

# LinkedIn

## Influence Blueprint

My Journey from 0 to 60K  
followers in 16 Months



NEHA SHAFIQ

If you don't know me, here is a quick intro for you.

Hi, I'm Neha- a half-way psychologist turned into a LinkedIn Creator, with 60K+ LinkedIn Community



The image is a screenshot of a LinkedIn profile for Neha Shafiq. At the top, there is a red banner with white text that reads "SCALE YOUR SAAS STARTUP TO \$1 MILLION WITH KICK-ASS COPYWRITING". Below the banner is the profile picture of Neha Shafiq, a woman with long dark hair wearing a green and red patterned shawl. To the right of the profile picture is a blue plus icon. Below the profile picture, the name "Neha Shafiq" is followed by an orange fruit icon and the text "(SaaS Copywriter)". The bio text reads: "I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your B2C SaaS Startup Cross Its First \$1M In Revenue ⚡ Over 75% Conversion Guaranteed ⚡ Hello Next Startup Founder! ❤️". Below the bio, it says "Upwork • Bahria University Karachi Division, Sindh, Pakistan". At the bottom, there is a blue link that says "Grab All The Best Stuff FREE 🔥" with a share icon. Below that, the text "10,328 followers · 500+ connections" is displayed, with "10,328 followers" circled in red.

SCALE YOUR SAAS STARTUP TO \$1 MILLION WITH KICK-ASS COPYWRITING

Neha Shafiq 🍊 (SaaS Copywriter)

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your B2C SaaS Startup Cross Its First \$1M In Revenue ⚡ Over 75% Conversion Guaranteed ⚡ Hello Next Startup Founder! ❤️

Upwork • Bahria University Karachi Division, Sindh, Pakistan

Grab All The Best Stuff FREE 🔥

10,328 followers · 500+ connections



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**YOUR EID GIFT, ENJOY**

# **What Will You Get In This LinkedIn Influence Blueprint?**

- **Why LinkedIn?**
- **My journey from 0 to 10k followers**
- **Creating a Strong Profile**
- **Expanding Your Network**
- **Growing Your LinkedIn Reach.**
- **Creating your first LinkedIn Post**
- **Art Of Engagement**
- **Pro-Outreach Tips & Tricks**
- **Tracking LinkedIn Analytics**
- **Selling Your 1st Digital Product**
- **Monetizing Your Authority**



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# MODULE 1

## WHY LINKEDIN?

### 1. UNKNOWN TO UNFORGETTABLE

Until 2022 as a silent bird, no one knew me. LinkedIn helped me get recognized by some of the most AMAZING people.

### 2. BREAKING OUT OF MY SHELL

Before LinkedIn, I used to be a wallflower, hesitant to share my thoughts. Consistent posting & daily interaction made my communication 10x better.

### 3. POSITIONING AS AN EXPERT

I don't run ads but still get 50K+ impressions on my posts combined. Touchwood, people search, wait and care for me as an authority in my niche.

### 4. FROM PRESENCE TO PROFIT

10K followers is no biggie if you have a proper strategy in place. In just 1 year, I have closed 17+ SIX figure clients, 500+ Ebook SALES & Crazy opportunities



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# MODULE 2

## MY JOURNEY FROM 0 TO 10K

**16 Sep 2022**

After spending a month on LinkedIn as a silent bird, I finally created my first ever LinkedIn account on 16 Sep 2022.

**16 April 2023**

Fast forward to 1 year and I have a community of over 10K amazing people who value my presence



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# MODULE 2

## FRAMEWORK TO CONSISTENCY

Define	Create
Define goals and target audience.	Create a content calendar for consistency.
Optimize profile with relevant keywords.	Leverage LinkedIn features like Live and Polls.
Be authentic and showcase your personality.	

Engage
Share valuable insights and engage with audience.
Network strategically and connect with professionals in your industry.
Respond to comments, like and share other posts, and build connections.



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# MODULE 3

## CREATING A STRONG PORTFOLIO

### Find a Niche

Identify your skill

Create & Optimize profile with relevant keywords.

Actively post & engage with other followers

### Create Samples

Create samples & compile in a google drive

Post samples in the featured section

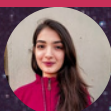
Share samples with potential clients

### Search for Clients

Network with potential prospects.

