engaging headline. Remember to stay within the 220-character limit.

### Templates:

**[Transition or Role]. [Achievement with Metric]. Serving [Target Audience] with [Service/Offering]. [Personal Trait or Interest]**

*Example:*

*Write with AI but don't lose your soul. 4 years of scaling brands on LinkedIn with content. Ghostwriter for AI Founders, Startups & Newsletters.*

**[Benefit-oriented Value proposition]. [Credibility Statement]. [What you do and for whom]**

*Example:*

*Ex marketer, now a copywriting biz owner targeting £1m. Master of digital copy that's driven \$2m+ for CEOs. Aspiring novelist*

**[Service] for [Target Audience]. [Unique Value Proposition]. [Personal Tagline or Business]**

*Example:*

*Profitable Content Creation for B2B Tech Startups | Crafting compelling narratives for growth | Coffee Connoisseur at notus*

**[Your Journey] from [Start] to [End Result]. Sharing insights on [Topic]. [Role & Company Name]**

*Example:*

*From \$0 to \$20M ARR in 5 years bootstrapped | I share SaaS growth strategies | Founder & CEO at lempire*

**Guidelines:**

- **Use Strong Starters:** Begin with a powerful adjective or a succinct summary of your professional journey.
- **Be Precise:** Use specific details and metrics to highlight your accomplishments.
- **Target Your Audience:** Speak directly to the people you want to attract.
- **Show Personality:** Let your headline reflect who you are beyond your professional life.
- **SEO-Optimized:** Incorporate keywords naturally for better visibility in searches.
- **Professional Tone:** Maintain a balance between professional and personal; it's a professional platform, after all.

**Constraints:**

- **Character Limit:** Stick to the 220-character limit without overstuffing it with keywords.
- **Authenticity:** Be truthful and do not exaggerate your qualifications or experience.
- **Relevance:** Keep it relevant to your industry and the professional image you want to portray.
- **Clarity:** Avoid jargon and complex language that might confuse your audience.
- **Smoothness:** Make it sound "human" and dynamic, not static. Infuse some personality.

**Avoid cringe words** like "*harnessing*", "*empowering*", "*fueling*", "*supercharging*", "*expert*", "*boosting*", "*unleashing*", "*guru*"

## **About Section Prompt:**

## **First step:**

I want you to help me introspect and review my LinkedIn about section so I can get more traffic to my profile with good SEO tactics and also convert leads based on how it is written. I want you to analyze my about section according to a criteria and give me expert feedback that would normally cost thousands of dollars from LinkedIn experts.

Before we get into reviewing the about section, please ask me the following questions and then use the data for the following prompt where you will rate my about section:

1. What is your niche?
2. What service are you selling?
3. What style of content do you share?
4. What kind of audience are you targeting?

## **Second step:**

**Please include the following data and information to help analyze my about section.**

First of all this is what a good about section includes:

1. Personality
2. Keywords in your niche
3. A call to action at the end to your services
4. Easily readable text
5. A simple flow where the writer introduces a pain point and then solves it by showing social proof.
6. Has a strong opening hook with personality and emotions
7. Shows industry knowledge

8. Tells the reader why you do what you do
9. Is concise and to the point
10. Does not use too much industry jargon and big words

**This is an example of a good outline to an about section:**

- **Hook:** A sentence that makes the reader want to keep reading. Please note that only the first 3 lines are visible when a user checks out your profile so you want to write a really powerful opening three lines that makes the reader click 'See more.'
- **Pain Point:** Introduce a common problem that your target audience experiences in your niche.
- **Your Industry:** Tell the reader why you do what you do.
- **Expertise and Skills:** Tell the reader what you're good at and show off social proof if you have it from previous client wins.
- **Call to Action:** Tell the reader what you want them to do after they've done reading your summary. A good idea is to ask them to DM you or email you.

**For context, I'm looking for you to review the following aspects of the about section. Please do not rate each question but just give me a total score out of 10 after analyzing everything.**

If the about section includes any of these things it's a positive point. For example, if the opening sentence, or hook, as I call it, is engaging, that is one point. If the about section includes a list that is another point. 10 points maximum. Please review all 10 of these points and either give a point or do not give a point.

1. Does the hook include a relevant keyword to the person's niche? (in the first three lines of the about section)
2. Does the hook (opening 3 lines) include at least two emotional keywords? If not, suggest a few to use.

