

LINKEDIN STRATEGY SPRINT

30 days. You go from attracting peers to attracting buyers.

DELIVERABLES

WEEK 1 Research + positioning	→ Analysis of your client and prospect conversations: pains, jobs to be done, buying triggers → Competitor analysis: what they promise, in which formats, who engages → Audit of your current audience: peers vs. buyers → Positioning doc: ICP, job to be done, trigger, core promise, differentiator
WEEK 2 Assets	→ Branding: how you become distinctive (voice, angles, recurring formats) → LinkedIn profile optimization (your profile) → Content strategy: how the branding becomes content → Posting recommendations: how the strategy becomes posts → Writer brief: one document you or your writer can execute from
WEEK 3 Launch	→ Your first posts go live → I review each post before it's published
WEEK 4 Read + adjust	→ Analytics review: who engaged (buyers or peers), profile views, DMs → Wrap-up call + plan for the next 30 days

INCLUDED

- 4 calls: kickoff, assets review, mid-launch check, wrap-up
- Async feedback, reply within 48h on weekdays

Not included: writing your posts.

PRICE

Standard price: ~~€1,800~~

FOUNDING RATE

€1,200

Founding rate for my first 5 clients, in exchange for a testimonial and a case study.

Payment: 50% at start, 50% at the start of week 3.

ADD-ONS

Extra LinkedIn profile optimization (co-founder or company page)	€150 / profile
Website copy + SEO/AEO	€250