

The LinkedIn AI Prompt Playbook

7 Ready-to-Use Prompts

Headline, About section, content calendar, post ideas, comment replies, connection requests, and more.

3 Bonus Prompts

Rewrite posts for engagement, write Featured section summaries, and craft your personal brand statement.

No Experience Needed

Every prompt is ready to copy, fill in the blanks, and paste – the structure is already built in for you.

A free resource from [Lowell Brown's LinkedIn Accelerator](#)

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Welcome

Here's How to Use This Guide

If you've ever stared at a blank screen wondering what to write on LinkedIn — this is for you.

This guide gives you ready-to-use prompts for tools like ChatGPT and Claude. You don't need any AI experience. You simply copy a prompt, fill in the parts marked in **[BRACKETS]**, paste it into the AI tool, and let it do the heavy lifting.

Before we get to the prompts, let's cover the one thing that makes the difference between a generic AI response and one that actually sounds like you and gets results: how to build a great prompt.

- ① The AI is a collaborator, not a ghostwriter. Your job is to bring your real experiences, insights, and personality. The AI's job is to help you shape them into polished, compelling copy.

Part 1: The Anatomy of a Great Prompt

Think of an AI prompt like a brief you'd give a copywriter. The more context you give, the better the result. A strong prompt has five ingredients:

INGREDIENT	WHAT IT DOES
1. Role	Tell the AI who to be. (e.g., "Act as a LinkedIn marketing expert")
2. Context	Share your background – industry, job title, who you help, your tone.
3. Task	Be specific about exactly what you want it to write or create.
4. Constraints	Set the rules – character limits, tone (professional but warm), what to avoid.
5. Output Format	Tell it how to deliver: bullet points, paragraph, a list of options, etc.

Pro Tip: Always start your prompt with "Act as a LinkedIn marketing expert" – it immediately shifts the AI into the right mindset for professional content.

A Simple Formula to Remember

Role + Context + Task + Constraints + Format = Great Output

Don't worry – all the prompts in this guide already have this structure built in. You just fill in the blanks.

Part 2: LinkedIn Headline Prompts

Your headline is the first thing people see – on your profile, in search results, and when you comment on a post. It has a maximum of 220 characters, so every word counts.

A strong headline goes beyond just your job title. It speaks to who you help and the outcome you deliver.


Prompt 1 — Write a LinkedIn Headline from Scratch

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn marketing expert who specializes in writing compelling profile headlines. I need help writing a LinkedIn headline for my profile. Here is my background:

- My name: [YOUR NAME]
- My job title or role: [e.g., Real Estate Agent / Business Coach / Sales Manager]
- The type of people I help: [e.g., first-time home buyers / small business owners / sales teams]
- The main result or transformation I help them achieve: [e.g., find their dream home / grow their revenue / close more deals]
- My tone/personality: [e.g., professional and warm / direct and confident / approachable]

Please write 5 different headline options for me. Each must be under 220 characters. Use a mix of styles — some benefit-focused, some outcome-focused, some with a hook or question. Do not use clichés like "results-driven" or "passionate about."

 LinkedIn Headline Limit: 220 characters

Prompt 2 — Improve an Existing Headline


FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE


Act as a LinkedIn profile optimization expert. Here is my current LinkedIn headline: "[PASTE YOUR CURRENT HEADLINE HERE]"

My industry is: [e.g., real estate / marketing / finance]

I want to attract: [e.g., homebuyers in Toronto / marketing managers / startup founders]

Please rewrite this headline in 5 different ways that are more compelling, specific, and benefit-driven. Each version must be under 220 characters. Keep my core message but make it more engaging and searchable.

 LinkedIn Headline Limit: 220 characters

 **Pro Tip:** After getting your options, ask the AI: "Which of these would perform best in LinkedIn search results and why?" — this helps you choose strategically, not just by instinct.

Part 3: LinkedIn About Section Prompt

Your About section is your most valuable piece of real estate on LinkedIn. It's where people decide whether to connect, follow, or reach out. The maximum length is 2,600 characters – use it wisely.

The best About sections start with a hook, speak directly to your ideal audience, share your story or credibility, and end with a clear call to action.

