

What to expect from me vs what you'll do

How we'll work together to build your LinkedIn presence.

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This isn't a contract, just a clear outline of what I'll bring to the table and what's needed from your side to make this work. This is your content. I'm here to guide, sharpen, and keep you moving.

What I'll do	What you'll do
Help you define your content strategy, themes and posting rhythm	Show up, even when it feels awkward or inconsistent
Give feedback on your post drafts and voice	Write the actual posts (or record voice notes/videos I can review)
Offer prompts, structure tweaks, and hook rewrites when needed	Share wins, stories, opinions, or questions from your audience
Track what's working and suggest adjustments	Publish posts consistently. even if they're not perfect
Share examples, inspiration and ideas	Try new formats (polls, video, carousels etc.) when you're ready
Hold you accountable to your goals and content plan	Let me know when you're stuck, busy, or overwhelmed

A few things to remember:

- You don't have to be perfect... just present. The more you post, the more we can refine.
- You don't have to do this alone. I'm here to help shape your voice, unblock drafts, and keep momentum going.
- This is your brand. I'll nudge, coach, and suggest, but you always have the final say.