

MY PROVEN LINKEDIN LEADS FORMULA

How I get 10-15 leads
weekly using FREE LinkedIn
& without ads



BERNARD REILLY

INTRODUCTION

Hey there! 🙌 I'm Bernard Reilly a business coach, digital content creator, and additional income mentor (as well as a DJ in my spare time).

When I first started using LinkedIn, I was hopeless, just another small business owner, trying to figure out how consistently get leads.

That was then, this is now

With lots of persistence & testing things have changed a lot!

I've now created **a simple to follow system that generates 10–15 targeted leads for me every single week** without spending a penny on ads. In fact, last week I had two days where I received 5 qualified leads per day.

This has had a massive impact on my business, and I've been able to reach my goal and help hundreds of people.

The best part, it's all been done with a simple, repeatable blueprint, that I am going to share with you today.

Whether you are brand new to LinkedIn or just struggling with it, I'm going to share with you exactly what I figured out and what is working for me.



Bernard Reilly

OVERVIEW

What I Cover

If you're tired of chasing leads, spending money on ads, or feeling invisible on LinkedIn this guide is for you.

In this short, practical playbook, I'll show you exactly how I generate 10–15 qualified leads per week using FREE LinkedIn, without any gimmicks and less than 30 – 45 minutes per day.

You'll learn how to:

- ✓ Identify and find your ideal prospects
- ✓ Optimise your profile to attract leads
- ✓ Use my proven connect-and-message system
- ✓ Start real conversations that lead to appointments
- ✓ Post simple, effective content that builds trust (even if you hate writing)

This is the exact method I use daily, and it works. Let's dive in and start by identifying your ideal client.

1.0

DEFINING YOUR IDEAL PROSPECT

Find Your People

“If you try to talk to everyone, you connect with no one.”

One of the biggest mistakes people make on LinkedIn is trying to appeal to everyone (I did this when I first started).

The truth is, your content and messaging need to speak directly to your ideal prospect and address their most urgent needs, otherwise, potential clients will just scan your page and leave quickly i.e. you will get ignored.

So, figuring out who your ICP (ideal customer profile) is and how you can help them should be the very first thing you do even before you begin to build your profile.

So, let's get to it. 😊

Grab a blank sheet of paper and write down the answers to the following questions in order to describe your ideal client.

Start with what you want!

Most LinkedIn coaches fail to mention this.

But for me one of the best parts of running my own business is that I get to choose who I work with. Therefore, questions a, b, & c should take priority over everything else.

- a) Who do I love working with?
- b) Which clients pay on time & are profitable?
- c) Which type of clients are stress free and easy to manage?
- d) What industry or background do they come from?
- e) What are their top 3 pain points?
- f) What do they really want that I can deliver easily?
- g) What age are they // where do they live // male, female or both?

1.2

DEFINING YOUR IDEAL PROSPECT

Using the answers from these questions, the next step is to create a written description of your ideal client.

Here are a couple of examples based on two fictitious business owners we are going to use throughout the book.

A Coach Providing Online Fitness for Men Over 50

Ideal Customer Profile: A 50 something, project manager who works from home. Years of sitting at a desk have caught up with him, causing back pain, low energy, bit of a belly. He's tried gyms and online workouts but finds them too intense or aimed at 25-year-olds. He wants to improve his health so he can enjoy retirement and keep up with his grandkids but doesn't want to do burpees or count macros.

Tech Firm Offering Cloud Based AI Tool for Small HR Pro's

Ideal Customer Profile: A 40 something year-old freelance HR consultant based in the Northwest, ideally Manchester. They left their corporate HR role 3-5 years ago to set up their own HR support business for small businesses, offering contracts, policies, and employee relations support. Business is growing, but they are drowning in admin. As a result, they are hitting a ceiling, turning away client's and are unable scale.

Once you have created your ideal customer profile, save it and let's do a check on LinkedIn to see if we can find your prospects.

