

90% of your success is visibility.

I build **Personal Brands** that can't be ignored.

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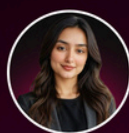
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# I Followed This **LinkedIn** Playbook

It Took Me From **0** To Consistent **Leads.**



**Asia Hussain**   
Personal Branding Expert



# The Problem

Posting Every Day.  
Still Getting No Traction?

- No Likes.
- No DMs.
- No Growth.

It's Not Your Fault.  
You're Just Missing The Playbook.





# Let's Fix That

This Is The Exact Roadmap I Followed:

- No Paid Ads
- No Viral Hacks
- No Audience To Start With

Just Strategy, Systems, And Consistency.

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Design

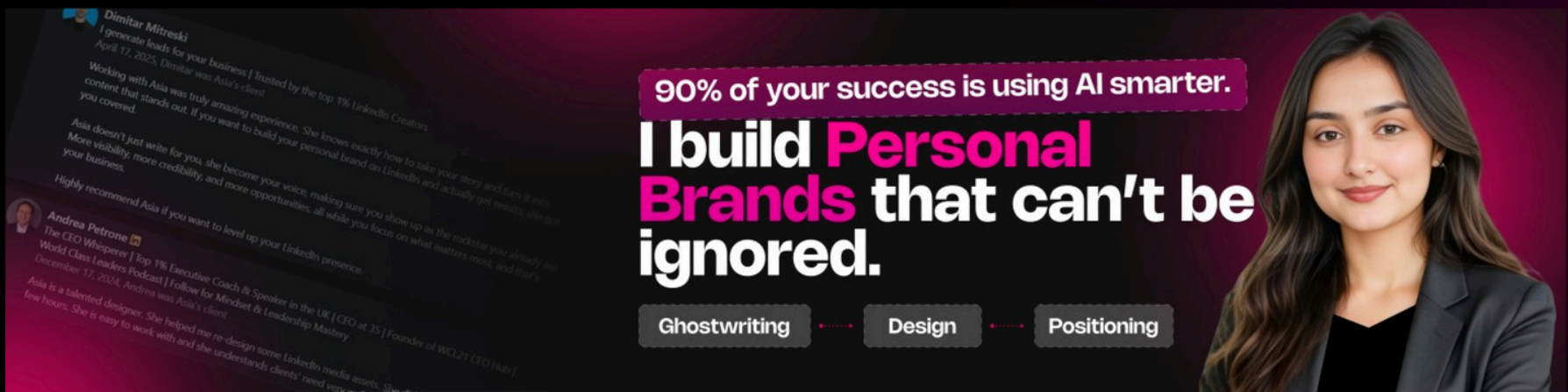
Positioning

# Step 01

## Fix Your Profile

Your Profile Is Your Homepage. If It Looks Average, People Won't Care.

- ✓ Clean Headshot
- ✓ Banner That Sells What You Do
- ✓ Headline That Positions You
- ✓ Featured Section With Proof (Or Behance/Notion)



Dimitar Mitreski  
I generate leads for your business | Trusted by the top 1% LinkedIn Creators  
April 17, 2025, Dimitar was Asia's client  
Working with Asia was truly amazing experience. She knows exactly how to take your story and turn it into content that stands out. If you want to build your personal brand on LinkedIn and actually get results, start with you covered.  
Asia doesn't just write for you, she become your voice, making sure you show up as the rockstar you already are. More visibility, more credibility, and more opportunities, all while you focus on what matters most, and that's your business.  
Highly recommend Asia if you want to level up your LinkedIn presence.

90% of your success is using AI smarter.  
**I build Personal Brands that can't be ignored.**

Ghostwriting • Design • Positioning



**Book a 1:1 Discovery Call.**  
Want to work with me?



**See what I've been Building?**  
Check My Portfolio  
Clean • Confident



# Step 2

## Pick Your Content Identity

Start With ONE Of These:

- **Student:** Share What You Learn
  - **Practitioner:** Show What You Do
  - **Expert:** Solve What Others Struggle
- With Clarity Builds Confidence.

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# Step 03

## Build A Visual Brand

Your Content Should Feel Like You. Pick:



2 Colors



1 Font



1 Layout Style Stick To It.

Make It Recognisable.

# Step 4

## Post 4x/Week

But Post With Purpose.

1. Focus On Clarity, Not Cleverness.
2. Use Short, Skimable Lines.
3. Spend 50% Of Your Time Writing Hooks.

# Step 5

## Comment Like Crazy

This Is How You Get Seen Without Followers.

- 50 Meaningful Comments/Day
- On Top Creators' Posts
- **Be Early = Be Visible**
- Show Up With Value, Not Fluff



# Step 6

## Pre & Post Engagement

📌 Before Posting: Comment On 10+ Posts

📌 After Posting: Reply To Every Single Comment

📌 Stay Active For 1 Hour  
Engagement = Reach.

# Step 7

## Be Human

No AI Fluff. No Logo-Only Presence

- ✓ Talk Like A Person
- ✓ Share Your Failures
- ✓ Build Trust Before Asking For Anything



# Last Step

## Stay Consistent For 90 Days

- Post.
- Comment.
- Show Up.
- Repeat.
- No Shortcuts.

Just The Most Repeatable Path To  
Real LinkedIn Growth.

