

hustle.

Duration: 16 Hours

THE **LinkedIn** PLAYBOOK

I've been following you and would love to connect.

Really enjoyed your perspective on this!

Would love to reach out soon for a quick chat!

Build a strong personal brand, optimise your LinkedIn profile, create engaging content, and use networking and outreach to generate professional and business opportunities.



FEATURED TRAINER

Kelvin Kuok

LinkedIn Ambassador

Funding Support Available

Up to
70%
SkillsFuture
Subsidies

SFC
Eligible

PSEA
Deductible

UTAP
Claimable

WWW.HUSTLE.COM.SG

WORKSHOP OUTLINE

THE LINKEDIN PLAYBOOK

Module 1: The Power of Personal Branding

- Build visibility, credibility and trust
- Understand the value of personal branding
- Discover opportunities through LinkedIn

Module 2: Finding Your Positioning

- Identify your ideal audience
- Define what you want to be known for
- Build credibility through proof and results

Module 3: Building a High-Converting LinkedIn Profile

- Optimise your profile and key sections
- Communicate your value clearly
- Build a stronger professional presence

Module 4: Turning Your Profile Into a Conversion Funnel

- Showcase your work and expertise
- Strengthen credibility with social proof
- Turn profile visits into opportunities

Module 5: Building Influence Through Content

- Create content with the 3I Framework
- Turn expertise into engaging stories
- Use AI to create content consistently

Module 6: Outreach, Networking & Opportunities

- Find and connect with the right people
- Craft personalised outreach messages
- Generate leads, partnerships and opportunities

Module 7: Your 90-Day LinkedIn Growth Plan

- Build your 90-day action plan
- Create consistent content and outreach routines
- Grow relationships beyond the course



Strategic Branding TGS-2026061560 Funding Validity Period : 23 Jan 2026 - 22 Jan 2028	Full Course Fee (Before Subsidies)	Singaporeans 21 to 39 Yrs Old or PR SkillsFuture Funding (Baseline)	Singaporeans 40 Yrs Old & above SkillsFuture Mid-career Enhanced Subsidy	SME Sponsored SkillsFuture Enhanced Training Support for SMEs
Full Course Fee	\$880.00	\$880.00	\$880.00	\$880.00
SkillsFuture Funding	(\$0.00)	(\$440.00)	(\$616.00)	(\$616.00)
Total Nett Fee	\$880.00	\$440.00	\$264.00	\$264.00
GST (9% x Full Course Fee)	\$79.20	\$79.20	\$79.20	\$79.20
Total Payable Fee	\$959.20	\$519.20	\$343.20	\$343.20

Terms and Conditions:

- For courses commencing on or after 1 Jan 2022, SkillsFuture course funding will be revised to a baseline of 50% subsidy, with an additional 20% subsidy (up to 70% subsidy) for eligible SMEs and Mid-career individuals (Singapore Citizens above 40 years old).
- Course fee subsidy is available for Singapore Citizens aged 21-39 years old or Singapore Permanent Residents 21 years old and above.
- Course fee subsidy is available for Singapore Citizens aged 40 years old and above.
- Course fees are SkillsFuture Credits Eligible.
- This course is conducted in a class-room based learning format.

Training Provider:

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INSTITUTE

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