Write a pitch to sell your services

Actively engage with them



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# MODULE 4

## CREATE A SOLID PROFILE



**PROFILE IMAGE**



**HEADLINE**



**ABOUT SECTION**



**EXPERIENCE**



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# MODULE 4

## PROFILE IMAGE

- Use a high-quality & Focused image
- Make sure it's a headshot with smile
- Clear the background of the photo
- Use a photo that shows the real you
- Avoid filters or "open to work" tag



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# MODULE 4

## HEADLINE

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help  
Your B2C SaaS Startup Cross Its First \$1M In Revenue ⚡ Over 75%  
Conversion Guaranteed ⚡ Hello Next Startup Founder! ❤️

FORMULA	EXAMPLE
EXPERT IN YOUR FIELD/INDUSTRY]	Expert in Digital Marketing Strategies
SPECIALIST IN [SPECIFIC SKILL/TOPIC]	SEO Specialist for E- Commerce Websites
AWARD-WINNING [YOUR PROFESSION]	Award-winning Graphic Designer
TOP [YOUR PROFESSION] IN [YOUR LOCATION/INDUSTRY]	Top Sales Executive in the Healthcare Industry
PASSIONATE ABOUT [YOUR INDUSTRY/SKILL]	Passionate about Sustainability in the Fashion Industry
INCREASED [METRIC] BY X%.	Increased Website Traffic by 50% through SEO Strategies



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# MODULE 4

## ABOUT US

- Start with a hook to grab attention
- Start personal and head to professional
- Use keywords that your target prospects search for.
- Use a conversational tone to keep the reader engaged.
- Be concise and focus on your "GOAL"



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# MODULE 4

## EXPERIENCE

STEPS	ACTIONS
1. IDENTIFY ACHIEVEMENTS	List significant achievements in each role.
2. USE ACTION LANGUAGE	Start bullet points with strong verbs, emphasize impact with metrics.
3. TAILOR TO JOB/INDUSTRY	Highlight relevant skills, use industry-specific keywords.



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# MODULE 3

## BUILD A NETWORK

### SEARCH YOUR NETWORK



saas copywriters

People

Jobs

Posts

Groups

Schools


Courses


## Set Filters


People ▼


United States 1 ▼


Pick first 5 and send this message

**Jack Ashu** • 2nd  
SaaS Copywriter | bridging the gap between your product and prospect  
Fergus Falls, MN  
Talks about #themememem, #copywriting, #storytelling, and #contentwriting  
Provides services • Copywriting, Content Strategy, Email Marketing, Social Media Marketing, Advertising  
[Following](#)

**Scott Johnson** • 2nd  
Journalist, Copywriter  
Mobile, AL  
Current: SaaS Copywriter at Freelance  
Provides services • Copywriting, Blogging, Writing, Search Engine Optimization (SEO), Web Development, Social Media Marketing, Email Marketing, Product Marketing, Ghostwriting, Public Relations  
[Follow](#)

**Steven T.** • 2nd  
Demand Gen | SaaS | B2B | Content Strategist & Copywriter  
Vista, CA  
Skills: SaaS  
Scott Frothingham is a mutual connection  
[Connect](#)

**Linda Muterspaugh** • 2nd  
Freelance Technical Copywriter for SaaS, Tech, and Professional Development | My goal is to b...  
Fishers, IN  
Current: Digital Copywriter/Consultant for SaaS, Tech, and Professional Development at Linda Muterspaugh...  
Provides services • Copywriting, Email Marketing, Lead Generation, Marketing Strategy, Blogging, Demand Generation, Public Relations, Editing, Technical Writing, User Experience Writing  
[Pending](#)

**Heather C. Orr** • 2nd  
[Follow](#)

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# MODULE 3

## BUILD A NETWORK

### WRITING NETWORKING MESSAGE

Hi Friend,

Your profile looks impressive and so does mine. Just realized we both share similar interests when it comes to [keyword].

Really loved your take on tech marketing, is it only limited to getting clients but more than that?

Would love to know

Looking forward to hear from you.

### SEND THE MESSAGE

Invite Jack to connect



Build a quality network by connecting only with people you know.

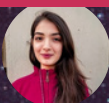
Message (optional)

Hi Friend,

Your profile looks impressive and so does mine. Just realized we both share similar interests when it comes to [keyword].