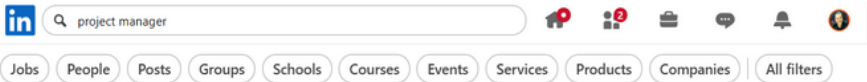
Ready? Let's do our search.

1.3

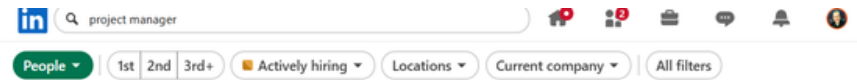
USING LINKEDIN SEARCH LIKE A PRO

LinkedIn's search function is very powerful and often underused. In this section I am going to show you how you can use it to find a list of targeted leads.

Let's go to LinkedIn's search bar function and type in the term 'project manager'. As soon you do this you will see a row of further filter options will appear below your search bar.



Next, we want to begin drilling down further by applying more filters. To do this start by clicking the 'People' option.



Notice the filter options change again, as soon as you click the 'People' button.

1.4

USING LINKEDIN SEARCH LIKE A PRO

From these new options, you should make further selections. For example, I am going to choose 2nd degree connections, based in England.



Let me give you a little context here as it will help you.

I only choose 2nd degree connections as I am already connected to 1st degree contacts and LinkedIn normally only gives an option to follow 3rd degree contacts (there are some workarounds for 3rd degrees, but these are more hassle than their worth to me).

The reason this is important to know, is because LinkedIn normally presents you with a list of a thousand profiles (10 per page across 100 pages). There is no point having people in your list of results that you are already connected too or cannot connect with easily.

The next step is to check through several profiles and make sure that the profiles listed meet your requirements.

Sometimes you need to tweak your search term to be more specific, but with a little perseverance and practice you will find LinkedIn's search bar an invaluable research tool for finding targeted leads.

1.5

USING LINKEDIN SEARCH LIKE A PRO

Once you are happy with your list of leads, you will need to keep a copy of it.

The way to do this is to copy the URL from the browser address bar, then paste the URL into a Google Doc, Notion, Google Keep, or similar & save it.

Label it clearly e.g. "Project Managers UK" and you can use this search time and time again by pasting the copied link into your browser.

The good news is that every time you revisit the same search it will refresh with new potential prospects.

RECAP: Where are we so far?

- ✓ We've clarified exactly who we want to work with.
- ✓ We've created a clear profile of our ideal prospect including the key pain points we can solve profitably.
- ✓ And we've run a filtered LinkedIn search to make sure we can easily find them.

Simple steps, but powerful foundations.

Now let's get our profile into shape. 💪

2.0

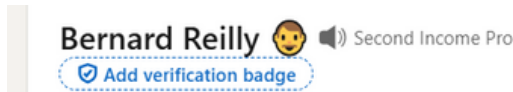
BUILD A PROFILE THAT ATTRACTS

Your LinkedIn profile is not a CV, nor should it be a boring list of bullet points about your business.

Rather, you should think of it as a sales page that speaks directly to your ideal client and instantly lets them know they are in the right place.

Now that you know exactly who you want to reach, it's time to transform your profile into a magnet for those people.

First things first, make sure you verify your account by clicking the 'Add verification badge' button at the top of your profile. LinkedIn claims that 'Verified members get 60% more profile views on average' so its definitely worth doing.



Next craft Your “I Help” Message

Your headline is prime real estate. It should clearly state:

“I help [WHO] do [WHAT] without [FRUSTRATION].”

Using our earlier examples, you’ll end up with something like the following:

“I help professional men over 50 improve their health, energy, and mobility without burpees, calorie counting, or gym bro workouts.”

“I help HR consultants grow their client base without drowning in admin with smart affordable systems designed for solo HR pros.”

2.1

BUILD A PROFILE THAT ATTRACTS

Optimise Your 'About' Section

This is your story but written for your audience. Here is the winning 4-step formula I follow.

Hook > Credibility > How You Help > CTA

Hook: Start with a bold statement or relatable problem.