# Use This 6-Post Starter Kit

1. Story
2. Lesson
3. Value Tip
4. Myth Bust
5. Behind-The-Scenes
6. Micro-Win Rotate Them.

Stay Relevant.



# Bonus

## Add A Portfolio

### Don't Have Client Work? Create And Showcase Your Own. Use:

- Behance
- Notion
- Google Drive Just Show Your Skills.

### Don't Wait.

#### LinkedIn Wins Start Here

This checklist covers what most miss.

- 1 Positioning**
  - Write a one-line positioning statement for your personal brand.
  - Identify your ideal customer profile (ICP) in 1 sentence.
  - Choose 3 core content pillars and commit for 90 days.
  - Create a new LinkedIn headline that highlights your credibility.
  - Update your about section with proof, personality, and product.
  - Audit 10 of your recent posts and ask if they align with your niche.
- 2 Content Creation Process**
  - Block 2 hours each week to write in your calendar.
  - Build a swipe file with 25+ hooks and written post structures.
  - Manufacture a 5-day repeatable content system.
  - Write and schedule 7 days of content in advance.
  - Create a list of 30 "pains" your ICP has on a regular basis.
  - Test at least 1 ChatGPT prompt that helps you write faster.
- 3 Content Types**
  - Write one story-driven post this week (failure/lesson learned).
  - Share one "How I did X" or "Behind-the-scenes" post.
  - Post a bold opinion with evidence or lived experience.
  - Publish a value concept with an outcome-focused title.
  - Use a screenshot of a real customer review to establish competence.
  - Repost a top-performing post from the last 50 days.
- 4 Performance & Analytics**
  - Track likes, comments, and profile visits weekly - how many are C=like
  - Log your top 3 performing posts this month and why they worked.
  - Review and improve your bottom 3 underperforming posts.
  - Create a "top post" folder for repeat posting every quarter.
  - Tag every post with a goal (lead-gen, story, attention, etc.).
  - Run 1 experiment per week (new format, new CTA, new angle).
- 5 Engagement Strategy**
  - Comment on 5 high-quality relevant posts every day for 7 days.
  - Respond to all DMs and comments within 24 hours.
  - DM 1 new follower this week with a genuine thank you or question.
  - Keep track of your top engagers and start building connections.
  - Reshare someone else's post (with their permission) and add your story.
  - Build a list of 50 creators in your space to follow and engage with.
- 6 Offer & Funnel Alignment**
  - Add 1 clear offer line to your LinkedIn bio and banner.
  - Post one lead magnet or "DM me X" offer this week.
  - Turn 1 high-performing post into a lead magnet and pin it.
  - Share one testimonial or result from a client in the post 14 days.
  - Run a "here's how I can help" post every 6 weeks.
  - Audit your funnel and ask: where do people go after content?
- 7 Multiformat Repurposing**
  - Repurpose 1 LinkedIn post into a carousel, video, or newsletter.
  - Save your top 10 posts as templates for future reposts.
  - Record a 60-second video based on a recent top post.
  - Turn 3 tips from a carousel into a Twitter/X thread.
  - Turn a post into a LinkedIn PDF cheat sheet.
  - Create 1 "evergreen" asset each month that can be reused every 90 days.
- 8 Systems**
  - Build a Notion or Google Sheet to track content and results.
  - Create 10 evergreen hooks you can reuse anytime.
  - Build a custom-GPT trained on your posts to generate new content on your terms.
  - Schedule posts at the same time, same day each week.
  - Set a monthly content review session in your calendar.
  - Write a one-page content SOP to brief anyone helping you.
- 9 Scaling Potential**
  - Document your weekly content process in a simple checklist.
  - Train 1 VA on your voice to outsource engagement.
  - Record a 2-minute Loom explaining the thinking behind your top posts.
  - Create a testimonial wall (that can be turned into a carousel).
  - Document your full content workflow from idea to post then label it step-by-step.
  - Identify 1 content format you can double down on for the next 30 days.

Repost and follow Asia Hussain for more growth content .

#### How to Make LinkedIn a Landing Page

##### Profile picture

1. Use a clear photo, simple background, and a friendly smile.
2. Make sure there is enough light on face.

##### Headline

1. Helping [ideal customers] achieve [desire] with [service/product] without [pain]
2. Keep your headline short and clear so it stands out in the feed.

##### Featured section

1. Link to your top CTAs (Calendly, newsletter, paid products).
- Limit to 3 options for simplicity.
2. Don't put most viral post!

##### Experience

- Focus on current work
1. Tell your story
  2. Describe your ideal client
  3. Share case studies
  4. Add skills and links

##### Banner

1. Your banner should show what you do and how you help. Add one proof point.
2. Bonus: a smiling face builds trust.

##### About section

- Share a story about:
1. Their pain
  2. Agitating the pain
  3. The ideal outcome
  4. Your solution

##### Activity

1. Pin posts that showcase your best it can be videos, designs, or carousels.
2. Post 2-5 times a week
3. Showcase your expertise

##### Recommendation

- Ask clients for:
1. Why they chose you
  2. Your solution
  3. Get real, specific feedback from clients. Fresh, detailed reviews build trust faster than generic ones.

# Bonus

## Don't Sell Too Soon

First 6 Months = Value Only.

- Give.
- Teach.
- Show Up.

People Buy From Energy And Trust,  
Not Cold Pitches