

Simply Evolved Participant Workbook

LinkedIn: Visibility, Voice & Professional Presence (Complete Guide)

Purpose of This Guide

This guide helps you use LinkedIn to build your professional presence, share your voice, and connect with the right audience.

1. What is LinkedIn

LinkedIn is a professional platform to share your work, connect, and build visibility.

2. Why LinkedIn Matters

It builds credibility, visibility, and professional relationships.

3. Your Profile

Ensure you have:

- Photo
- Headline
- About section
- Experience

4. Keywords

Keywords are words people search (e.g. leadership coaching, personal development). Use them naturally.

5. Content

Share insights, reflections, and practical guidance. Keep it simple.

6. Engagement

Comment, respond, and connect. This builds relationships.

Appendix 1: LinkedIn Profile Template

Headline Template:

[What you do] | Supporting [who] to [outcome]

About Section Template:

I support [who] who are struggling with [problem].

My work focuses on [your approach].

I believe [your belief].

If you are looking to [outcome], you are in the right place.

Appendix 2: Content Planner (Simple)

Use weekly:

Post 1: Insight (lesson or idea)

Post 2: Reflection (personal experience)

Post 3: Practical tip (simple guidance)

Repeat each week.

Appendix 3: 30-Day LinkedIn Plan

Week 1:

- Update profile
- Connect with 10 people

Week 2:

- Post twice
- Comment on 5 posts

Week 3:

- Post twice
- Engage daily (5–10 mins)

Week 4:

- Review what worked
- Continue posting + engaging