“Most men over 50 know what it’s like to feel stiff, tired, and like their best years are behind them. The gym isn’t working, and burpees? Forget it.”

“If you’re an HR consultant juggling too many clients and too much admin, you’re not alone. Scaling a solo business shouldn’t feel like drowning in paperwork.”

Credibility: Briefly share your background or story (be relatable)

“I used to work 10+ hours a day behind a desk. By 55, I was overweight, exhausted, and constantly battling back pain. I knew something had to change but did not know where to start.”

“After 20 years in corporate, I transitioned into running my own small HR business and hit the same bottlenecks. That’s when I discovered a better way to scale.”

2.2

BUILD A PROFILE THAT ATTRACTS

How You Help: Explain the transformation you offer.

“Today, I help men over 50 get leaner, stronger, and pain-free without gym bro routines or tracking every calorie.”

“I help freelance HR professionals free up 10+ hours a week with done-for-you systems so they can grow their business without burnout.”

CTA: End with a simple call-to-action (DM me, book a call, etc.)

Make it clear what they should do next but keep it low pressure.

“DM me the word ‘ENERGY’ if you’d like a copy of my 3-step routine.”

“If you’re ready to scale without the stress, let’s chat just send me a DM.”

BONUS TIP: Use HEADLINES to separate short paragraphs, emojis (sparingly), and friendly language. Remember to make it scannable as most people will skim through your content.

2.3

BUILD A PROFILE THAT ATTRACTS

Update the Rest of Your Profile Page

Don't leave any section blank! Here's how to maximise each part:

Banner image: Use Canva to design a banner image that reflects your key message and your personal brand.

Here is an example of a banner that I use that includes details of a lead magnet. This was created in Canva using a template.



Featured section: Your pages featured section should also be a standout part of your profile. I suggest you create two lead magnets with strong images.

Featured + ✎

Image

Escape the Single Income Trap

Want my FREE Playbook?
DM me the word 'Playbook' and I'll send it straight to your inbox.

This isn't theory for me — it's personal. Back in 2017, I had a successful career in marketing and a passion for...

Link

FREE Video Training 3 Profitable Side Hustles
bernardkelly.com

3 Profitable Side Hustles for Professionals in 2025
Are YOU looking to boost your income without quitting your day job?

In this free short video, I break down 3 smart, scalable side hustles that actually work in today's economy.

2.4

BUILD A PROFILE THAT ATTRACTS

Experience Section: List your experience properly can really support your overall sales message. You should tailor descriptions to show how you help people not just tasks.

To make it easy I use another very simple formula (yes, I love formulas).

Just remember **WHO, WHAT & HOW**

WHO you helped + **WHAT** problem you solved + **HOW** you did it.

See examples on the following 2 pages

2.5

BUILD A PROFILE THAT ATTRACTS

Example 1: Online Fitness Coach for Men Over 50

Role Title: Online Coach | Founder, FitOver50 Coaching

Dates: Jan 2022 – Present

Location: Remote

Description:

I help men over 50 reclaim their health, energy, and confidence without brutal gym workouts or unrealistic diets. Most of my clients are busy professionals who've spent years putting their careers and families first and now want to feel better in their bodies without being lectured or overwhelmed.

Through my online coaching system, I provide simple strength routines, tailored mobility plans, and nutrition strategies that work with their lifestyle not against it.

- ✓ Helped 120+ men over 50 reduce pain, lose weight, and feel younger again
- ✓ Built a community of supportive, like-minded men focused on long-term wellbeing
- ✓ Delivered flexible, remote coaching that fits into even the busiest work schedules

2.6

BUILD A PROFILE THAT ATTRACTS

Example 2: HR Consultant | AI Workflow System

Role Title: HR Automation Specialist | Founder, SmartScale HR

Dates: Aug 2023 – Present

Location: Remote

Description:

I support solo HR consultants and micro-HR firms who are brilliant at people problems but bogged down by admin. Most are juggling client delivery, document creation, case tracking, and inbox overload, leaving no room to scale. I introduce them to AI-driven systems that automate low-value tasks, so they can take on more clients without sacrificing quality (or sleep).

