



Valerie Okorie &
Precious obo

THE LINKEDIN ✨ CREATORS GUIDE

Unleash Your
engagement &
get more leads



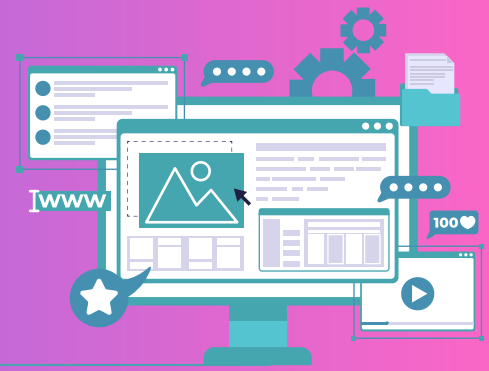
I see you 🌟
(You're wired to win)

FROM ZERO → TO INFLUENCER



Winning on LinkedIn
even as a newbie.

LinkedIn strategy



DON'T GO AT IT ALONE

Join through a community, maybe via a challenge, In the community, be the loudest, make as much friends as possible.

If no one engages with your post, don't be upset engage with theirs, this will make them, know like an trust you.

1

2

LEARN FROM TOP CREATORS

I don't mean just any creator

I mean creators that their content gives value and still get 1k likes Eg. Inneh Joseph

Learn how they write and use reverse engineering to your advantage. (Formating your post) Practice, practice, practice.



HAVE A CONSISTENT POSTING TIME

3

Let people know where and when to find you.
Consistency will make the algorithm notice you.

Don't be scared to take breaks.
(I personally do not post on weekends)



USE SERVICE INMAILS

5



ENGAGE LIKE NO MAN'S BUSINESS

After I comment on a large account, I like every single comment, This get you noticed.

Then I move in the comments like a spider, I create a web of engagement, I pick a profile in the comments, go to thir post, drop a comment & lie all the comments.
I repeat again and again. This is called thr spider web commenting strategy.

4

I send cold DMs to people in my niche at least 10 a day

Use the search bar, type in your niche e.g video editing
You will find a list of thousands of video editors.

Write your elevator pitch and send to at least 10 a day.



Precious Obo LinkedIn Strategy

Create a Problem Bank

Create a Google doc and stack it up with questions you get daily from your Target Audience.

Those questions could be from your comments, Competitors Comments, Audio Events, Your free clarity call session.

make sure you add a problem to your problem bank each day.

Just incase you run out of ideas, you can always run to your problem bank.

Your life is not on LinkedIn. Use it rightly:

Time Blocking:

1. Delegate a specific time for making post. (It should align with when your audience is most Active).

2. Delegate 30-1hr daily for strategic Connection request and Dm's. (Use the 50—30—20- Rule. ie 50%—Target Audience, 30% — Top creators, 20% - peers and Competitors.)

3. Divide 2 sessions for engaging (First 1hr before and after your post.

second: Have an engagement list most active creators in your niche.

- set 1 group below 10k.
- Set 1 group with 10k- 15k.
- set 1 group with over 50k - 100k.

know their posting time, by using the LinkedIn post date extractor.

(<https://ollie-boyd.github.io/Linkedin-post-timestamp-extractor/>).

Have a Game plan for your Content. (Content strategy).

- Pick out days in the week as your constant posting Date (5 or 4 days is enough).
- Decide on a day to re-strategize your contents and prepare for the new week.(I choose mostly weekends).

Steal This:

Monday's : Inspirational.(personal story).

Tuesday's: Educate. (How to post).

Wednesday: Entertain.(Work with trends).

Thursday: Transformation/client review (Before and after effects).

Friday: Collaborate. (Carousel collab etc).

Bonus: • Feedbacks(create polls to ask questions).

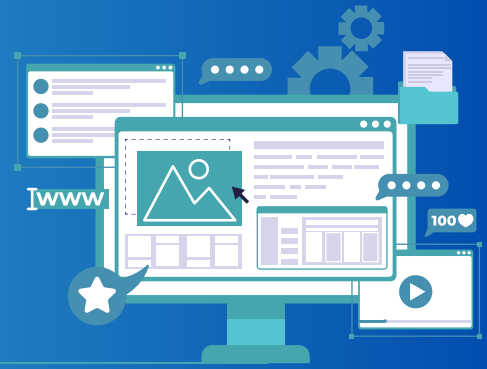
- Step by step guides
- Appreciation post.