Prompt 3 – Write a Full LinkedIn About Section

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn content strategist and copywriter who specializes in writing About sections that convert profile visitors into connections and leads. Please write a compelling LinkedIn About section for me using the information below.


MY DETAILS:

- Name: [YOUR NAME]
- Job title / role: [YOUR ROLE]
- Industry: [YOUR INDUSTRY]
- Who I help: [DESCRIBE YOUR TARGET AUDIENCE]
- The problem I solve for them: [WHAT CHALLENGE DO YOU SOLVE?]
- My approach or method: [HOW DO YOU DO WHAT YOU DO?]
- A brief personal or professional story (optional): [ANY BACKGROUND THAT BUILDS TRUST]
- Key achievements or credentials: [e.g., 10 years experience / helped 200+ clients / top 1% in region]
- My call to action: [e.g., DM me / visit my website / follow for tips]
- Tone: [e.g., warm and conversational / professional / direct]

STRUCTURE REQUIREMENTS:

- Start with a strong opening hook (not "I am a...")
- Write in first person
- Use short paragraphs - no dense blocks of text
- End with a clear call to action
- Maximum 2,600 characters total
- Do not use generic phrases like "passionate," "driven," or "synergy"

 **LinkedIn About Section Limit: 2,600 characters**

 **Pro Tip:** Once you have a draft, ask: "Can you give me 3 alternative opening hooks for this About section?" – the opening line is the most important sentence and worth testing multiple versions.

Part 4: Post Calendar & Content Strategy Prompts

Consistency is the biggest challenge on LinkedIn. These prompts help you build a content plan so you always know what to post and why – without starting from scratch every week.

Prompt 4 — Build a Monthly LinkedIn Content Calendar

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn content strategist. I need a 4-week LinkedIn content calendar. Here is my context:

- My industry/niche: [e.g., real estate, coaching, finance, marketing]
- My target audience: [WHO FOLLOWS YOU / WHO DO YOU WANT TO REACH?]
- My content goals: [e.g., grow followers / generate leads / build trust / get speaking engagements]
- How often I can post: [e.g., 3x per week / daily / 2x per week]
- Topics I am comfortable talking about: [LIST 3-5 TOPICS]
- Anything I want to avoid: [e.g., politics / controversial topics / overly salesy content]

Please create a 4-week content calendar with:

- Post topic for each day
- The content type (e.g., personal story, tip, question, case study, list post)
- A one-line description of what the post should communicate
- The goal of each post (awareness, engagement, or lead generation)

Format this as a table.

Prompt 5 — Generate Post Ideas for a Specific Topic

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn content expert who understands what posts get engagement and leads. Give me 10 post ideas about the topic: [YOUR TOPIC - e.g., "LinkedIn profile tips" / "first-time home buying" / "mindset for entrepreneurs"]

My audience is: [DESCRIBE YOUR TARGET AUDIENCE]

My goal with these posts is: [e.g., build authority / attract leads / grow followers]

For each idea, provide:

1. A suggested opening hook (the first 1-2 lines)
2. The format (story, list, tip, question, etc.)
3. A suggested call to action for the end of the post.

Make the hooks attention-grabbing — they should stop a scroll.

Pro Tip: After generating ideas, follow up with: "Now write the full post for idea #3" — you can draft an entire post in seconds once the idea is locked in.

Part 5: Replying to Comments

Prompt 6 — Write a Reply to a Comment on Your Post

Replying to comments is one of the highest-leverage activities on LinkedIn. Thoughtful replies build relationships, increase your post's visibility in the algorithm, and show your personality. Use this prompt when you want to reply in a way that adds value — not just "Thanks!"

Act as a LinkedIn engagement expert who understands how to build genuine relationships through thoughtful comment replies. I need help replying to a comment on one of my LinkedIn posts.

MY POST WAS ABOUT: [BRIEF SUMMARY OF YOUR POST TOPIC]

THE COMMENT I RECEIVED: "[PASTE THE COMMENT HERE]"

My tone is: [e.g., friendly and professional / warm and conversational / direct]

I want to: [e.g., extend the conversation / answer their question / thank them and add value / invite them to connect]

Please write 3 reply options:

- Option 1: Short and conversational (1-2 sentences)
- Option 2: Medium length that adds extra value or insight
- Option 3: One that ends with a question to keep the conversation going.