SEND 25 MESSAGES/DAY FOR  
A MONTH.  $25 \times 30 = 750$  MSGS



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# MODULE 3

## SEARCH PROSPECTS

### CREATE CUSTOMER PERSONA



### FIND PROSPECTS



**Julia Magdzińska** • 2nd

Growth Marketing & Paid Media | PPC / SEM / Paid Social  
United States

Summary: ...the digital field, marketing **SaaS** products.



Hina Nasir, Noushad Akbar, and 1 other mutual connection



**Ogaga John** • 2nd

Senior Product Designer for SaaS startup | I help B2B,B2C startup  
Lagos State, Nigeria

Talks about #ux, #visualdesign, #brandingdesign, and #creativethinking

Provides services - Visual Design, User Experience Design (UED), Brand De



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# MODULE 3

## SEARCH PROSPECTS

### WRITE YOUR PITCH

Hi Julia,  
11 years of experience in marketing is a long time. I'm sure you're making most of it in your ABM agency.

To prove myself right, I visited your website, discovering all the channels you offer for ABM strategy.

And what I found out was nothing short of surprise.

Would you like to hear? It's going to blow your mind as well.

Let's hop on a quick call to discuss more. |

### SEND YOUR PITCH

Invite Julia to connect



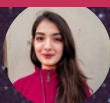
Build a quality network by connecting only with people you know.

Message (optional)

Hi Julia,  
11 years of experience in marketing is a long time. I'm sure you're making most of it in your ABM agency.



0 / 300



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# MODULE 4

## MY NETWORK-BUILDING STRATEGY

STEPS	ACTIONS
1. OPTIMIZE PROFILE	Complete profile, customize URL, share on other social media
2. IDENTIFY CONNECTIONS	Connect with colleagues, join groups, use advanced search
3. ENGAGE WITH NETWORK	Congratulate, engage with posts, share updates, offer help
4. EXPAND REACH	Create thought leadership content, participate in conversations, attend industry events



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# MODULE 5

## CREATING FIRST LINKEDIN POST

Carousel-Based Posts

Text-Based Posts

Text-Carousel Posts

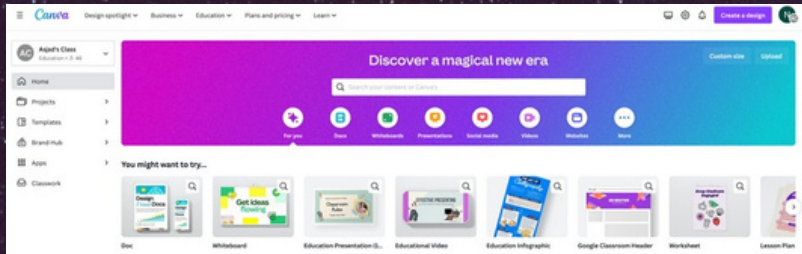


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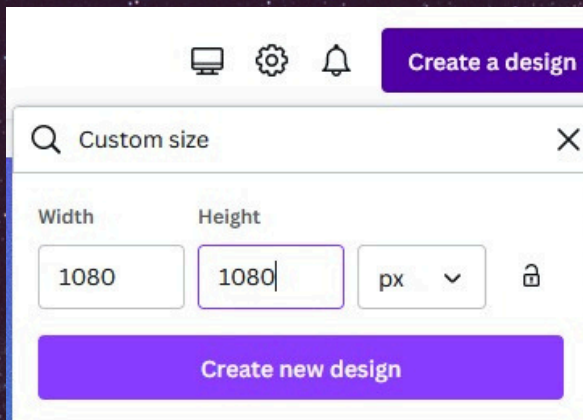
# MODULE 6