N/B. You can tweak this to suit yourself.

Monetize your Audience

- Find a Starving Audience.
- Look out for thier Major problem as a topic.
- Create daily content on LinkedIn solving that problem.
- offer to answer questions with Free Clarity Calls or DMS.
- Create a Freebie that's a hook to solving that problem.
- Give it out for free and request for reviews.
- Create a product solving an indept problem your freebie solved.
- Create a landing page and add those reviews to it.
- It could be a product or service, Test run it with your content and Note the response of your audience.
- Put it out for sell.

LinkedIn strategy



JOIN AUDIO EVENTS

I got 20+ connections in just 2 minutes in Zoey Vincent Vevakporr last audio event.

join audio event and do not be afraid to join the speakers.

1

2

EMBRACE COLLABORATIONS

One of the fastest way to grow is by leveraging on the followers of other creators.

collaborate with both top and small creators to both impact and grow your audience.



3

BUILD TRUST WITH YOUR AUDIENCE

Build trust with your audience by always fulfilling on your promises.

example, post consistently on your scheduled posting time



SET GOALS

5



ESUPPORT YOUR FELLOW CREATORS

Don't be stingy with your likes and comments. You don't want to be a Potato 🍌

[follow Valerie Okorie](#)

[follow Precious Obo](#)

4

When I started, I set a goal of 20 followers per day. Now I set it at 150 followers per day.

I don't hit everyday but sometimes I do.



Wired to win



Finding Your Niche

Brainstorm your interests, skills, and expertise.

Write your answer here...

Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

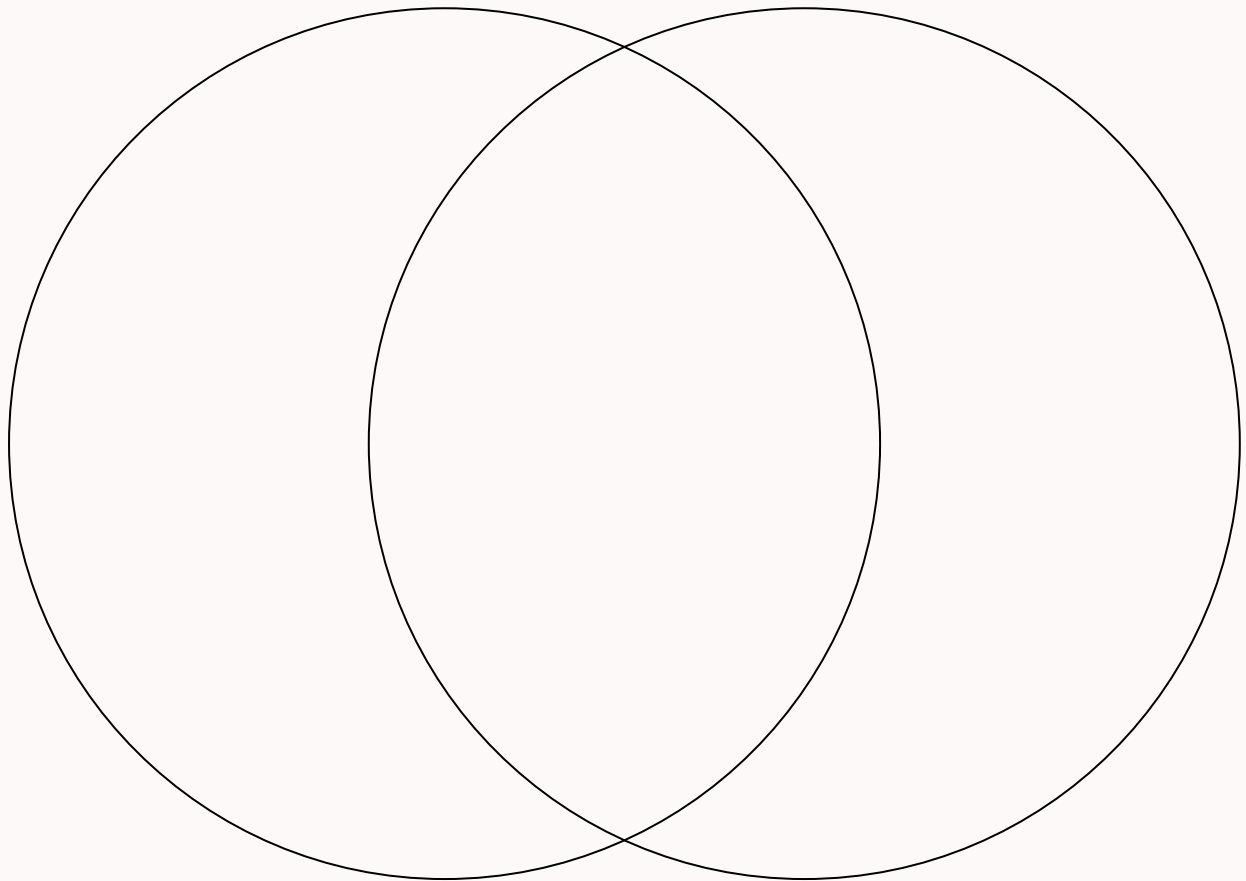
Define your target audience by considering demographics, interests, and needs.	
Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