My done-with-you service helps them:

- Automate contracts, policies, and onboarding flows.
- Free up 8–12 hours per week
- Appear more tech-forward to prospective clients.
- Reduce the need for costly VA or admin hires.

- ✓ Helped HR consultants grow revenue while working fewer hours
- ✓ Reduced manual workload by 40–60% using simple, no-code AI tools
- ✓ Made it possible to scale sustainably without burnout

Feel free to repurpose either of these for your own business 😊

2.7

BUILD A PROFILE THAT ATTRACTS

Skills Section: Often overlooked, the skills section is quite an important piece of the profile puzzle.

This is because if done properly it can boost your visibility in search. When people search LinkedIn for services like “virtual assistant,” “HR automation,” or “online fitness coach,” LinkedIn uses your Skills section (along with your headline and about section) to decide if you show up in search results.

Long story short if the right keywords aren't in your skills list, you may be invisible to potential clients even if your content is great.

So here is how to maximize your skills section to attract clients.

Add 15–20 skills max, prioritising client-focused keywords
Think “what would my ideal client type into search?”.

Pin your top 3 skills to match what you want to be known (and paid) for. These show up in preview make them count.

Use a mix of broad and niche keywords.

- Broad: Customer Service, Business Coaching, Project Management
- Niche: LinkedIn Lead Generation, AI for HR, Fit Over 50 Coaching

Align your Skills with the rest of your profile

Make sure your headline, About, and Experience mention the same core skills for consistency.

TOP TIP: Remember to remove any old irrelevant skills from previous roles.

2.8


BUILD A PROFILE THAT ATTRACTS

Get relevant endorsements

Endorsements might not feel as powerful as testimonials or case studies, but they still play a valuable role in social proof, positioning, and trust-building especially for potential clients checking you out for the first time.

They act as micro testimonials, reinforce your brand and improve your visibility in search. So, it's a good idea to contact your happy clients or teammates to endorse key skills especially your top 3.

Recommendations Section:

While endorsements are like a thumbs-up emoji , **LinkedIn Recommendations are like a 5-star review** with commentary and they carry serious weight, especially if you're looking to attract clients, build trust and position yourself as an expert.

Recommendations are one of the most powerful forms of social proof. It's no longer just you saying how great you are its others publicly backing you. This builds instant trust, boosts your credibility, and lowers resistance from potential prospects considering working with you.

2.9

BUILD A PROFILE THAT ATTRACTS

Here is a 3-step method to help you get more endorsements & recommendations.

1. Give First Then Ask

Start by writing genuine recommendations for people you've worked with or admire. It's a great way to give value and often, they'll naturally want to return the favour.

If not go to step 2 and ask them.

2. Ask Happy Clients or Colleagues Directly

Reach out to clients, collaborators, or colleagues with a friendly message like:

"Hey [Name], would you be open to writing a quick LinkedIn recommendation based on our work together? I'd really appreciate it and I'm happy to return the favour too."

3. Make It Easy for Them

Most people want to help, but they're busy. Help them by reminding them what you worked on, or even offering a short draft to get them started.

"You could mention how I helped streamline your onboarding or saved you 10+ hours a week whatever feels natural."

These are the key areas of your profile that you need to spend time on and complete before moving to the next step.

Every element on your profile should work together to make your ideal prospect think: "Wow this is exactly what I need."

2.10

BUILD A PROFILE THAT ATTRACTS

These are the key areas of your profile that you need to spend time on and complete before moving to the next step.

Don't forget to add your contact details. Make it easy for people to reach you by including your email address and phone number in the "Contact Info" section.

Also, here's a little known tip: You can customise your response to the pronouns question in the top intro area of your profile. While most people use this for he/him or she/her, you can repurpose it to reinforce your personal brand. For example, mine currently reads as "Second Income Pro" a simple but powerful way to let people know what I do before they scroll any further.