## CAROUSELBASED POSTS

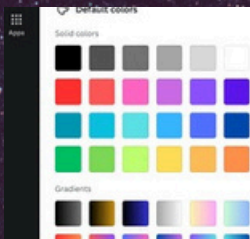
Log in to your Canva Profile



Create a design



Pick a color

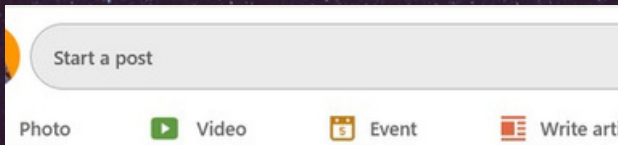


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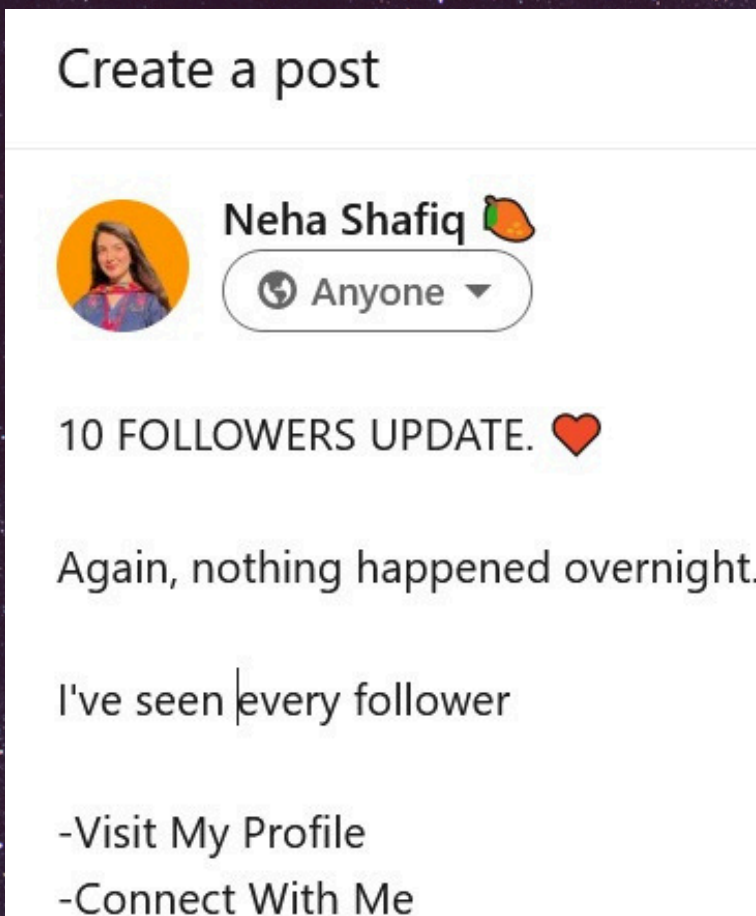


# MODULE 6

Go to home page



Create the post



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# MODULE 6


## Choose a File

Share a document

Choose file


Or upload from the cloud:

 Dropbox

 Google Drive

## Check & Edit

Share a document

Document title \* 

6 STEP GUIDE TO LINKEDIN'S SUCCESS

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MAKE YOUR  
1ST POST  
ON  
LINKEDIN



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# MODULE 8

## CREATE TEXT-BASED POST



**Matt Barker** • Following

Ghostwriting to get you leads, not views.

23h • Edited • 🌐

2 simple steps to better LinkedIn leads:

1. I make it clear who I want to work with
2. I ask them to DM me

I've been testing this on my own content and my clients.

The aim: to get better, qualified leads into the DMs.

It's been working well.



**Matt Barker** • Following

Ghostwriting to get you leads, not views.

2d • 🌐

'Your templates don't generate leads'

Wrong.

Here's an example of a legend who HAS generated a lead:

[Gunnika Gupta](#) posted using one of my templates 45 days ago.

What happened next:

- Generated a QUALIFIED lead
- Converted the lead
- Still works with them over a month later



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# **MODULE 9**

## **HOW TO CREATE ONE:**

**1.Pick a Topic**

**2.Brainstorm Ideas**

**3.Create a Template**

**4.Fit ideas into Words**

**5.Read, Edit and Re-Read**

**6.Add A Emoji and P.S**

**7.Check For Typos**

**8.POST And Done**



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# MODULE 10

## HOW TO CREATE ONE:

### 1. Pick A Topic

**Topic** = Content Creation

### 2. Collect Ideas

**Ideas** =

- Speedy content creation
- Hunting Ideas
- Proofreading for mistakes
- High engagement demands
- Access to swipe file

### 3. Create a Template

Template

Hook/Headline

One-line Description

Bullets or listings

One Secret/Hack

P.S in the last



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# MODULE 10

## HOW TO CREATE ONE:

### 4. Create First Draft

1st Draft

My Content Creation Strategy | ❤️

- Open my swipe file for inspiration
- Pick 3-5 ideas that resonate with the audience
- Filter them based on my knowledge & Interest
- Pick one final Idea out of all
- Brainstorm ideas
- Compile everything into a 75-word draft
- Fit the edited copy in a pre-made template