Research popular topics within those areas and identify gaps or underserved niches.
Write your answer here...

Create a Venn diagram or list to find the intersection between your passions and the audience's interests.

Your passions

Audience's interests



Notes:

Wired to win

Your Personal Brand



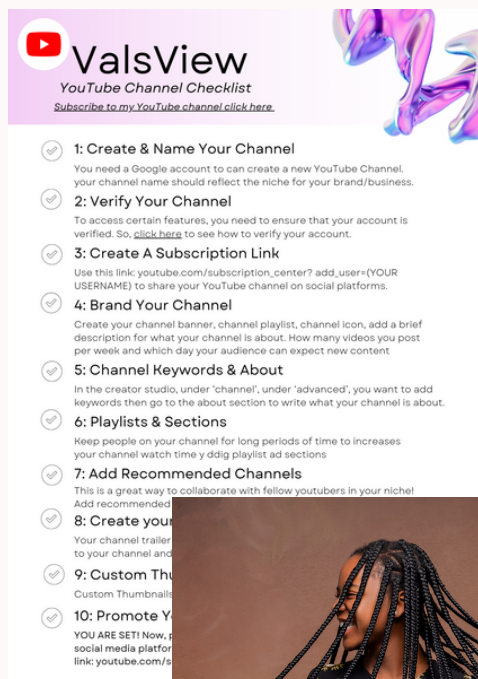
Define your core values and key characteristics that represent your brand.

Write your answer here...

Identify your unique style, voice, and visual elements that align with your brand.

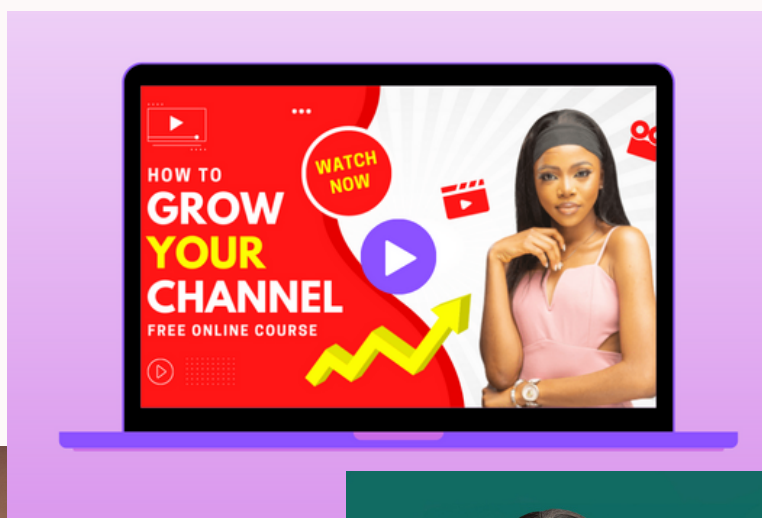
Write your answer here...