Every element on your profile should work together to make your ideal prospect think: "Wow this is exactly what I need."

In the next chapter, I'll Walk you through how to start meaningful conversations and turn new connections into warm leads without being salesy.

Let's keep going!

QUICK REQUEST FROM THE AUTHOR

If you are getting value from the eBook, please do me the honour of stopping what you are doing and giving me both an endorsement and a written recommendation. Thank you in advance.

BERNARD REILLY




3.0

LEAD GEN CONNECT & MESSAGE SEQUENCE

Now that your profile is primed and optimised, the next step is to begin connecting and messaging people.

This is where most of my leads come from although, thanks to a strong profile and consistent content, more people are now booking calls directly with me.

As with everything in this guide, I use another simple repeatable formula:

-  **Connection Request**
-  **Presell the Appointment**
-  **Confirm the Appointment**

And yes, this is backed by a follow-up system (a step many people skip, but it's crucial).

Let's break it down.

3.1

LEAD GEN CONNECT & MESSAGE SEQUENCE

Know Your Weekly Limits

LinkedIn has limits to protect users from spam and automation. On a free account, you can send up to 100 connection requests per week ideally 20 per day (Monday to Friday).

Exceeding this can trigger restrictions, so stay within the limit.

Clear Out Old Requests

Don't let a backlog of unanswered requests pile up it weakens your profile and sends the wrong signals to LinkedIn's algorithm.

Do it weekly.

Every Friday, I remove any unaccepted connection requests that are more than 3 weeks old. This keeps my account clean and healthy and ensures I'm not wasting connection slots. Plus, after 3 weeks I can send a fresh connection request if I choose to.

Here is how you withdraw requests.

3.2

LEAD GEN CONNECT & MESSAGE SEQUENCE

Here is how you withdraw requests.

To do this from your desktop device follow these steps.

- a) Go to LinkedIn.com and click My Network from the top menu.
- b) On the left-hand side, click “See all” next to Invitations.
- c) In the top-right corner of that window, click the “Sent” tab.
- d) You’ll now see every pending request you’ve sent.
- e) Click Withdraw on any you want to cancel.

Using your mobile the process is a little different.

- a) Tap your profile photo (top-left)
- b) Tap My Network
- c) Tap Invitations
- d) Tap the Sent tab (top right)
- e) You’ll now see all your pending requests.
- f) Tap Withdraw next to any you’d like to cancel.

Now that your profile is optimised and you understand how to manage outstanding connections, it’s time to start actively generating leads using my simple connection and messaging method.

3.3

LEAD GEN CONNECT & MESSAGE SEQUENCE

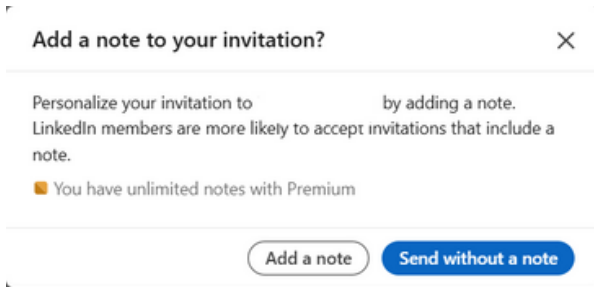
Reopen Your Saved Search

Open the saved LinkedIn search URL you copied earlier and paste it into your browser. This will display an up-to-date list of prospects that match your ideal client profile.

Send Connection Requests

Send connection requests to people who clearly fit your ideal customer profile (ICP). Stick to 20 per day, Monday to Friday that's 100 per week (LinkedIn's safe limit for free accounts).

IMPORTANT Use the “Add a Note” Option



Many LinkedIn experts suggest skipping the message with your connection request. But I've tested both ways and I consistently get better results when I include a message.

The key?

Keep it short, clear, and focus on getting a response. You need to create a 300-characters max, message that has one goal: to spark curiosity and start a conversation.