Keep all replies genuine and avoid sounding scripted.

Pro Tip: Aim to reply to every comment within the first 60 minutes of posting — LinkedIn's algorithm rewards posts that generate quick back-and-forth engagement.

Part 6: Cold Connection Requests

Prompt 7 — Write a Connection Request Note


When you send a connection request on LinkedIn, you have the option to add a personal note. This note has a strict limit of 300 characters — about 2-3 short sentences. Most people send blank requests. A warm, non-salesy note dramatically improves your acceptance rate. The goal is to start a conversation — not close a sale.

Act as a LinkedIn networking expert who specializes in writing connection requests that get accepted without feeling pushy or salesy. I want to connect with someone on LinkedIn. Here are the details:

- Who I am: [YOUR NAME, ROLE, AND WHAT YOU DO - 1 sentence]
- Who I'm reaching out to: [THEIR ROLE / INDUSTRY]
- Why I want to connect: [e.g., I saw their post about X / we are in the same industry / I admire their work / mutual connection]
- What I hope to start: [e.g., a conversation / a relationship / learn from them / potential collaboration]
- What I do NOT want to do: pitch my service or sound like a sales message.

Please write 3 short connection request notes. CRITICAL: Each must be under 300 characters total (including spaces). They should feel genuine, warm, and human - not like a template.

 **LinkedIn Connection Request Note Limit: 300 characters**

 **Pro Tip:** Reference something specific — a post they wrote, a comment they made, or a shared interest. Specificity is what separates a message that gets accepted from one that gets ignored.

Bonus: 3 Extra Prompts Worth Having

Here are three additional prompts that clients find incredibly useful as they build their LinkedIn presence.

Bonus Prompt A — Rewrite a Post to Improve Engagement

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn content coach who knows what makes posts go viral vs. get ignored. Here is a post I wrote: "[PASTE YOUR POST HERE]"

Please rewrite this post to:

- Open with a stronger hook that stops the scroll
- Use shorter sentences and more white space
- Add a clear and natural call to action at the end
- Keep my voice and key message intact
- Keep the length under 1,300 characters (LinkedIn's "see more" cutoff)

Also tell me: what was the main weakness of my original post?

Bonus Prompt B — Write a Featured Section Summary

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a LinkedIn profile expert. I want to write a short description for an item in my LinkedIn Featured section.

The item I'm featuring is: [e.g., a newsletter / a video / a case study / a lead magnet / a website]

What it's about: [BRIEF DESCRIPTION]

Who it's for: [YOUR TARGET AUDIENCE]

What they'll get from it: [THE VALUE OR OUTCOME]

Write 3 short captions for this featured item — each under 100 words. Make them benefit-focused and end with a reason to click.

Bonus Prompt C — Craft a Personal Brand Statement

FILL IN THE BLANKS & PASTE INTO CHATGPT OR CLAUDE

Act as a personal branding strategist. Help me write a clear, memorable one-sentence personal brand statement for LinkedIn.

My role: [YOUR JOB TITLE OR ROLE]

Who I help: [TARGET AUDIENCE]

What I help them do: [THE TRANSFORMATION OR RESULT]

What makes me different: [YOUR UNIQUE APPROACH, BACKGROUND, OR METHOD]

Write 5 personal brand statement options. Each should be 1 sentence, under 25 words, and easy to remember. No jargon. No clichés. Make it sound human.

Quick Tips for Getting the Best Results

- Always review and edit the AI output – it's a starting point, not a finished product.
- If the first result isn't right, type "Try again but make it more [casual / direct / specific]" – don't just re-run the same prompt.
- Add your real stories, real numbers, and real client names where possible – AI can't invent your credibility, only you can.
- Run the same prompt multiple times and pick the best parts from each response.
- Save the prompts that work best for you – they become your personal toolkit.
- For any character-limited output (headline, connection note), always paste into a character counter to verify before publishing.

Pro Tip: The AI is a collaborator, not a ghostwriter. Your job is to bring your real experiences, insights, and personality. The AI's job is to help you shape them into polished, compelling copy.

Want More Help With Your LinkedIn Presence?

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