



THE LINKEDIN PROMPT GUIDE



1. WRITE A VIRAL HOOK

Prompt:

“Write 10 LinkedIn hooks under 10 words. Style: punchy, bold, curiosity-driven. Avoid emojis.”

Example Outcome:

→ “Clear offers that clients say yes to.”



**MARINA
PANOVA**



2. REPURPOSE A POST INTO A CAROUSEL

Prompt:

“Turn this post into 7–slide carousel. 7 words max/line.”

Example Outcome:

Slide 1 → Title

Slide 2 → Problem

Slide 3 → Fix



**MARINA
PANOVA**



3. CASE STUDY POST

Prompt:

“Write a LinkedIn story. Format:
Problem → Process → Result.”

Example Outcome:

Client grew 1K → 3.5K in 2 months.



**MARINA
PANOVA**



3. WEEKLY CONTENT PLAN

Prompt:

“Make 3-post LinkedIn plan. Mix: story, authority, leads.”

Example Outcome:

Mon → Story

Wed → Case Study

Fri → Carousel



4. HEADLINE OPTIMISER

Prompt:

“Write 5 LinkedIn headlines. Max 220 chars. Target SaaS founders.”

Example Outcome:

“Helping SaaS founders turn LinkedIn into a client engine.”



**MARINA
PANOVA**



5. REFRAME WEAK POST

Prompt:

“Rewrite post. Make it shorter, sharper, hook-driven.”

Example Outcome:

From: “Consistency is important.”

To: “Consistency won’t save weak content.”



**MARINA
PANOVA**



6. AUTHORITY LIST POST

Prompt:

“Write a 7–point list post. Bold. Add arrows →.”

Example Outcome:

- Clear offer
- Authority content
- Daily strategy



**MARINA
PANOVA**



7. DM OUTREACH

Prompt:

“Write friendly DM for SaaS founder. Goal: start chat.”

Example Outcome:

“Hey [Name], saw your growth. Biggest LinkedIn win?”



**MARINA
PANOVA**



8. SOCIAL PROOF POST

Prompt:

“Write a post from client result.

Tone: story + proof.”

Example Outcome:

“Client hit 30 leads + 2.5K growth in 2 months.”



**MARINA
PANOVA**



9. CONTRARIAN HOT TAKE

Prompt:

“Write 5 contrarian freelancing takes. Bold, no fluff.”

Example Outcome:

- Niching too early kills growth.
- Hacks don't build trust.



**MARINA
PANOVA**



10. TONE REWRITER

Prompt:

“Rewrite post. Same idea, bold tone.”

Example Outcome:

From: “Networking can help.”

To: “Networking builds faster than ads.”



**MARINA
PANOVA**