3.4

LEAD GEN CONNECT & MESSAGE SEQUENCE

Connection Request Message Format

Here are examples based on the exact format I use

*“Hi [First Name],
I help freelance HR consultants save 5–12 hours a week using
a simple AI tool (no tech stress involved).*

*If you’re keen to free up time & grow without hiring, I’d love
to give you a quick no strings demo.*

Let me know 😊 “

“Hey [First Name],

*I help men over 50 get fit again from home, in under 30 mins
a day.*

*No crazy workouts or strict diets. If that sounds like something
you’d be open to, happy to share what’s working for guys like
you.*

Let me know if you want more info 😊”

A Few Things to Note

- These messages are personalised, highlight a clear benefit, and include a simple but strong call-to-action.
- As with any connection strategy, expect that many people won’t respond and that’s okay.
- The key is consistency. If you stay consistent with this step, you’ll start seeing replies from people genuinely asking for more info.

 **Consistency is king and it’s what separates those who get results from those who don’t.**

3.5

LEAD GEN CONNECT &
MESSAGE SEQUENCE**Responding to Replies**

The message used to follow up any requests for information is a bit genius if I don't say so myself 😊 ... in truth it came about through a lot of testing and it works really well.

What we are going to do is pre-sell the idea of having a call.

Here is what it looks like

"Great to hear from you XXXXX

Thanks for your interest.

Before we look at booking a Zoom, can I send you a super quick 60-second overview so you can see if it's something that could work for you.

If it does, we'll book in a call.

Would that be, okay?"

3.6

LEAD GEN CONNECT & MESSAGE SEQUENCE

Why This Works:

You're not pushing them into a meeting, instead you're offering to send a short, 60-second overview instead. Plus, you are suggesting a call but only if they like what they hear.

Because the message is permission-based (e.g. "Would that be, okay?"), your prospect feels in control of the conversation, which builds trust.

And here's something important to note:

Many prospects will **check out your LinkedIn profile** at this stage before responding. That's exactly why we spent time earlier **optimising your profile**, so it does some of the heavy lifting for you.

Let's move to the next step.

3.7

LEAD GEN CONNECT & MESSAGE SEQUENCE

The 60-Second Overview Response Message

Okay, let's move on and look at the next part of the sequence the 60-second overview message.

To spice things up a little, we are going to use the LinkedIn mobile app, since you can send 60-second voice notes directly to your connections.



This is something I consistently use at this stage, because:

- Hearing your voice builds trust and empathy.
- It shows there's a real person behind the message.
- And it makes you stand out in a sea of cold, copy-paste DMs.

Sending a short, friendly voice message allows you to introduce the concept, set expectations, and give your prospect a taste of your energy without overwhelming them.

I normally hold up my phone and record a message like the following 2 examples:

3.8

**LEAD GEN CONNECT &
MESSAGE SEQUENCE**

“Hey [Name],

That fitness programme I mentioned is built specifically for men over 50 who want to feel stronger, move better, and lose the belly without doing burpees or counting macros.

It’s not a gym membership or intense bootcamp. It’s a simple, effective system built around realistic workouts, joint-friendly movements, and smarter habits that actually fit into your life.

Most guys I work with start feeling better in the first couple of weeks more energy, better sleep, less back pain.

If you’re curious, I’d be happy to show you how it works.

What suits you best for a quick Zoom late afternoon or early evening?”

3.9

LEAD GEN CONNECT & MESSAGE SEQUENCE

“Hey [Name],

So that system I mentioned is something that will work brilliantly for your HR consultancy especially if you’re growing fast and feeling the weight of admin.

It’s an affordable AI-driven platform designed specifically for freelance HR consultants like you.

It cuts down time on contracts, policies, and routine queries, helping you scale your client base without needing to hire or burn out.

One of my clients freed up over 10 hours a week using it and now she’s taking on more clients without adding more stress.

If that sounds interesting, I’d be happy to walk you through how it works. What’s better for you mid-morning or after 2pm on Zoom?”

