

Fowler Performance Coaching

BUILD YOUR LINKEDIN PROFILE

**With the help of AI Tools
In under 30 Minutes a Day**

*9 steps for business owners who want a powerful LinkedIn presence
with ChatGPT, Claude, and Gemini doing the heavy lifting.*

By Donita Fowler

Why AI + LinkedIn = Your Unfair Advantage

If you're a business owner, your LinkedIn profile is your storefront. It's working for you or against you ...24 hours a day. The problem? Most business owners either don't have time to build it properly, or they stare at a blank screen not knowing what to say.

That's exactly where AI tools come in. ChatGPT, Claude, and Gemini can help you write, refine, and optimize every single section of your LinkedIn profile in a fraction of the time it would take on your own. You provide the information, and AI gives you the framework. They are acting as your copywriter/designer.

This guide takes my proven 9-step LinkedIn framework and layers in specific AI prompts at each step, so you know exactly what to type, what to ask, and what to do with the output.

Important: AI gives you a starting point. Always read the output, edit it in your own voice, and make sure it sounds like you. Please make sure you do not sound like a robot.

ChatGPT: Great all-rounder... strong at writing, coding, and research.

Claude: Strong at long-form writing, complex reasoning, feels like a *conversation* vs a transaction.

Gemini: Deep integration with Google products. Best choice if you live in the Google ecosystem.

STEP #1: OPTIMIZE YOUR PROFILE

Your profile is the foundation. Before you post a single thing, this needs to be strong. Here's how AI can help you build each section. You get to choose which platform you use.

Profile Picture

Choose a warm, professional headshot that shows your personality. AI can't take your photo but it can help you write the brief for a photographer, or give you feedback on what makes a great headshot.

💡 Try this prompt:

I'm a business owner in [your industry]. Describe what an ideal LinkedIn profile photo should look like for someone who wants to come across as credible, warm, and approachable to potential clients.

Headline

Your headline is the most important line on your profile. It needs to tell people who you help, what you do, and why it matters. Your LI headline has to be clear in under 220 characters.

💡 Try this prompt in ChatGPT, Claude, or Gemini:

Write 5 LinkedIn headline options for me. I am a [your role] who helps [your target client] achieve [the outcome you deliver]. I want to sound direct, confident, and specific. Avoid buzzwords and corporate-speak.

Summary (About Section)

Tell your story here. Who you are, what you do, who you serve, and why you do it. This is where your personality should come through.

💡 Try this prompt:

Write a LinkedIn About section for me in a conversational, first-person tone. Here are the key points to include: [paste 5-7 bullet points about your background, clients, results, and why you do what you do]. Keep it under 300 words and make it feel human, not corporate.

Experience, Skills & Recommendations

Write strong, outcome-focused descriptions for your experience section. For skills and recommendations, AI can help you draft a message to send to past clients asking for a recommendation.

💡 Try this prompt:

Write a short, friendly LinkedIn message I can send to a past client asking for a recommendation. I worked with [name/type of client] and helped them [result]. Keep it genuine and easy for them to say yes to.

STEP #2: DEFINE YOUR AUDIENCE

Before you create any content, you need to know exactly who you're talking to. AI is exceptional at helping you get specific here.

💡 Try this prompt:

Help me define my ideal LinkedIn audience. I run a [type of business] and my best clients are typically [describe them]. Ask me clarifying questions to help me build a detailed audience profile including their demographics, goals, challenges, and what they search for on LinkedIn.

Once you have your audience defined, use this profile to guide everything...your content, your connection requests, and your messaging.

💡 Dig deeper with this follow-up prompt:

Based on this audience profile, what pain points would make them stop scrolling on LinkedIn? What kind of content would earn their trust over time?

**Please take the idea that you will absolutely define your Ideal Customer in this 9 step LinkedIn workbook is naïve. This takes time, and mistakes, and experience. So, this is your *start* to identifying your ideal customer avatar.

STEP #3: SHARE VALUABLE CONTENT

This has been a big contributor to what pushes people to the top of the algorithm. Great content wins every time. Consistent, valuable content is what builds your authority on LinkedIn. The challenge most business owners face is coming up with ideas and finding the time to write. AI solves both.

Generating Post Ideas

💡 Try this prompt:

Generate 10 LinkedIn post ideas for a [your role] who works with [your audience]. Mix educational tips, personal stories, and thought-provoking questions. Make each idea specific and scroll-stopping.

Writing Posts

💡 Try this prompt:

Write a LinkedIn post based on this idea: [paste your idea]. My audience is [describe them]. Write in a conversational, direct tone. No fluff. Start with a strong first line that earns the scroll. Keep it under 200 words.

Repurposing Content

Already have a blog post, a client conversation, or a lesson you've learned. Let your AI marketing assistant turn it into a LinkedIn post in seconds.

