

# LinkedIn Growth Framework Checklist

## Build Your Personal Brand with the Posts → Comments → Connections → Conversations Framework

- ■ Post 3–4 times per week – focus on quality, not just frequency.
- ■ Share a mix of stories, industry insights, case studies, and personal experiences.
- ■ Spend 15–20 minutes daily commenting thoughtfully on others' posts.
- ■ Personalize connection requests with a short note (why you're connecting).
- ■ Convert visibility into meaningful DMs – ask questions, share resources, explore opportunities.
- ■ Track what type of posts drive the most engagement (double down on those).
- ■ Block time weekly to plan your content in advance.
- ■ Remember: engagement matters more than frequency. Consistency > daily pressure.

■ Pro Tip: Use this checklist every week to stay consistent, save time, and grow your LinkedIn brand without burning out.