Create a brand mood board or collage to visually represent your brand identity



ValsView
YouTube Channel Checklist
[Subscribe to my YouTube channel click here.](#)

- 1: Create & Name Your Channel
You need a Google account to can create a new YouTube Channel, your channel name should reflect the niche for your brand/business.
- 2: Verify Your Channel
To access certain features, you need to ensure that your account is verified. So, [click here](#) to see how to verify your account.
- 3: Create A Subscription Link
Use this link [youtube.com/subscription_center?add_user=\(YOUR USERNAME\)](#) to share your YouTube channel on social platforms.
- 4: Brand Your Channel
Create your channel banner, channel playlist, channel icon, add a brief description for what your channel is about. How many videos you post per week and which day your audience can expect new content
- 5: Channel Keywords & About
In the creator studio, under 'channel', under 'advanced', you want to add keywords then go to the about section to write what your channel is about.
- 6: Playlists & Sections
Keep people on your channel for long periods of time to increases your channel watch time y ddig playlist ad sections
- 7: Add Recommended Channels
This is a great way to collaborate with fellow youtubers in your niche! Add recommended
- 8: Create your channel trailer
Your channel trailer is a short video that you upload to your channel and it is the first video that visitors see when they visit your channel.
- 9: Custom Thumbnails
Custom Thumbnails are images that you use to represent your videos on your channel.
- 10: Promote Your Channel
YOU ARE SET! Now, go to your channel page on your social media platform and share your channel link: [youtube.com/s](#)



Energy, lively,
modern, bold, playful,
strong, cheerful,
sophisticated.

Write a mission statement or elevator pitch that encapsulates the essence of your brand.

Mission Statement Example:

"Our brand is dedicated to empowering individuals to unleash their creativity, share their unique stories, and inspire meaningful connections. Through captivating content and authentic experiences, we aim to ignite passion, spark curiosity, and create a positive impact in the lives of our audience."

Elevator Pitch:

"At [Brand Name], we are passionate about fostering creativity and connecting with others through compelling content. We strive to inspire and empower individuals to embrace their authentic selves, explore new perspectives, and embark on a transformative journey. Join us as we create a vibrant community where creativity knows no bounds."

Write your answer here...

Wired to win

Creating Content

Define the purpose and goals of your content.

Write your answer here...

Research and study successful content creators in your niche.

Write your answer here...

Wired to win



INSTRUCTIONS

Practice Your Skills

Engage in deliberate practice by consistently creating content across various mediums such as writing compelling articles, capturing stunning photographs, and producing captivating videos, allowing you to hone your skills, experiment with different techniques, and discover your unique creative voice.

Seek feedback

Embrace a growth mindset by actively seeking constructive feedback from respected individuals in your field or engaging with online communities dedicated to content creation, enabling you to gain valuable insights, identify areas for improvement, and elevate the overall quality and impact of your content.

RESOURCES

- Explore online courses, tutorials, or books that cover content creation techniques and best practices.
- Join workshops or webinars led by experts in your chosen content format.
- Utilize editing tools and software specific to your content medium

Notes:

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Let's connect

Connect with us by clicking on our names.

[Connect with Valerie Okorie](#)



[Connect with Precious Obo](#)



Wired to win

Conclusion

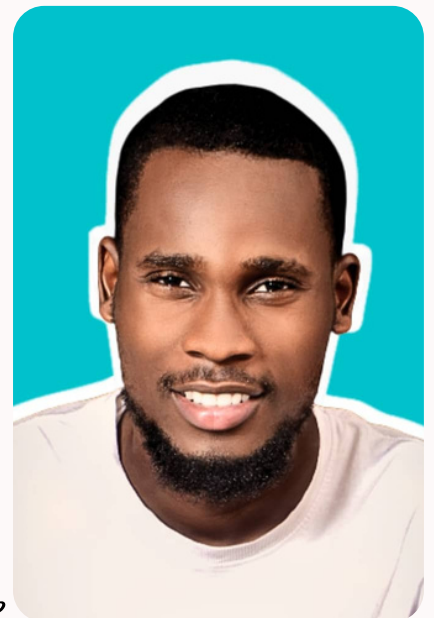
Congratulations on completing this comprehensive ebook workbook for aspiring LinkedIn content creators! Throughout this journey, you have gained valuable insights, acquired practical skills, and developed a strategic mindset to thrive on LinkedIn.

Remember, becoming a successful LinkedIn creator is a continuous learning process. Embrace experimentation, adapt to changes in the digital landscape, and remain open to new possibilities. Your unique voice and creative expression have the power to make a profound impact on your audience and the LinkedIn online community.

Stay true to your passions, values, and personal brand you to can become an influencer



Valerie Okorie



Precious Obo