💡 Try this prompt:

Turn this [blog post / email / idea] into a LinkedIn post for business owners. Keep my voice conversational and direct. Here is the original content: [paste content].

Consistency Tip

Batch your content creation. Spend 30 minutes once a week with an AI tool generating and refining 3-5 posts. Schedule them using LinkedIn's native scheduler or a tool like Buffer. Or upload them manually on the day of.

STEP #4: ENGAGE ACTIVELY

Posting is only half the equation. Engaging with others' content is what accelerates your visibility and builds real relationships. AI can help you show up thoughtfully and with consistency.

💡 Try this prompt:

I want to comment on a LinkedIn post about [topic]. The post says [paste or summarize it]. Write 3 comment options that are thoughtful, add value, and sound like a confident business owner — not a bot. Avoid generic responses like 'Great post!'

Always personalize the output before posting. The goal is genuine connection, not automation.

STEP #5: JOIN GROUPS & BUILD YOUR POD

LinkedIn Groups and PODs (Perform, Optimize, Deliver) amplify your content by getting it in front of more people and fast.

What is a LinkedIn POD?

A POD is a private message group of 10+ peers, colleagues, and business owners who support each other's content. When you post, you share the link in the POD. Members engage with posts that align with their brand. This signals to LinkedIn's algorithm that your content is worth pushing further.

Setting Up Your POD

- Create a LinkedIn message group with 10+ active, aligned connections
- Set clear rules: only engage with content you genuinely align with
- Share your post URL in the group after publishing
- Keep it fun! Remember, this is a long game, not a pressure campaign

Use AI to write your POD invitation:

Write a short LinkedIn message I can send to peers inviting them to join a content support group (POD). Explain the concept simply, keep it friendly, and make it clear there's no pressure. My niche is [your industry].

STEP #6: OFFER THOUGHT LEADERSHIP

Thought leadership is what separates people who have a LinkedIn presence from people who have a LinkedIn influence. It's about sharing your unique perspective, not just information.

Try this prompt:

I want to write a LinkedIn post that shares my point of view on [topic in your industry]. My perspective is [briefly describe your stance]. Help me write a post that is confident, clear, and likely to spark a conversation. Avoid hedging language.

Video Content

Short videos are one of the highest-performing content types on LinkedIn. AI can help you script them quickly.

Try this prompt:

Write a 60-second LinkedIn video script for a business owner audience on the topic of [your topic]. Start with a hook, deliver one clear insight, and end with a question or call to action. Keep it conversational.

STEP #7: PERSONALIZE CONNECTION REQUESTS

Generic connection requests get ignored. Personalized ones start conversations. AI helps you write requests that feel human and get accepted.

Try this prompt:

Write a personalized LinkedIn connection request to [describe the person, their role, industry, or why you want to connect]. Mention something specific about their work or content. Keep it under 5 sentences and make it feel genuine, not salesy.

Always add one specific detail you noticed about their profile or a post they wrote. That one detail is what makes it real.

STEP #8: NURTURE RELATIONSHIPS

Connections are just the beginning. The real value is in the follow-up. AI helps you stay consistent with relationship-building without it feeling like a chore.

 **Try this prompt:**

Write a short, warm LinkedIn message I can send to a connection I haven't spoken to in a while. I want to check in, mention something relevant to their work, and keep the door open for a future conversation. Their focus is [their industry/role].

 **Celebrate milestones with this prompt:**

Write a short LinkedIn message congratulating [name/type of contact] on [their achievement, promotion, work anniversary, new business launch]. Keep it genuine and brief, 3 sentences max.

STEP #9: OFFER FREE VALUE

Giving before asking is the foundation of building trust on LinkedIn. Free resources, guides, and tools position you as the go-to expert in your space — and they create natural entry points for potential clients.

 **Try this prompt:**

I want to create a free resource for [your audience] on the topic of [your topic]. Generate 5 ideas for a downloadable resource, like a checklist, guide, or template, that would be genuinely useful and position me as an expert. For each idea, give a suggested title and a 2-sentence description.

Once you've picked an idea, AI can help you build the whole thing. Pick your format, and use this prompt:

 **Build your resource:**

Create a [checklist / one-page guide / template] for [your audience] on [your topic]. Include [number] actionable items. Write in a clear, direct tone. Format it so it's easy to scan.

A Note on Using AI, From Me

AI is a tool. A powerful one.

But it doesn't replace your voice, your experience, or your genuine relationships. Use it to remove the friction or the blank page, the time pressure, the overthinking. And then put yourself back into everything it produces.

The business owners who win on LinkedIn are the ones who show up consistently, say something real, and actually engage with people. AI helps you do that faster. That's it.

Every DM you receive from this profile? That's me on the other end. No agency. No AI. Just me.

**Best,
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