### 5. Edit & Post



Neha Shafiq 🍊 (SaaS Copywriter) • You

I Craft Kick-ass Copy To Sell SaaS Products like Crazy ⚡ Let's Help Your B2C Sa...  
12h • Edited • 🔄

Here's how I plan, create and save a week's content in just 40 Minutes. ❤️

\*Every post you see on my feed is created out of a single idea\*

- Open the swipe file for inspiration
- Pick 3-5 ideas that resonate with the audience
- Filter them based on your knowledge & Interest
- Pick one final Idea out of all
- Brainstorm ideas, take inspiration from other creators
- Compile everything into a 75-word draft
- Remove the unnecessary words & fix typos
- Fit the edited copy in a pre-made template
- Check for improvements
- Read to see if it makes to all 3 top tier audience
- Engage 10 mins before Posting



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# MODULE 11

## GROW YOUR REACH

Optimize  
profile

Publish  
content

Engage with  
network

Group  
Convo's

Pick new  
ideas

Repurpose  
Content



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# MODULE 12

## BY FAMOUS LINKEDIN INFLUENCERS



### JUSTIN WELSH

- Consistently publish content
- Improve your confidence as a writer
- Grow your audience through sharing
- Monetize your business every single day



Justin Welsh ✓  
@thejustinwelsh

I have zero interest in optimizing my schedule to squeeze as much productivity as possible out of every day.

I'm not a solopreneur so I can "maximize time" and be "hyper-productive".

I'm a solopreneur so I can spend more time with my wife & spend less time



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# MODULE 13



## MATT BARKER

2 simple steps to better LinkedIn leads:

1. I make it clear who I want to work with
2. I ask them to DM me

I've been testing this on my own content and my clients.

The aim: to get better, qualified leads into the DMs.



**Matt Barker**  
@mattbarkercopy

Master networking on LinkedIn  
and you can build an audience  
of 60k in 12 months.

But, 99% of people have no clue  
how or where to start.

After the first 3 months of  
failing to grow on LinkedIn, I  
figured it out.



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# MODULE 14

## MONETIZE YOUR LINKEDIN PRESENCE

STEP	DESCRIPTION
DEFINED TARGET AUDIENCE	Identified my ideal customer and their pain points.
BUILT MY LINKEDIN NETWORK	Connected & Engaged with my ideal customers.
ESTABLISHED MYSELF AS AN EXPERT	Shared my knowledge and expertise in cold-emailing
CREATED A SERIES	Created a LinkedIn Series Around This to promote my eBook,
SELLING	Sending personalized messages with discounts & incentives.