3. Is there a pain point introduced and solved? If not, suggest a pain point in this niche.
  4. Does the writer talk about why they are good at what they do? If not, suggest examples.
  5. Are any client wins shared or social proof from the writer's accomplishments?
  6. Is there a call to action at the end? Suggest improvements.
  7. Is the about section easily readable? (Grade 5 reading level or less)
  8. Is the about section formatted well? Meaning is there lots of space, no paragraphs and at least one list? A list can include a bulleted list, numbered list or a list with -s. One or two paragraphs of 3 lines is okay. Overall the text should be easy to read, have staggered formatting and lots of white space.
  9. Is there at least 5 industry keywords according to your niche in the about section? If so, name them and suggest 2 more.
10. Is the about section less than 1000 words?

**Please be as honest as possible when rating the posts out of 10 and don't be afraid to give a low score with lots of feedback.**

**Your mission is to rate the post out of 10 and give thoughtful feedback on how to improve the about section overall. Please include at least 3 things that I can improve based off of your ranking of the about section.**

Your job is to give me feedback based on best copywriting practice and good practice to help capture the hearts and minds of the reader and in order to convert clients. Please be ruthless in your feedback because I want to get better.

**As we talk, mirror my thoughts back to me and ask one follow-up question to draw out what I am trying to sell and how I can get better.** Your question is meant to unleash my knowledge like an Ikigai. Please make sure all of the questions are as unique and tailored to the individual post as possible every single time. Don't simply review my about section but I also want you to give me rich feedback and direction on how I can improve and how to improve. Don't tell me what I should do, until you have enough data.

**Let's begin the introspection of this about section:**

👉 <Add your About Section Here> 👉

### **#rd step: Rewrite your About Section with this Follow-up Prompt:**

Based on the feedback you've given me, please rewrite my about section according to all the guidelines and criteria shared so far.

Please make sure the new about section scores a 10/10 based on the 10 points used to analyze about sections that were shared in the previous prompt.

Do not use any of the following words please:

delve, unlock, dive into, embark, testament, tapestry, additionally, important to consider, your story reminds us,

realm, certainly, dynamic, furthermore, moreover, vital, remember that, when it comes to?

notably, crucible, dance, vibrant, landscape, pivotal, nonetheless, to recap, intertwined, truly, revolutionize, skyrocket, fleeting or portrayal.

Please do not stray too far from the original about section but do make sure the formatting is easy to read

and the call to action leads to someone sending me a message or emailing me.

Do not summarize but please write the about section as a finished product.

Do not review why the new about section scored a 10/10 just give me the finished about section with no analysis.

Ask me after rewriting the about section if there is any section I don't like and if I want it rewritten?

### **LinkedIn Post Writing Prompt:**

You are a world-class teacher and philosopher who has spent 50 years reading thousands of books and delivering hundreds of TED talks. Your style is very much like a combination of Plato and Jordan Peterson and you can deliver complicated topics in a very simple way for the audience to understand.

Your task today is to write a LinkedIn post that will educate the following audience of (*Insert target audience*) about the following topic (*insert topic*)

Your words for the post should be short and concise, with sentences that do not exceed 12 words. Please make sure this post is at least 400 words. I want you to also switch up the formatting so it's easy to read with lots of space.

Please make sure the post has two lists in it. Make sure the two lists are separated by at least 2 sentences in the middle of the post and that the two lists contradict each other.

For example:

List 1 = I did not know how to do this.

List 2 - Now I know how to do this.

List 1 = Here's how not to learn

List 2 = Here's how to learn

List 1 = Here's 3 things to learn faster

List 2 = Here's 4 mistakes to avoid slowing you down

Please also make sure there is 4 sentences after the last list in the post.

Please take your time and think carefully about what you write.

Be sure to use no hashtags, and make sure the posts start and add a call to action in this format:

The first sentence should be no more than 8 words beginning with "How to" or "How I" and should include a number like 3 or 5 or 7. Do not use a question in this sentence.

For example: "How to grow on LinkedIn in 7 Steps" or "How I learned to speak 7x as effectively," or "How to reach more clients in 5 different ways"

The second sentence should be a bracketed thought that entices the reader to want to keep on reading what you have to say. It should often start with the word "but" and be a counterpoint to sentence one.

For example: "(these 3 tricks will change your life)" or "(these are secrets)" or "(here's the truth u dont know)"

Please also make sure the posts end and add a call to action in this format:

the second to last sentence is a power statement summarizing the post in less than 8 words and make it relevant to selling to the target audience..

The last sentence is a broad question related to the post trying to get the reader to comment on the post. Make sure this sentence starts with PS and is less than 10 words.