

Lancelot's LinkedIn Plan

► Phase 1: Research & Following (Days 1–2)

My Goal: Figure out who I should connect with at the company and what makes them tick.

Targets I'm hunting down:

- Hiring managers: Director of L&D, Training Manager, HRBP, Enablement Lead
- Collaborators: Senior IDs, LXDs, Product Trainers
- Allies: Marketing or Customer Success leaders who help fund enablement

What I do:

- Follow 5–10 Cosmic Burgers employees plus the company page
- Turn on notifications for 2–3 priority people
- Save 3–5 of their recent posts to comment on later

► Phase 2: Light Engagement (Days 3–7)

My Goal: Get my name under the eyeballs of the people I hope to connect with.

My moves (3–4 touches total):

- Like 2 posts from the people I saved earlier
- Leave 1–2 meaningful comments (not “Great post!” drive-bys)

Sample comments I might use:

- “Really liked your point about onboarding—Cosmic Burgers sounds like it’s doing some cool work in this space.”
- “This post on team culture hit home. Freelancers like me see the impact of that on every project.”

What I avoid right now:

- No links to my site
- No “DM me!” pitches



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▶ Phase 3: Connection Request (Day 7–8)

My Goal: Turn light engagement into actual connections.

How I approach it:

- Connect with the people I saved earlier
- Start with one priority person (a hiring manager or someone active in comments)
- Work through the rest over the next few days, making each note personal

Sample note I'd send:

Hi [Name]! I've been following Cosmic Burgers' onboarding updates, and as someone who also works in L&D, your post on [topic] made so much sense to me. I'd love to connect and keep the conversation going!

▶ Phase 4: First DM (Days 9–10)

My Goal: Start a short, specific, low-pressure conversation.

If my connection requests got approved (yay!), here are a few DM moves I'd try:

- **The Intel + Resource Drop:** "Noticed the news about [pain point] at Cosmic Burgers and put together a resource that might help. Hope it makes your day a little easier."
- **The Low-Key Service Intro:** "I saw Cosmic Burgers is expanding locations—that's awesome! In my projects, training teams often get stretched thin during growth. If you ever need an extra set of hands, I'm your guy!"
- **The Long-Game Friendly DM:** "Thanks so much for connecting with me! Always curious how people end up in L&D—what led you into the field?"

If no reply after 5–7 days, I send a friendly nudge:

"Hey again! Just reach out in case my note got buried in the LinkedIn void. No pressure at all, just popping back on your radar!"



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► Phase 5: Public Posts that Support the Story (Days 10–20)

My Goal: Post things that overlap with Cosmic Burgers' world so I'm not just engaging in the DMs, but showing up publicly.

Types of posts I'd share:

- **Value post (carousel):** *"Cut Onboarding Time Without Cutting Quality"*
 - 7 Slides: 3 pitfalls, 3 fixes, 1 quick checklist
 - CTA: *"If you're battling onboarding sprawl, steal this checklist!"*
- **Thought piece (article):** *"The benefits of working with a freelancer when your onboarding needs to be done yesterday"*
- **Mini case study:** *"How I helped my client use a short scenario-based activity to cut down on new-hire confusion during onboarding."*

How I'll up the odds that they'll see my posts:

- Engage first: Comment on Cosmic Burgers' (or their employees') posts before I publish mine. That may get me in their algorithm.
- Repost strategically: Share it again with a fresh angle a few days later.
- Time it right: Post during weekday mornings in their time zone.

► Phase 6: The Helpful Bridge (Days 20–24)

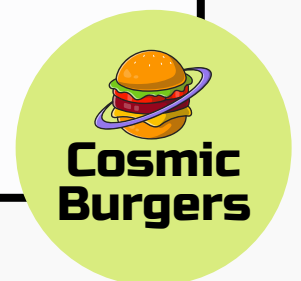
My Goal: Offer something small and genuinely useful. Think of it as a favor, not a pitch.

Ideas I might send:

- Quick Win Audit: *"If you'd like a fresh set of eyes on a module, I'm happy to take 10 minutes and send back a couple suggestions. No strings attached!"*
- Resource Match: *"I came across a checklist on [topic] that reminded me of your post—passing it along in case it helps."*

If they say yes:

I deliver fast, clean, and concise (3 bullets, 1 visual if relevant). Then close with: *"Happy to expand if helpful. Either way, hope this lightens your load a bit!"*



▶ Phase 7: The Ask (Days 24–30)

My Goal: Move from “friendly freelancer in the comments” to an actual one-on-one conversation. I’ll use DMs to reach out.

If they’ve engaged with me (likes/comments/replies):

“I’d love to set up a short call to see if a small pilot project could support what you’re already working on. Totally fine if now’s not the right time!”

If lukewarm/no engagement, ask THEM for something:

“I’m interviewing a few L&D leaders about onboarding metrics in product-heavy orgs. Would love for you to add your perspective—totally informal, 10 minutes max!”

If after 30 days there’s no engagement, I’ll:

- Try a different entry point (new ally function, e.g., Ops or CS).
- Pivot the content angle (e.g., manager reinforcement instead of onboarding speed).
- Park Cosmic Burgers for now and rerun the play with another target! later I don’t want to force it!



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