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# MODULE 15

## MY COLDEMAILING EBOOK JOURNEY

Wanna Know  
How I Write  
**Cold-Emails?**



01

5

**COLD-OUTREACH**  
Templates  
To Win  
**High-Ticket**  
Clients



**HOW**

@NehaShafiq

I Saved My Last  
Cold-Email  
Campaign Going  
Straight To Spam

**\*Two Days To Go\***



X



***Cold-Outreach  
Masterclass***

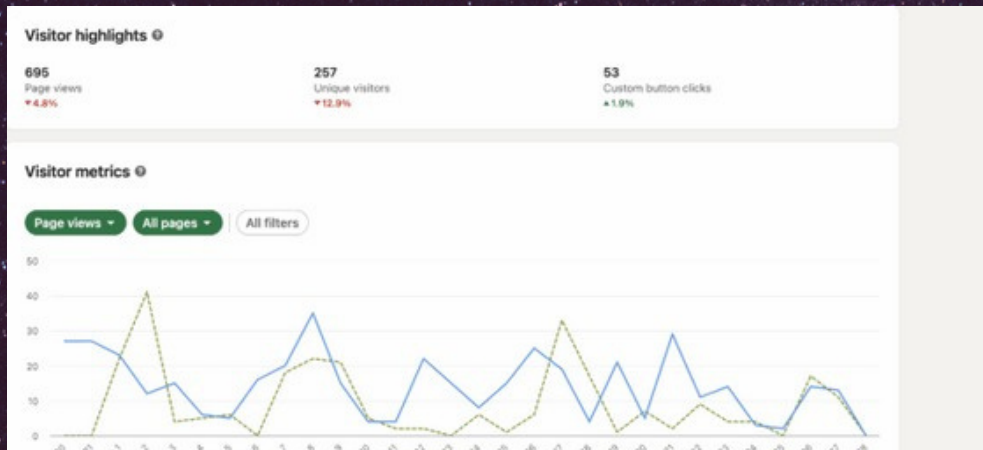
HUNT HIGH-TICKET CLIENTS LIKE A PRO



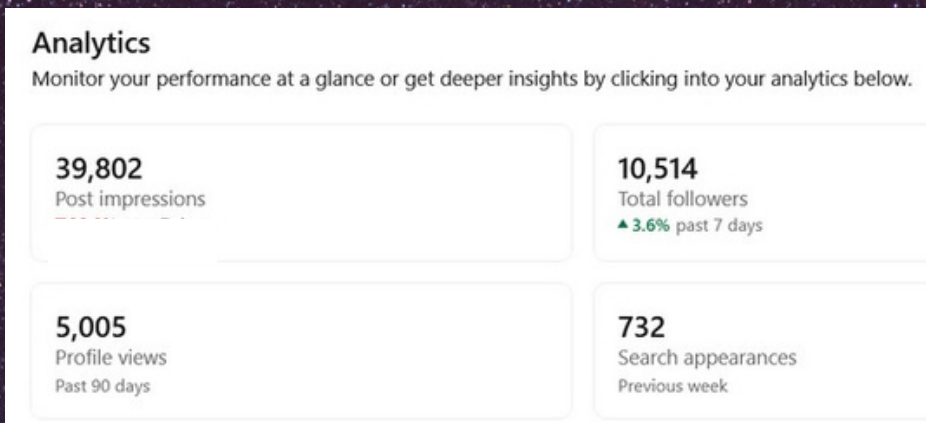
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# MODULE 16

## LINKEDIN ANALYTICS TRACKING BEFORE



## AFTER



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# MODULE 17

## LINKEDIN ANALYTICS TRACKING

Cause	Effect
Implemented strategies my industry. .	As per Justin Welsh I created short stories showcasing my expertise in
Used LinkedIn polls asking audience what they want to see or avoid.	To create hype, I created LinkedIn
Collaborationsto create cross-promotional content for max engagement.	Collaborated with other influencers
Live and webinars to connect with my audience at a personal level.	Hosted multiple live Q&A sessions
Regular Engagement	Learned the art of commenting for better & Stronger relationships.



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# MODULE 18

## MY LINKEDIN GROWTH STRATEGY

Lesson	Description
Slow & steady wins	Take time to understand your audience and create valuable content is key. Don't rush for fast growth
Staying focused works	Focus on your core competency & be the main character of your story.
Positivity goes a long way	Be kind & humane- that's all what matters in the world.
Share your story	Connect with your audience on a deeper level. People only trust what they experience



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# MODULE 19

## MY LINKEDIN PUBLISHING STRATEGY

### Actions

Start small to overcome publishing fear

Set a weekly publishing goal and commit

Write on topics you're an expert in

Engage with other users through comments

Join industry-related LinkedIn groups

Monitor analytics to adjust your strategy

Promote your profile on other platforms

Continuously learn and adapt strategy



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# MODULE 20

## MY LINKEDIN CLIENT-HUNTING STRATEGY

Actionable Tips for LinkedIn Success

Prioritize consistent content creation

Embrace and improve writing skills

Master the art of writing winning sales copy

Cultivate the habit of daily consistency

Monitor engagement & Check latest trends

Build relationships with followers

Transform consistency into a business habit



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# MODULE 21

## RECAP OF MY LINKEDIN JOURNEY

1. Don't be afraid to share your genuine thoughts
2. Provide value to your audience.
3. Master the art of commenting
4. Consistently post and maintain a schedule
5. Keep Learning and adapting your strategy.
6. Use analytics to understand what SUCKS & WORKS
7. Take risks and try new things.
8. Connect with relevant industry experts
9. Be authentic and true to yourself.
10. Have patience and stay persistent.



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# THANK YOU

FOR READING UP TILL  
HERE.



Hope You loved it..



**FOLLOW**  
**@NEHASHAFIQ**