At this point anyone who is genuinely interested normally replies quickly with their availability, and there you have it. Another appointment in your calendar.

3.10

LEAD GEN CONNECT & MESSAGE SEQUENCE

For those who don't reply to this message I normally wait 3 days (I don't want to appear too keen) and send them the following.

*“Hi XXXXXX
Did you see my earlier message 😊”*

This normally triggers a decent response from people who just got busy or distracted and will typically harvest a few more appointments.

I promise you the sequence above has worked like magic for me. With practice there is no reason why you can not begin adding more qualified appointments to your calendar this way.

Before we finish, I want to talk to you about creating and posting content.

Before we finish, I want to talk to you about creating and posting content.

4.0

SIMPLE, CONSISTENT CONTENT THAT CONNECTS

Let's talk about content specifically, the kind that helps you build trust, attract the right people, and turn cold connections into warm leads.

My Honest Journey with Content Creation

At first, I found creating LinkedIn content difficult.

I'm **not a natural writer**, and I used to worry too much about likes, comments, or going viral. I would write something... then delete it. Or post and sit there refreshing the screen like a saddo.

But these days, my approach is very different. I focus on what I call "the controllables."

What I Focus on Now

- I show up every day and post at least once.
- I stay on topic, always speaking directly to my audience. BTW LinkedIn are beginning to show content not just based on the publish date but also based on relevance. The potential for creating evergreen content has never been better.
- I write every post myself, but I use ChatGPT to sharpen, tighten, and simplify my message.
- I use Canva to create simple but professional looking graphics to support my posts.

This combination has made the whole process easier, faster, and more enjoyable.

4.1

SIMPLE, CONSISTENT CONTENT THAT CONNECTS

Post Types That Work BEST for Me

1. Telling My Story

People love authenticity. I share parts of my journey wins, mistakes, and lessons learned. These build trust faster than anything.

2. Videos

I've only recently started posting videos, but they're powerful. People get to hear your voice and feel your energy. Even a 60-second mobile video can go a long way.

3. Polls

Use sparingly (maybe one every couple of weeks), but they're great for engagement. People love giving their opinion. Here are some great poll starters

- *"As a HR professional, are you currently feeling overwhelmed?"*
- *"As a professional in your 50s, do you exercise regularly or are you struggling?"*

4. Value Tips & Insights

Share 1–2 tips that solve a common problem your audience faces. Keep it simple. Think: "One small shift that helped me improve my energy at 50+" or "3 signs your HR processes are holding your growth back."

5. Screenshots or Behind-the-Scenes

Posting a quick screenshot (e.g. of a win, dashboard, or conversation) with a short caption gives a sense of momentum and realness.

4.2

SIMPLE, CONSISTENT CONTENT THAT CONNECTS

Why Content Matters

Posting consistently does three things:

- It keeps **you top of mind** with your network.
- It educates the algorithm the more you post, the more LinkedIn understands who to show your content to.
- It **builds SEO** on your name so when people Google you, your LinkedIn content shows up high (don't forget to add 3-5 hashtags).

If you're stuck for content ideas, remember:

You're not writing for the world you're writing for one person who needs what you offer.

Bonus Tip: Use ChatGPT for content ideas 🤖

Content does not have to be a struggle.

You can:

Brainstorm post ideas with ChatGPT.

Stay consistent and keep it simple.

Create a 30-day content plan.

Remember: Done is better than perfect.

5.0

CONCLUSION

Where to Go from Here

You've now got the full blueprint I use to generate 10–15 qualified leads every single week on LinkedIn.

The key takeaways

Simplicity and consistency beat cleverness.

1. Show up daily and focus on your ideal prospect.
2. Keep your profile sharp it's doing a lot of the heavy lifting for you.
3. Be consistent with your messaging, it will pay off.

If you ever get stuck or want someone to help set this all up for you or may be need some coaching, just give me a call on 0794 135 4719 or send me a DM on LinkedIn.

Here's to your next 10–15 leads.

Stay consistent,



Bernard Reilly